



Groups & Travel Trade Meeting

Thursday 6 March 2025, 2pm

AGENDA

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|---|------------|
| 1. Welcome and introductions | David Lane |
| 2. How's business?
eg. top line trade visitor figures, forward bookings etc. | All |
| 3. Top 2025 Trade Priorities for Wiltshire Partners | All |
| 4. VisitWiltshire and Great West Way Travel Trade update | Flo/Fiona |
| a. VisitWiltshire tactical activity plan & priorities for 2025/2026 including: | All |
| <ul style="list-style-type: none">• Product and distribution of collateral• Digital trade communication• Events & Exhibitions• Trade Engagement, marketing & distribution• Website development / trade product pages• PR, Editorial & Advertising• Familiarisation Visits• Industry memberships / partnerships | |
| b. Travel Trade Opportunities & 1:1 Support | Flo/Fiona |
| 5. Any Other Business | All |