

Marketing Opportunities

Digital Marketing

Newsletter subscribers
110,000+

Annual website visits
1,200,000+

Social media followers
70,000+

Email Marketing

Newsletter inclusion

Feature in the "Spotlight" space in our monthly newsletter, sent to over 110,000 subscribers. Spotlight includes image, up to 150 words of copy, and multiple Call-To-Action links direct to your website. **£125**, subject to availability.

Solus Email Send

We will send a dedicated solus email featuring your messaging, imagery, branding and multiple Call-To-Action links direct to your website. **From £280**, subject to availability.

We can also arrange free contra-deal solus email sends with partners who have a GDPR-compliant email list of 5,000+ subscribers, signed up in the last two years.

Free of charge for partners

Digital Seasonal Promotion Bundle

Ideal for gaining additional visibility for a seasonal offering or event.

Bundle includes newsletter spotlight, 8 dedicated social posts, one month of banner ads, inclusion in our "what's on" monthly blog post and homepage feature. **£335**

Limited availability each month.

Digital Marketing Services

We can now offer partners:

- Website consultations
- Channel sites
- Consultancy for digital advertising
- Social media set up, management and training (Facebook, Twitter, Instagram)
- Blog and web content advice and creation
- Video production and photography (partly outsourced to our long-term partners)

For further details on all opportunities, please contact:

Fiona Errington | fionaerrington@visitwiltshire.co.uk | 01722 324780

All advertising options are subject to change. Rates are plus VAT. Terms and conditions apply.

Website Promotion

Annual visits
1,200,000+

VisitWiltshire.co.uk

- Top of Google for many relevant searches
- Winner of TravelMole's "Best UK Tourist Board Website" 2019
- Up to 300,000 pageviews per month

Event listings

Upload your events for FREE to our most popular web pages with our simple form.

Free of charge
for partners

Blogs area
Up to 15,000
monthly visits

Blog posts

Contact us to discuss how you could feature in a blog post.

Free of charge
for partners

Competitions

Offer a competition prize for the chance to feature in our monthly VisitWiltshire.co.uk competition - promoted with a dedicated web landing page, social media pushes, and prominent newsletter inclusion (100,000+ subscribers)

Free of charge
for partners

Competition
Entries
Up to 3,000

Receive opt-in data at the end of the competition (fully GDPR compliant.)

£0.50/lead

Or, we can send a dedicated solus email to all GDPR opt-ins who entered. **£170**

Website Area Sponsorship

Brand a selection of relevant pages on VisitWiltshire.co.uk with your business or event for 1 year. Including featured hero image, top-of-the-page write up, featured product and a designated number of branded blog posts during the year. **From £560**

Annual
referral clicks
Up to 4,000

Home Page Town Tab

Link directly from our homepage to your town website. **£2,000 per year**

Banner Adverts

Provides a direct link to any page on your website

Flexible monthly or quarterly adverts with discounts for multiple bookings

Includes one long banner and one small banner on two pages of your choice (subject to availability)

One Month	Three Months	Six Months	Year
£125	£335	£570	£999
	(£111 / month)	(£95 / month)	(£83 / month)

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Additional Marketing Opportunities

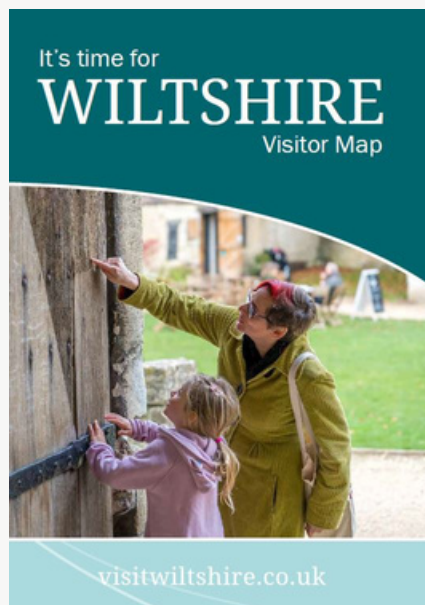
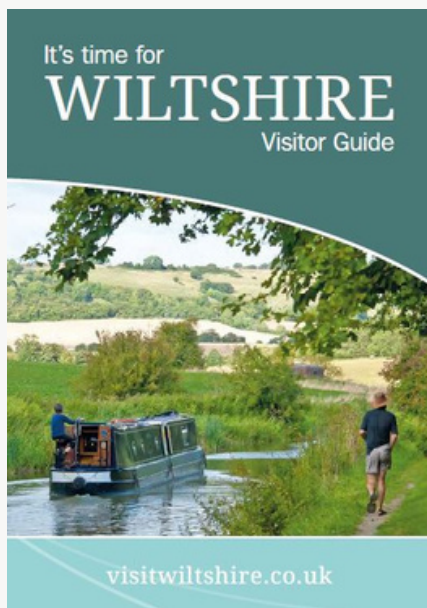
Marketing Campaigns

We run regular seasonal marketing campaigns throughout the year. Participating partners are promoted via digital advertising, social media, campaign PR, print (for example, our [themed food and drink map](#)) and more. We also run Wiltshire Resident's Week targeted at reaching local Wiltshire audiences.

[Our most recent digital campaign](#) uses Visit England's "Escape the Everyday" messaging and includes online content, newsletter feature (sent to 120,000) subscribers and third part promotion - with an estimated reach of 400,000.

£100 - £2,000 depending on specific campaign and level of activity

Estimated
ROI:
43:1



Digital Publications

Reach more people and increase brand awareness by taking out an advert in our digital publications.

Each year we produce the [Time for Wiltshire Visitor Guide](#) and [Time for Wiltshire Visitor Map](#).

Currently in a digital format, these publications are distributed online, via web, social and digital lead generation.

£50 - £1,595 depending on level of activity.

[See all publication prices.](#)

Press and PR

Distribution of your press release to a curated, up-to-date and responsive press database, segmented by location or interest: **£260**

We can also offer bespoke PR and media relations support

Average
open rate
27%

Average
click rate
6%

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Wiltshire Travel Trade Group

The VisitWiltshire Travel Trade group consists of approximately 20+ businesses/destinations who work collectively to develop and implement a Wiltshire travel trade marketing strategy and programme of activity, as agreed by the group.

Aims for 2024/2025 include:

- Maintain support and encourage new product development from key trade focussed businesses/destinations in the county ensuring a compelling Wiltshire trade offer for buyers.
- Continue a level of one-to-one business support for bespoke trade activity with a view to maximise returns for members of the group.
- Develop online and offline resources ensuring key trade Wiltshire product information is up-to-date and distributed to key trade contacts.
- Review and develop trade activity in consultation with the group to ensure we offer a range of domestic and international travel trade opportunities.
- Continue to position Wiltshire along the Great West Way to maximise its reach and appeal for international markets and support from industry partners.

If you're interested in working collaboratively with VisitWiltshire to target the travel trade, you may like to consider joining our Wiltshire Travel Trade group.

The Travel Trade Group rates from 1 April 2024 – 31 March 2025 are as follows:

Partner – £280 | Sponsor – £845 | Investor - £2,500

Please note pro-rata or rolling year options are available on request.

We welcome partners from any package level to buy-in to additional activity.

Find out more and take a look at the travel trade opportunities and tactical activity plan on our **Wiltshire Travel Trade Group** page

**For further details on Travel Trade opportunities, please contact:
Florence Wallace | flowallace@visitwiltshire.co.uk | 07436 588860**

All Travel Trade Group members have the opportunity to submit content for an additional travel trade product page on the VisitWiltshire website. This enables buyers to access the latest trade rates and information about your business.

Please contact flowallace@visitwiltshire.co.uk to request a template form.

Free of charge for Travel Trade Group Members

TRAVEL TRADE WEBSITE ADVERTS

Advertise your business or destination with a banner advert on the [travel trade portal page](#) of the VisitWiltshire website

From £60 plus VAT per month.

TRAVEL TRADE E-NEWSLETTERS

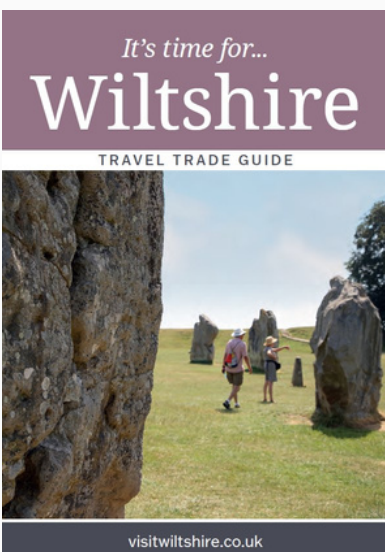
Feature in the VisitWiltshire Travel Trade e-newsletters, distributed to a targeted trade database to over 2,000 domestic and international key trade contacts. Scheduled for Spring 2024, Summer 2024, Winter 2024*.

Sponsored section £125 plus VAT

**subject to availability and timings subject to change.*

Solus Travel Trade e-newsletter, distributed to the Great West Way database of 2,000 or to your chosen segment eg. Group Travel Organisers, UK tour operators/wholesalers, Coach Operators, Trade Press, International tour operators.

Partner rate of £280 plus VAT



ADVERTISE IN THE DIGITAL TRAVEL TRADE GROUPS GUIDE 2024/2025

Increase your visibility by advertising in the VisitWiltshire Travel Trade Groups Guide 2024/2025. Targeted digital distribution via VisitWiltshire and third-party channels.

- Full page back cover **£790**
- Full page inside back cover **£525**
- Double page inside spread **£515**
- Full page inside pages **£260**
- Half page inside pages **£130**
- Quarter page inside pages **£65**

All Prices exclude VAT. Book before 31 March for distribution April 2024.

**For further details on Travel Trade opportunities, please contact:
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VisitWiltshire annually attend a number of international and domestic travel trade events and exhibitions. The following 2024/2025 travel trade exhibitions are excellent opportunities for trade partners to invest and target specific markets and trade buyers.

British Tourism & Travel Show, NEC Birmingham, Wednesday 20 & Thursday 21 March 2024. Stand Share Opportunity £1,115 + VAT (only £557.50 per day). A minimum of 4 stand sharers required. The fee will include 1m space on the stand for the two days.

US Travel Advisor Workshop, May – October 2024 (dates tbc). VisitBritain is exploring a new opportunity to meet US travel advisors with a view to help educate them about our destination and to convert interest into sales. VisitWiltshire are offering trade group partners, who are interested in this market, a representation opportunity. Price on request.

Australia Roadshow, Multi-City, September 2024. VisitBritain is offering this first significant roadshow delivered to the Australian market since 2016, which in 2022 grew to being the 4th largest source market for inbound spend in the UK. . VisitWiltshire are offering trade group partners, who are interested in this market, a representation opportunity. Price on request.

Group Leisure & Travel Show, Milton Keynes, Thursday 3 October 2024. Domestic trade show with stand share opportunity at £890 + VAT (excluding graphics). A minimum of 4 stand sharers required. Literature distribution for £150 + VAT.

Global European Marketplace, Thursday 31 October – Friday 1 November 2024. ETOA's annual member-only trade event. VisitWiltshire are offering trade group partners a representation opportunity at this buyer: supplier meeting event. Costs from £285+VAT.

World Travel Market, Excel London, Tuesday 5 – Thursday 7 November 2024. Meet buyers from around the world at this London-based event. VisitWiltshire are offering trade group partners consultancy support to attend or be represented at this event. This could include setting up and arranging meetings with a selection of Official Tour Operators and industry contacts. Price on request.



This list is not exhaustive. Please contact us if there are any that you are interested in attending as a VisitWiltshire/Great West Way stand sharer. Please note that costs will depend on the number of stand sharers. Contact flowallace@visitwiltshire.co.uk to register your interest.

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Germany Workshop, Frankfurt Wednesday 13 – Thursday 14 November 2024. This new VisitBritain event will consist of dinner with German buyers followed by a workshop the following day. VisitWiltshire are offering trade group partners, who are interested in this market, a representation opportunity. Costs from £285+ VAT.

Great West Way Marketplace, 2024 (dates tbc) This hugely successful event is Great West Way's annual flagship B2B one-to-one networking meeting event and a great opportunity for Wiltshire trade group partners to showcase their products/ destinations. It includes a virtual meeting event, in-person networking opportunity and discovery visits for buyers. Costs tbc.

Britain & Ireland Marketplace, Friday 24 January 2025 (date tbc), London. This event is organised by ETOA in partnership with UKinbound and VisitBritain. VisitWiltshire are offering trade group partners a representation opportunity at this buyer: supplier meeting event. Costs from £285+VAT

Excursions – Saturday 25 January 2025 (date tbc). Domestic travel trade show with stand share and literature distribution opportunity. Costs for 2025 tbc – please register your interest. (2024 stand share costs £735 +VAT).

ITB Berlin, Germany, 4-6 March 2025. VisitBritain are planning a dedicated UK stand at ITB Berlin 2025, the largest trade fair in the world, to showcase the best of Britain to German and global buyers. Stand share opportunity. Costs tbc - please register your interest.

Nordic Workshop, Sweden or Denmark, February 2026. VisitBritain are planning to run this event with buyers from across the Nordics region for one-to-one meetings and networking. VisitWiltshire are offering trade group partners a representation opportunity at this buyer :supplier meeting event. Costs tbc - please register your interest.

Other Market Opportunities:

The Dutch market – VisitWiltshire have strong links with tour operators in the Netherlands and have previously exhibited at [Vakantiebeurs](#), Utrecht, Netherlands. VisitWiltshire can provide consultancy support to help target this market with possible attendance/distribution at Vakantiebeurs.



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TERMS AND CONDITIONS FOR TRAVEL TRADE EXHIBITIONS & EVENTS

***Please note the following information in relation to travel trade exhibitions & events**

- This annual programme of events and exhibitions is always 'subject to change' and these events may or may not be booked and attended.
- This list is not exhaustive. Additional events/exhibitions can be considered/added throughout the year.
- All costs are exclusive of VAT. From prices are detailed but additional rates may apply as this is often dependent on the number of businesses confirming.
- The meeting event representation fee can include the following:
 - During the one-to-one meetings, we will ensure that buyers are familiar with your tourism product/destination, with a view to include in future itineraries and contracting.
 - Following the event, we will follow up via email with all buyers with whom we met and this follow up information can include your digital brochure (if supplied) or link to online key trade information.
 - Following the event, we may also make relevant email introductions as requested by buyers.
 - Following the event, we will provide a short report highlighting 'hot leads' of buyer businesses for you to action your own follow up.



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TRAVEL TRADE ENGAGEMENT & MARKETING SERVICES



Supplier Industry Support and trade engagement services are available to tourism businesses and destinations.

We have years of experience and an award-winning travel trade team, with excellent trade relationships who can support and deliver B2B leisure trade visitors through your door. So, whether you're looking for additional visitors to attend your events, or to increase footfall to your shopping centre, attraction, accommodation or destination, we can help. We offer:

- Trade Marketing & Sales Strategy Development
- Tactical Activity Plans
- Trade Engagement, Sales and Distribution
- Trade Events & Exhibition representation
- Itinerary Development
- Strategic Destination Partnership Activity
- Content distribution
- Trade product development
- Development of travel trade resources

With trade databases targeting group travel organisers, coach and tour operators, wholesalers, trade press, destination management companies (DMCs) and a whole host of international trade contacts, we are extremely well placed to support all your B2B needs.

Grow trade sales for frequent independent travellers (FIT), coach or mini-bus sized groups or target specialist tours for lunch stops – the choice is yours.

B2B leisure business is an important part of the marketing mix and with a good lead time can help increase occupancy and bookings during quieter days and shoulder season months.



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