

**Notes from the Online Wiltshire Association of Visitor Attractions Meeting**

**Monday 5 February**

**Present;**

Fiona Errington, VisitWiltshire; Rick Henderson, REME Museum (Chair); Neil Lewin (Guest Speaker) Semantic; Jo Atkins, National Trust; Shane Brennan, Salisbury Cathedral; Jane Thomas, Stonehenge; Vicky Goodwright, Salisbury TIC; Meryl Browning, St Thomas’ Church; Hannah Grigson, Army Flying Museum; Catherine Hutchings, Dave Eaves, Pam Weeks, Crofton Beam Engines; Richard P; Katie Ponsford, BOA; Nia Picton Phillips, Chippenham town council; William Bradley, Warminster town council; Helen Trim, Text Quest; Max & George, Castle Combe Race Circuit; Lisa Dent, Malmesbury town council; Gemma Allerton, Westonbirt; Julia Stewart, Julie Reeves, Studley Grange.

**Introductions & Apologies**

Chair Rick Henderson welcomed everyone to the meeting, offered apologies on behalf of those who couldn’t make it and outlined how the meeting will be structured.

**Neil Lewin – Guest Speaker**

Neli gave a presentation on top tips for attraction website. You can view the presentation [here](https://www.canva.com/design/DAF77mIiNx0/rAALpdcNs2QFhB-f_4XOqw/edit?utm_content=DAF77mIiNx0&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton) or see the slides attached.

**Update from Businesses**

Key points.

* One attraction reported that 2023 had been best year yet majority were up on budget but not quite at pre Covid levels.
* Some attractions have had closure days due to bad weather and storms.
* Most are gearing up for February half term and then the early Easter break.
* Most businesses had a good Christmas.
* Most reported a good/surprising start to the season – approaching or exceeding pre-pandemic levels.
* Outlook for rest of the season generally positive

**Update on VisitWiltshire/Great West Way Activity**

**Digital and Website Opportunities**

Spotlight on Blogs – if anyone would like to do one, please speak to Katie

**Competition prizes -** we’re always looking for prizesif you would like to feature in one of our competitions **–** you will get additional exposure via our social channels, website and be featured in the newsletter**.**

**Spring Digital Bundles £335** newsletter spotlight, 8 dedicated social posts, one month of banner ads, inclusion in our “what’s on” monthly blog post and homepage feature**.**

**Newsletter features from £125 a month**. Useful for anything specific you want to promote – an event, or special tickets etc.

**Social Media**

A great opportunity to reach our audience is by doing an Instagram takeover**.** If anyone is interested, please contact Katie and we can schedule you in.

**Book Direct Buttons for tickets on website**

* Book Direct – if you would like a BOOK Direct button from your product page, please contact Fiona with your direct booking URL.

**Digital Publications**

* Last chance for advertising pop Fiona an email if you haven’t already signed up for an advert and I can get you included – limited spaces left – Visitor Guide / Visitor map
* We will shortly be working on the 2024 Fam passport. –please do come back to us with offers plus don’t; forget to make the most of using it.

**Training programme**

[**https://www.visitwiltshire.co.uk/partners/news-and-events/partner-training**](https://www.visitwiltshire.co.uk/partners/news-and-events/partner-training)

**Product Development - Finding your USP's**

Wednesday 7 February 2pm - 4pm with Susan Briggs from Tourism Knowhow Online £35+VAT

**First Aid at Work**

Wednesday 21 February 9am - 4pm Louise Worsley from Worsley Training

Mercure Salisbury White Hart Hotel £110+VAT

This 6-hour course is the entry level for occupational First Aid where an organisation’s risk assessment requires emergency First Aiders. It gives participants the skills and knowledge to provide the initial treatment to any adult casualties in their workplace in a prompt, safe and effective manner. The course mixes theoretical and practical learning and assessment, and the accredited certificate lasts for three years.

**X (Twitter) Refresher Wednesday 6 March 2024 2pm - 4pm**

with Nicola Webster Online £35+VAT

**GA4 - Issues and Questions Resolved Thursday 14 March 2024 2pm - 4pm**

with Andrew Eberlin from Brighter Side Online £35+VAT

**Introduction to Ai Marketing for Tourism & Hospitality**

With Manu Kastia from Digital Dialog Tuesday 26 March 2024 – 2pm – 4pm

Online **£55+VAT**

**Video and Video Editing for Social Media**

with Kieth Seward from Compass Video Thursday 18 April 2024 2-4pm

Venue TBC £120+VAT

**Brand Development and Visual Identity for SME's**

with Heavenly Wednesday 24 April 2024 2-4pm

Online £35+VAT

**Travel Trade and Great West Way**

* End of January we attended Excursions, BIM and VisitBritain showcase. Looking to attend Group Leisure & Travel Show – 3 October – offering stand share and lit distribution. Contact Flo for more information
* Great West Way Marketplace event is being planned as a virtual one-to-one event, plus networking day and Discovery Visits. Due to take place autumn 2024. Further details will be distributed in due course.

**Consumer opportunities**

Next version of Great West Way travel magazine is due out at beginning of March. There are advertising opportunities. Contact Fiona for more information.

**Any Other Business**

Fiona Errington mentioned that VisitWiltshire were looking at possibilities of producing a Wiltshire attraction pass similar to a city pass and asked what were people’s thoughts on this.

**Dates of Future meetings TBC in May or early June**

**Recording of meeting** [ WAVA meeting-20240205\_140322-Meeting Recording.mp4](https://visitwiltshire-my.sharepoint.com/%3Av%3A/g/personal/fiona_visitwiltshire_co_uk/ERvsDwbOzQFLjo3cqkBUhhABWq8BXabzt-JVlYr2UK62qQ?e=IccVFn&nav=eyJyZWZlcnJhbEluZm8iOnsicmVmZXJyYWxBcHAiOiJTdHJlYW1XZWJBcHAiLCJyZWZlcnJhbFZpZXciOiJTaGFyZURpYWxvZy1MaW5rIiwicmVmZXJyYWxBcHBQbGF0Zm9ybSI6IldlYiIsInJlZmVycmFsTW9kZSI6InZpZXcifX0%3D)