

ENGLAND ORIGINALS



FROM ENGLAND'S HISTORIC CITIES

**ENGLAND'S UNIQUE HISTORY.
DISCOVERED YOUR WAY.**





VisitWiltshire was contracted to manage a programme of trade activity for 2022/2023 based on 1 day a month. Outcomes from this report, covering the period from Jan - Dec 2022 were as a direct result of our activity. A total of 15 days consultancy at a cost of £5,250 (excluding VAT and event costs). We achieved the following summary of activity:

- Travel Trade Engagement - one-to-one meetings with over 100+ buyers
- England Originals / EHC represented at 3 key travel trade events and Exhibitions
- Recruited 3 (+ 1 strong prospect tbc) new Travel Trade Partners who are committed to develop and distribute England Originals programmes
- Secured 6 new programmes from 2 travel trade partners
- Developed a new travel trade resource and distributed it to over 1,200 key trade contacts



- **Britain & Ireland Marketplace, 28** January (in-person London) & 1 February (virtual), total of 36 one-to-one meetings.
- **Explore GB, 21 – 24 March** (virtual) – total of 20+ one-to-one meetings
- **Destination Britain North America, 7-12** September (in-person Washington DC) – total of 40 one-to-one meetings plus networking.





- Engaged with EHC City DMO contacts and coordinated the content for 60+ key travel trade products from 11 cities.
- Developed a new Travel Trade Resource [England Originals Travel Trade Resource 2023](#) is now available on the Travel Trade Toolkit section of the website.
- This new resource has recently been distributed to over 1,200 key trade contacts in the [Helping you sell England's Historic Cities](#) newsletter.



DOUBLETREE BY HILTON LONDON GREENWICH



Once a police section house, the DoubleTree by Hilton London Greenwich is an award-winning 1940's landmark building located in the heart of Greenwich, just off Greenwich High Road. A short walk from the Maritime Greenwich UNESCO World Heritage site and near many of the city's most popular attractions.

The hotel has 147 well-appointed bedrooms, with complimentary high-speed internet, and onsite car parking is available. Hospitality begins with a chocolate chip cookie welcome upon arrival and continues with the Hilton Honors guest loyalty programme. An array of fine services and amenities has resulted in the DoubleTree by Hilton London Greenwich being awarded the 2020 Travellers choice award from Trip Advisor.

STAY TOGETHER BY BOOKING 10 OR MORE ROOMS.

PLEASE CONTACT DIRECTLY FOR FURTHER INFORMATION.

ALL YEAR ROUND

PARKING IS AVAILABLE ON-SITE (£20 PER DAY; PRE-BOOKING WITH HOTEL REQUIRED).

CENTRAL LONDON: 20MIN AWAY BY TRAIN; EXCEL - 40 MINUTES AWAY BY PUBLIC TRANSPORT; GREENWICH TOWN CENTRE - 10 MIN WALK; O2 ARENA: 20 MIN. NEAREST STATION IS DEPTFORD BRIDGE (DLR) ZONE 2 - 5 MIN WALK.



OLD ROYAL NAVAL COLLEGE



The Old Royal Naval College is London's best kept secret, right in the heart of the Maritime Greenwich UNESCO World Heritage site.

Explore the peaceful riverside location and Sir Christopher Wren's iconic architecture. 500 years of remarkable history that lists an incredible cast of monarchs and famous British figures, from Henry VIII and Elizabeth I to Vice-Admiral Lord Nelson. Explore 'Britain's Sistine Chapel', Sir James Thornhill's breath-taking Baroque Painted Hall and its neighbour, the glorious Chapel of St Peter and St Paul. Painted Hall tickets include entry to the Chapel and the Skittle Alley. Multimedia guides (in English, French, Spanish, Italian, Chinese Mandarin, German and Japanese) and guided tours are also included. Bespoke and private tours and catering packages, including Afternoon Tea, are available.

10+ PEOPLE

DATE CARD VALID UNTIL 31 MARCH 2023 - SEE WEBSITE FOR DETAILS.

ALL YEAR ROUND, EXCEPT 24-26 DECEMBER

CUTTY SARK ON DLR (ZONE 2); GREENWICH PIER FOR RIVERBOATS, GREENWICH STATION (ZONE 2)

PICK-UP/DROP-OFF POINT ON STOCKWELL STREET (SE10 9JG); TEN FREE COACH BAYS ON CHARLTON WAY (SE10 9QY) ONE PAY-AND-DISPLAY COACH BAY IN PARK ROW CAR PARK (SE10 9NL)





- New partners secured this year include the following:
 - **Janet Redler Tourism** - a well-known UK based DMC targeting the north American market
 - **GT Experiences** – secured from DBNA. An in-market North American tour operator with an extensive network of agents. Currently investigating the feasibility of running a series of video tour based webinars in early 2023
 - **Beautiful Britain** – a Belgium tour operator who created and distributed a ‘Treasure Trove’ fixed tour programme. This ran with 8 pax from 31 October – 5 November 2022, who visited Durham, York, Lincoln and Cambridge.
- New prospects include a high end north American tour operator (from DBNA), interested in selling (B2C clients worth £1,500 a day) luxury product within England’s Historic Cities for 2023.
- Ongoing engagement with London based DMC’s and other trade partners.
- The Trade are in need of more one-to-one help than ever before as they continue to grow their focus on product development.



- **Challenges:**
 - **Trade engagement activity** saw peaks and troughs throughout the year. COVID still clearly had an impact at the beginning of 2022 and this meant that buyers were less focussed on product development activity but were sticking to what they know sells. Throughout spring and early summer, buyers were busy dealing with bookings from pent up demand. This autumn/winter has been productive with additional one-to-one meetings following attendance at key events. We predict this level of interest will continue into 2023 and beyond.
 - **Evaluation** of EO / EHC trade activity will always be a challenge as identified in the trade engagement evaluation by Bright Side Tourism Consulting earlier this year. Trade partners will often reflect more qualitatively on performance but anecdotally they feel that sales are going in a positive direction.



- **Successes & Recommendations:**
 - The development of a **New Travel Trade Resource** for England Originals/EHC was instigated due to demand for trade specific information. Feedback from buyers has been positive. We recommend that this is reviewed annually, with amends to existing and additional product, plus additional inclusions from missing city product.
 - It is our recommendation that England Historic Cities consider **longer-term investment into trade activity for 2023/2024**. We can continue to offer a point of contact for trade engagement building on the work undertaken to date and can prioritise future distribution and sales of England's Historic Cities programmes via the trade.





- **Activity**
 - Britain & Ireland Marketplace – Friday 27 January, in-person, London. Deadline to book Wednesday 21 December.
 - European Travel Marketplace North America (formally North American Marketplace) 21 March 2023, virtual. Early Bird Rate valid until 12 January.
 - Explore GB, 27 February – 3 March, virtual, 1 day meetings during this period.
- **Budget Allocation (exclusive of VAT)**
 - Cost to attend BIM with CODE23VBRITBIM (or as member) - £699
 - Cost to attend ETMNA as ETOA member - £699
 - Additional Consultancy hours January - March (e.g. 1 day BIM, 1 day ETMNA). £250 credit goes towards Explore GB consultancy hours. Recommended additional cost 2 days @ £350 per day = £700.
 - Consultancy days April 2023 – March 2024 recommended minimum level of support of 1 day a month based on £350 per day rate – Total £4,200
- **Total - £6,298 plus VAT.**

Please note that if additional trade activity is required e.g. missions, events later in the year etc. then this will incur additional costs. ETOA membership for supporting DMOs will be separate to these costs.

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