

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

**Thursday June 14th**

**Present;**

Fiona Errington, VisitWiltshire; Rick Henderson, REME Museum (Chair); Shane Brennan, Salisbury Cathedral; Hannah Grigson, Army Flying Museum; Julia Stewart, Studley Grange; Rachel Parsons Swindon Museums; Jonny Carson, Witchmark Distillery; Aimee Edwards, Cholderton rare Breeds Farm; Maisie Anderson, Salisbury Escape Rooms; Charlotte Matthews, Swindon Designer Outlet; Jack Bartholomew, Carvers Hill Estate; Lucy Floyd, Carvers Hill Estate.

**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.

**Jack Bartholomew, Carvers Hill – Guest Speaker**

Case Study Carvers Hill Estate – Jack talked through their journey and vision on developing their tourism offer and the run up to their opening.

**Update from Businesses**

Key points.

* Overall, Easter and May Half term had been positive, one outdoor business reported a positive busy Easter which they were not expecting due to the wet weather, but it didn’t put visitors off.
* Most are gearing up for Summer.
* Outlook for rest of the season generally positive
* Lots of events being planned as these are a good way of boosting visitor numbers

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

Currently working on the autumn / winter Training programme, please do let us know if there are any topics you would be keen to see included.

Partner networking event is being planned for **October 10th** at Studley Grange. More details to follow. Please do let us know if you would be interested in holding a partner networking event.

**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.

**Consultancy Work –** If you need any help with content, leaflets, advertising, exhibitions we can help you with this on a bespoke consultancy basis please email fionaerrington@visitwiltshire.co.uk

**Travel Trade and Great West Way**

* There is a Wiltshire trade meeting talking place on Thursday 20 June If you haven’t already registered to attend you can do so [HERE](https://teams.microsoft.com/registration/a3OqUQQMfUCUOeMdY0JQTg%2CxWYpP2l5SUijMmQ59UkeEg%2CFKnjCBoV0E2pptOLtn6XuQ%2ChhIV6BQDSkuful2V8LOd7Q%2CJnHUDjxpDUmLtN09PbiFRQ%2C3OoIkOQVPkKF-_VvfcfzmA?mode=read&tenantId=51aa736b-0c04-407d-9439-e31d6342504e) and you will automatically receive the meeting link.
* The next Great West Way Connections meeting will take place virtually on **Tuesday 25 June, 3pm.** We havetwo speakers who will be talking about what tourism policy may look like under a Labour Government – now very topical subject matter as we head into a General Election on 4 July!
	+ Richard Toomer, Executive Director, Tourism Alliance
	+ Emily Wallace, Managing Director, Inflect Partners
* Please register to attend [**HERE**](https://teams.microsoft.com/registration/a3OqUQQMfUCUOeMdY0JQTg%2CxWYpP2l5SUijMmQ59UkeEg%2CFKnjCBoV0E2pptOLtn6XuQ%2CGigpz_bMIUioe1WqyyKhlA%2Cp9CG1CGSG0eoT7SSOHD6UA%2CdTFPmHKJ2kmh7oWiGCXLhQ?mode=read&tenantId=51aa736b-0c04-407d-9439-e31d6342504e)
* Currently working on the Great West Way travel trade directory please contact Flo if you’re interested in advertising.
* Great West Way Marketplace event is being planned as a virtual one-to-one event, plus networking day. Virtual event due to take place 22 October 2024 and networking event 24 October. Further details will be distributed in due course.

**Any Other Business**

Discussion took place about best places to advertise for coach groups.

**Dates of Future meeting TBC in Sept / October.**