



VisitWiltshire Update - December 2023

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Merry Christmas

We would like to wish all of our Partners a great and successful Christmas and New Year.

We look forward to continue working with you in 2024

VISITWILTSHIRE NEWS

VISITWILTSHIRE Digital Update: 1 - 30 November 2023

WEBSITE

7% increase in user visits vs October 2022
4% increase in user visits year-to-date

EMAIL

25% open rate on B2C newsletters
150 new subscribers from website

SOCIAL MEDIA

190k total reach
71.7k+ total followers
3 Instagram takeovers - 20k reach

CONTENT

What's On 55% of total page views
Firework Displays 20% of total page views
3 blogs

AUDIENCE

Top Towns/Cities include London, Bristol, Salisbury, Trowbridge and Plymouth
74% of users on mobile



VisitWiltshire & VisitSalisbury Website Update

The VisitWiltshire website has continued to grow with a 4% increase in user visits year-to-date, a 7% increase since October 2022. There was a particular impact from Organic and Direct traffic this month, with a strong focus towards our Firework and Christmas events. As a result of this, our What's On page generated over 50% of total page views on the website.

If you have any events you would like us to promote, please get in touch with **Katie**.

The VisitWiltshire socials are continuing to grow, with an increase of 194% in reach across Facebook, Twitter and Instagram. Users took most interest in our Christmas events with Longleat Festival of Light, Mompesson House and Avebury generating the most level of engagement. We were also host to a few Instagram takeovers this month, achieving over 20k reach in total.

If you would like to do a takeover on our Instagram account, please get in touch with **Katie**.

We are currently writing content for the following:

- New Things to Do
- Wellbeing in Wiltshire
- Walking Routes
- Ways to Stay Active in Winter

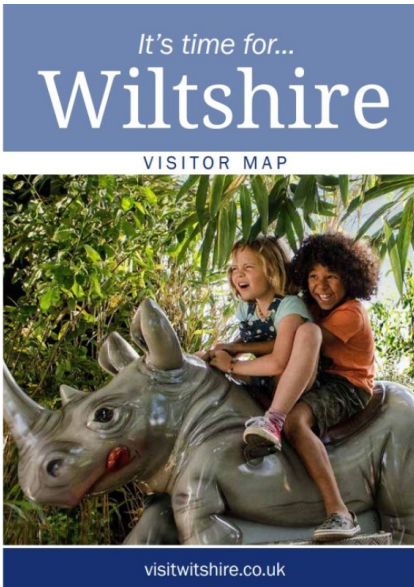
If you have any content that fits with the above themes please get in touch with **Katie**.

New VisitWiltshire Partners

Bassett Down Complex - Based in the beautiful Wiltshire countryside, a family run destination for everyone to visit, for occasions large and small.

Restaurant and event spaces, where you can enjoy casual dining set against stunning scenery, and hire function rooms for weddings, private events and conferences.

You can also explore the well-maintained golf course within 100 acres of mature parkland, two Footgolf courses and 20-bay driving range.



2024 VisitWiltshire Publications

VisitWiltshire has started work on this years publications, both publications are a useful tool for visitors either planning their visit or to use during their visit and a great tool to help businesses extend reach and brand awareness. Further details below on each one;

Visitor Guide & Visitor Map - Our annual digital publications. The Visitor Guide is aimed at people from further afield planning a future trip or holiday to Wiltshire and the Visitor Map which is aimed at visitors who are already in the county or coming for a shorter day or weekend visit.

Prices start from £50+VAT to advertise

You can see more information and prices in the Media Pack below.

2024 Media Pack

To book an advert, please email Fiona on the link below

BOOK ADVERT

PR Opportunity

We are keen to offer businesses additional PR Support in 2024, to extend the reach of your newsworthy stories to national and regional media. If you have any new openings, events/exhibitions, or anything newsworthy to share, we can offer the following:

- PR advice, regarding news angle, content and target media
- Write and distribute your press release to targeted key media contacts
- Representation at VisitEngland media networking event – 30 January 2024
- Follow up email communication with journalists/ Influencers from the event

Additional Marketing Opportunities

Digital Bundles

If you are looking to boost your bookings and gain additional reach, book one of our Seasonal Digital Bundles for **£300**. This is a great activity to get additional exposure across our platforms and includes: A newsletter spotlight, 8 x dedicated social media posts, 1 month of banner ads, inclusion in our 'What's On' blogs and a homepage feature. Our digital bundles achieve an average of 150k reach across our website, social media and newsletters. If you are interested, please contact [Fiona](#).

Influencer Visits

If you're running events and would like some help with getting Influencers to attend we can help, please contact [Fiona](#) for more information.

Take a look at all our marketing opportunities [here](#). Contact [Fiona](#) to book

Call-Out for Content

We're keen to be kept up-to-date with your news and receive information about upcoming events and special offers.

To be included on our **What's On** pages on the VisitWiltshire website, please complete the [event form](#).

If you have anything that fits any of the above, that you are happy to share, please send information to [Katie](#).

Competition Prizes

If you have an accommodation, attraction, activity or food and drink offering that you would like to include within a competition prize bundle, please let [Katie](#) know. Contributing to a competition is a great way to get additional exposure; it will be included across our social media channels, on the website and in our email newsletter (sent to 110,000+ people).



visitwiltshire • Follow

visitwiltshire This festive season, why don't you visit a Wadworth pub?

As the weather gets colder, indulge in the joy of the season by stepping into a cosy haven and treating yourself to festive food and drinks! 🍷🍴

Don't miss out on the magic—come and join the festivities and celebrate at a Wadworth pub!

Can you spot your local?👀

@officialwadworthbrewery
#WadworthPubs #FestiveSeason
#ChristmasCheer #wadworthbrewery
##WadworthTakeover
#timeforWiltshire

Edited · 1 w

194 likes
7 days ago

Log in to like or comment.

Instagram Takeovers for Partners

We are always looking for VisitWiltshire partners to take part in Instagram Takeovers on our [Instagram channel](#). This is a great opportunity to expand your reach and talk to new audiences with your content over a weekend at no extra cost. Recent takeovers have included Avebury, Longleat and Wadworth Brewery (pictured).

If you would like to be involved or find out more, please contact [Katie](#).

PARTNER MEETING & TRAINING EVENTS

VisitWiltshire Training Programme

VisitWiltshire have been working hard to put together a variable programme of training courses for our partners over the coming months.

The courses either take place in person or online and the cost to attend ranges from £35-£120 per attendee.

You can see full details on all the sessions [here](#).

Developing Local Pride - How to use your local area as a Marketing Tool

Date: Thursday 10 January

Time: 2:00 pm - 4:00 pm

Trainer: Susan Briggs from [Tourism Knowhow](#)

Format: Online - in the comfort of your office or home

Price: Only £35 + VAT

Who is this aimed at: anyone who manages your socials, website and content this could be a digital executive, receptionist, General Manager etc

Don't miss this chance to unlock the full potential of your local pride and elevate your business to new heights. Secure your spot now and let's turn your location into a marketing tool

Uncover the Secrets to Thriving Locally & Leverage Your Location:

- Discover how your local area is a key tool for attracting visitors.
- Maximize the potential of your location to encourage longer stays.

Boost Your Marketing:

- Tap into the power of your location in your marketing strategies.
- Tempt new visitors to explore and experience all your area has to offer.

Harness the Influence of Your Locale:

- Utilise passionate persuaders to maximise the pull of your destination.
- Capitalise on demand for 'insider tips' and make it work for your business.

□ Create Intriguing 'Treasure Maps':

- Craft guides that build loyalty and invite repeat visits.
- Transform your business into a must-visit destination.

Instagram Refresher

Date: Wednesday 17 January

Time: 2:00 pm - 4:00 pm

Trainer: [Nicola Webster](#)

Format: Online - in the comfort of your office or home

Price: Only £35 + VAT

Who is this aimed at: anyone who manages your Instagram account or anyone interested in learning more about it

Get ready for a power-packed Instagram Refresher that'll supercharge your social media success! Secure your spot now and transform your Instagram presence into a powerhouse of influence!

Unleash Your Potential:

- Optimise your Instagram profile
- Master the art of strategic posting – when, where, and how!
- Learn how to create and use captivating videos, stories, and reels!
- Amplify your impact with trending audio and music!

Boost Your Engagement:

- Craft compelling captions with killer keywords and hashtags!
- Harness the power of location and advanced settings!
- Ensure your content resonates with your dream audience!

Dominate with Strategy:

- Formulate a winning Instagram strategy!
- Discover the secrets of Threads for ultimate success!

**If you would like to take part in the sessions
please contact [Fiona](#)**

TRAVEL TRADE

Travel Trade Event Opportunities

Excursions Show 2024 - Saturday 27 January 2024, Wembley.

Literature Distribution fee £130 +VAT. Deadline 5 January 2024.

VisitWiltshire will be exhibiting at Excursions with a number of stand sharers including Bowood, Longleat, DoubleTree by Hilton Swindon and The Old Bell, Warminster. The stand is full, but we can distribute your brochures to the domestic group travel organisers and coach and tour operators.

British Tourism & Travel Show, 20 & 21 March 2024, NEC Birmingham. Stand Share Opportunity £1,115 (only £557.50 per day). Deadline 15 December 2023

This exhibition has not yet been booked as we require a minimum of 4 stand sharers to attend. The fee will include 1m space on the Wiltshire/Great West Way stand for the two days.

Contact Flowallace@visitwiltshire.co.uk to book any of the above.

**Date of next Wiltshire Travel Trade meeting
Thursday 1 February at 2pm**

Please contact [Flo](#) to register your interest to attend

GREAT WEST WAY

Green Travel Campaign

VisitWiltshire have secured coverage and activity for the county in the Great West Way autumn and winter **green travel campaign** which is now live.

Results so far are positive with Google responsive display generating over 5.8k clicks and over 210,500k impressions and the Meta campaign (Facebook) has generated over 1.5k clicks and over 190k

impressions.

A campaign newsletter was sent to over 22k that can be seen [here](#) and also a sponsored newsletter via VisitWiltshire to over 85k. Great West Way partnered with Rough Guide and the following 2 blogs have been created [Destinations on the Great West Way](#) and [Travel the Great West Way](#) that will be distributed via their channels.

British Travel Journal and have created the following content including a competition [Green Travel along the Great West Way](#) and [Win a Green Travel inspired overnight stay in a luxury 5-star hotel on the Great West Way](#) and this has also been published in their [newsletter](#).

You can see the most recent campaign blog post [here](#). Content will continue to be distributed through social media channels.

INDUSTRY NEWS

Industry Research

Accommodation Occupancy Report - [October 2023](#)

The latest [Consumer Sentiment Tracker](#) from VisitBritain is available

[A new YouGov White Paper on Luxury travel post-pandemic](#)



VisitWiltshire

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