



Groups & Travel Trade Meeting Notes

Thursday 1 February 2024, 2pm

Attendees:

Florence Wallace, Fiona Errington – VisitWiltshire; David Lane – BGAM – Holiday Inn Salisbury-Stonehenge (Chair); Jenny Mearns – Salisbury Museum; Anna Temple - Milford Hall Hotel (Brightstar Hospitality); Natasha Hopkins – National Trust; Sharon Thomas – Corsham; Lisa Kent – Bowood House & Gardens; Anna-Karin Hanson – English Heritage; Stephen Fox – Woolley Grange Hotel (LFH); James Sullivan-Tailyour - The Old Bell Hotel, Warminster; Anna Walton – Longleat; Jo Atkins – National Trust; Hannah Paye - Salisbury Cathedral; Charlotte Matthews – McArthurGlen Designer Outlet Swindon.

Meeting Notes:

1. Welcome and introductions

A brief welcome was given by David Lane.

2. How's business? eg. top line trade visitor figures, forward bookings etc.

Attractions, towns, accommodation and retail all reported an excellent Christmas trading period.

Attractions are creating bespoke packages particularly for high-end enquiries for wealthier clients.

Towns are starting to see coach bookings coming through for later this year.

One accommodation provider was delighted with coach booking enquiries coming in off the back of attending Group Leisure & Travel Show with Wiltshire/Great West Way in October 2023 and is hopeful for more business from the recent Excursions Show. They are reporting great interest for coach stops in the Warminster area.

Domestic tourism is performing well for a large retail outlet in the county which is promising for trade activity in the future.

3. Group Leisure & Travel – Domestic Groups Market Update

Graham and Sharon Yandell presented to the group. A summary can be found below:

Group Leisure & Travel is the biggest provider of group travel media in the UK and has a long-established portfolio of media engages with a prime audience in print and online. They cover all platforms including organising the only annual national awards and produce various yearbooks, directories and the Group Leisure & Travel Show. The GLT Website is regularly achieving around 10,000 visits every month, supported by its weekly newsletter. The main magazine comes as a standard package combining print and an online e-magazine.

[Statistics from the 2023 Group Leisure & Travel Show](#) gives feedback and satisfaction information from exhibitors and visitors. The GLTS consistently remains the most popular exhibition in the market for GTOs by some considerable margin. A short show video from 2023 can be seen [here](#).

Back in May 2203, Group Leisure & Travel conducted a survey of the domestic groups market who organise group trips and holidays – this can be seen [here](#).

For those interested in school group travel please take a look at the [School Travel Organiser information](#).

The Group Leisure & Travel Show 2024 will take place on 3 October in Milton Keynes.

ACTION: Contact [Flo](#) if you wish to stand share with Wiltshire/Great West Way at the [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.

4. Proposed Travel Trade Groups Benefits 1 April 2024 – 31 March 2025

Please take a look at the proposed [Wiltshire Travel Trade Group Benefits 2024/2025](#), which will take effect from 1 April 2024 – 31 March 2025.

ACTION: If you have any comments or wish to discuss the proposed Wiltshire Travel Trade Group Benefits for 2024/2025, please contact [Flo](#).

If we haven't heard from businesses by Wednesday 14 February, we will assume the Wiltshire trade group is happy for this to be signed off. After this date we will assume the Wiltshire Travel Trade group businesses wish to continue at the same level of membership and invoices for the 2024/2025 year will be sent out by the end of February for processing by 1 April 2024.

5. VisitWiltshire and Great West Way Travel Trade update

Please refer to the [Travel Trade Activity Update October 2023 – January 2024](#).

a. VisitWiltshire tactical activity plan & priorities for 2024/2025

Please take a look at the Draft [Travel Trade Tactical Activity Timeline 2024/2025](#).

Note the change to self-drive fam visits, as we feel it gives the buyer more flexibility with dates and suppliers more flexibility if there's something specific that you're looking to promote. It would be more bespoke for what the GTOs want. We will follow up with a separate plan for this and be in touch again in due course.

We'll also look at the options for an autumn program of advertising / reader offer / competition in order to generate leads. We will follow up with a separate proposed plan for this in due course.

ACTION: If you have any comments or wish to discuss the proposed travel trade activity 2024/2025 – please contact [Flo](#).

If we haven't heard from businesses by Wednesday 14 February, we will assume the Wiltshire trade group is happy for this to be signed off. Please note that trade activity is always subject to change throughout the year.

b. Travel Trade Opportunities

We welcome partners from any package level to buy-in to additional activity as detailed in the [2024/2025 Wiltshire Travel Trade Opportunities](#).

ACTION: If you are interested in any of these trade opportunities, please contact [Flo](#) to discuss/book. Is there anything else we should be attending or if you have any questions please get in touch.

6. Any Other Business

None - Date of next meeting - tbc