



## **Travel Trade Activity Update**

### **June - September 2023**

The following report details Wiltshire travel trade activity from June - September 2023

#### **Wiltshire Travel Trade Group 2023/2024**

The Wiltshire Travel Trade group for 2023/2024 now consists of 27 tourism businesses and Wiltshire towns. The two latest additions are accommodation providers – The Stones Hotel and The Old Bell Hotel, Warminster.

Information on the Wiltshire Travel Trade Group can be found [here](#).

#### **Productions & Distribution of Collateral**

The [Wiltshire Travel Trade Guide](#) has received 3,118 views since launch in May 2023. The newsletter issued on 10 May received a 41.8% open rate and 8.6% click through rate.

#### **Wiltshire familiarisation visit 10 – 12 October 2023**

We've partnered with Greatdays Travel Group and launched a new autumn [Wiltshire familiarisation visit](#). This 2 night and 2 ½ day fam visit will run on Tuesday 10 – Thursday 12 October and is designed for domestic group travel organisers to visit the county, with a view to bring back their groups in the future.

We have received amazing support from Wiltshire travel trade group partners with many offering complimentary rooms, food and drink etc. There is a cost of £130 for attendees and we have now filled all 15 spaces. Both Greatdays and VisitWiltshire distributed this opportunity to their databases, and we have a mixture of GTOs and domestic tour operators attending.

#### **Digital Trade Communication & Databases**

We distributed a trade newsletter '[Register for Wiltshire Fam Visit & Book Now for Christmas 2023](#)' on 14 August 2023 to 1,575 subscribers. This went to domestic tour and coach operators, GTOs and trade press only. It had a 48.8% open rate and 12.2% click through rate.

In order to secure more interest in the Wiltshire fam visit we also sent a follow up newsletter on 15 September to the same audience, '[Last Chance to Register for Wiltshire Fam Visit](#)'. This received 45% OR and 10.3% CTR.

#### **Awards**

Wiltshire has been shortlisted as a Group Leisure & Travel Awards Finalist 2023 and we will find out whether we have won on 4 October. We are delighted to have been shortlisted again whatever the result as it highlights that we continue to have a high profile amongst the domestic travel trade audience.

#### **Events & Exhibitions**

There has been one trade event attended during this period where Wiltshire/Salisbury have been highlighted to buyers:

- **Destination Britain North America**, San Fransisco 7-11 September. This VisitBritain event was attended by 60 in-market North American buyers and trade press. We had 44

meetings (39 buyers and 5 press) and there were also numerous networking opportunities (including UK based trade buyers). We represented travel trade partners at this event with additional bespoke support from Longleat, The Manor House (Exclusive Collection) and Norman Allen Group Travel.

VisitWiltshire and partners will be represented/ stand sharing at the following forthcoming events and exhibitions:

- **Group Leisure & Travel Show**, Milton Keynes on 5 October. VisitWiltshire are attending this as part of a Great West Way stand, with Partners including English Heritage, Longleat, Cheddar Gorge, DoubleTree by Hilton Swindon and The Old Bell Hotel, Warminster. Literature Distribution from Corsham, Holiday Inn Salisbury-Stonehenge,
- **Great West Way Travel Trade Marketplace**, 15 & 17 November. Sign up today – more information below.
- **Excursions**, Wembley Stadium on Sat 27 January. Stand sharers currently confirmed include Bowood, DoubleTree by Hilton, and The Old Bell Hotel. Stand sharing spaces and literature distribution still available.

There are opportunities to attend or be represented at the following:

- ETOA's [Britain & Ireland Marketplace](#) 26 January 2024 (in-person event in London)
- ETOA's [North America Marketplace](#) 29 February 2024 (online event)
- [British Travel & Tourism Show](#) 20 – 21 March 2024 (in-person event at NEC Birmingham)

Please contact [Flo](#) if you are interested.

## **England's Heritage Cities - Salisbury**

We have been promoting Salisbury as part of our programme of trade activity for England's Heritage Cities, having just launched a new [England's Heritage City Travel Trade Guide](#). Additional Salisbury tourism product has now been added to this resource.

## **Great West Way Travel Trade Activity**

**The Great West Way Travel Trade Directory** - 5<sup>th</sup> edition was launched on 4 September and distributed to the travel trade database and trade media. The new directory can be seen at [www.GreatWestWay.co.uk/traveltrade/travel-trade-directory](http://www.GreatWestWay.co.uk/traveltrade/travel-trade-directory) and the press release [here](#).

**Great West Way Travel Trade Marketplace** – is now open to book for both suppliers and buyers. It will take place on 15 – 19 November 2023. This event will yet again offer Wiltshire tourism businesses an opportunity to have 1:1 meetings with buyers on Wednesday 15 November, and attend an in-person networking event – this year at Longleat on Friday 17 November 2023. Sponsorship and opportunities to host buyers on the Discovery Visits offer good growth opportunities for Wiltshire towns and businesses. The press release can be seen [here](#). **Find out more and book at [www.GreatWestWay.co.uk/marketplace](http://www.GreatWestWay.co.uk/marketplace).**

**Great West Way Webinars** – we ran a series of virtual webinars to North American agents in partnership with GT Experiences back in June. We are hoping to deliver more of these throughout 2023/2024, so please get in touch if you would like to find out more and how you can get involved.

The next **Great West Way Connections group meeting** will take place on Tuesday 24 October 2023, focussing on Travel Trade Training in preparation for Marketplace. Contact Flo if you wish to attend.

**Official Tour Operators** – We are continuing our programme of trade engagement throughout 2023/2024. Check out the latest UK and international [Official Tour Operators](#) that we are currently working with and their associated [bookable programmes](#).

**If you have any queries or would like to get involved in the Travel Trade activity for Wiltshire and/or Great West Way please contact [Flo](#) to discuss.**