

Subject: VisitWiltshire Partner Newsletter - April 2025
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VisitWiltshire Update - April 2025

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VISITWILTSHIRE NEWS

VISITWILTSHIRE Digital Update: 1 - 31 March 2025

TOP GOOGLE RANKINGS

#1 - What's On Salisbury
#1 - What's On in Wiltshire this Weekend
#1 - Wiltshire Markets
#1 - Stately Homes Wiltshire
#1 - Days Out Wiltshire

TOTAL MONTHLY REACH

910k+ across all digital platforms

WEBSITE

3.5 million impressions through Organic traffic
270% increase in Referral traffic
12% increase in user visits since Feb '25
5% increase in Yearly user visits on both websites

SOCIAL MEDIA

800k total reach
270% increase in total user engagement
76k total followers
3.3k Social referrals to the website

EMAIL

17% open rate on B2C newsletters
1,849 new subscribers from competition

CONTENT

Things to Do 27% of total page views
21k page views towards blog posts
Competition generating over 9k page views

AUDIENCE

Top Towns/Cities include London, Bristol, Wiltshire and West Midlands
64% of users on mobile

VisitWiltshire & VisitSalisbury Website Update

The Websites have continued to grow with over 3.5 million impressions through Organic traffic. As a result, we have achieved an 5% increase in yearly user visits on both Wiltshire and Salisbury websites, with a 270% increase in Referral traffic on the Wiltshire site as a result of this month's competition.

There was a continued focus towards our Things to Do pages, particularly around Family-Friendly Attractions. As a result of this, these pages generated over 27% of total page views on the website.

The VisitWiltshire socials have continued to perform well this month, achieving over 800k reach across all channels, 90% coming from Facebook in particular. As a result, we received over 3.3k social referrals to our website this month.

We are currently writing content for the following:

- Railway200 (railway links, events, exhibitions, unique experiences, etc)
- Bank Holiday Events
- Accessibility Information
- Outdoor Experiences (walking, cycling, tours, unique activities, etc)
- Unique Activities for Summer Holidays

If you have any content that fits with the above themes please get in touch with **Katie**.

MARKETING OPPORTUNITIES

Updating your Product Page for SEO

We have created a new guide on how you can update your page on our website to maximise your SEO performance and increase visibility on Google search results. We recommend that partners update their product page content every 6 months. You can find out further tips in our latest guide by clicking below.

[READ MORE >>>](#)

Additional Marketing Opportunities

VisitWiltshire Competitions

We are currently looking at creating a few competitions for the Spring/Summer season. Our bundle competitions are the most popular and tend to include an accommodation, activity, attraction and food and drink prize, creating a nice itinerary for the winner.

Getting involved in our competitions is a great way to guarantee exposure on our platform as well as visitor interest to your product. Our competitions have a dedicated page on our website and are frequently shared across our social media and within our consumer newsletters. We regularly achieve over 5,000 responses for each competition, with an average reach of 150k.

If you were interested in offering a prize for our next competition, please get in touch with [Katie](#).

Spring Digital Bundles

Are you looking to amplify your messaging and content this season? Join in with our Spring time activity and we can help expand your reach and visibility by booking a Digital Bundle for £365.

This is a great activity to get additional exposure across our platforms and includes: A newsletter spotlight, 8 x dedicated social media posts, 1 month of banner ads, inclusion in our 'What's On' blogs and a homepage feature.

Please contact [Katie](#) for more information.

VISITWILTSHIRE MARKETING OPPORTUNITIES



2025 Fam Passport

We have just launched the [Familiarisation Passport](#) for 2025. This Fam Passport gives front line and marketing staff from VisitWiltshire tourism businesses/destinations (*and representatives of other selected groups) the opportunity for complimentary or reduced rate admission to attractions and activities around the county, as well as special offers to other businesses

Thank you to the partners who have submitted offers for this years' Fam Passport. The Familiarisation Passport is password-protected – details of the passwords have been emailed out to the main VisitWiltshire contact at your business, but if you need a reminder please contact [Fiona](#) for details.

[FIND OUT MORE >>>](#)

TRAVEL TRADE

Travel Trade Update

Wiltshire Travel Trade Group

The Wiltshire Travel Trade Group has approximately 30+ businesses / destinations who are being included in our ongoing programme of activity targeting the trade in 2025/2026. Recent additions to the group include [Wiltshire Creative](#), the county's only producing theatre, which is looking to expand its offerings for group visits; and the [Hawk Conservancy Trust](#), located on the Wiltshire border, which aims to revitalise its trade-focused strategy.

Recent Trade Activity:

Exhibitions and Events

VisitWiltshire and partners attended [British Tourism & Travel Show](#), 28 & 29 March, NEC Birmingham. We data captured 90+ tour operators, group travel organisers and trade professionals, of which 65% were new trade contacts.

New Wiltshire Travel Trade Guide

The new [It's Time for Wiltshire Travel Trade Guide](#) has now been finalised and will shortly be distributed to over 3,000 key trade contacts via Wiltshire and third-party databases. This digital publication has over 7,000 views online per annum and is a key resource for groups and travel trade planning visits to Wiltshire.

New Trade Website Portal

We have created a new trade website portal on www.visitwiltshire.co.uk/groups, making it more efficient for SEO and helpful for the trade. This section of the website promotes trade product information pulled through from Wiltshire trade group businesses and towns, as well as from other relevant partner pages.

If you'd like to be included in future editions of the trade guide or have relevant trade information for these pages, please get in touch with [Flo](#) to discuss how the Wiltshire Travel Trade group can benefit your business.

Trade Opportunities

[Group Leisure & Travel Show](#), Milton Keynes 2 October 2025. Domestic trade show for GTOs, coach and tour operators. We have confirmed stand sharers including Wiltshire, Longleat, Stourhead and English Heritage etc. If you would like to join our stand the cost is £935+VAT (excluding graphics). Literature distribution is only £155 + VAT.

Please get in touch with Flo to book or discuss any [2025/2026 Wiltshire Travel Trade Opportunities](#), request a meeting or to discuss any 1:1 support.

Wiltshire Trade Group Meeting

Date of Next Meeting - Thursday 19 June, 2pm

This meeting will include speaker Laura Gibbs, English Heritage's Travel Trade Manager, presenting an introduction to understanding the Cruise Business sector. Plus updates and opportunities from the Wiltshire travel trade team. An activity update and agenda will be issued in due course. **Register to attend this meeting [HERE](#).**

Find out more about how we can help you [Grow your Travel Trade Business](#). Now is a really good time to join the Wiltshire Travel Trade group. Please contact [Flo](#) to discuss.

WILTSHIRE VISITOR ECONOMY PARTNERSHIP

In anticipation of securing official Local Visitor Economy Partnership status for Wiltshire, and with the support of public and private sector Partners, VisitWiltshire are in the process of setting up a new Wiltshire Visitor Economy Partnership Board that will help shape the county's tourism destination management and marketing.

Assuming our application for LVEP accreditation is successful, one of the first roles of the new Board will be to help develop a new Wiltshire Tourism Strategy & Development Plan. If you are interested in joining the Board, or would like to find out more, please contact [David Andrews](#).

INDUSTRY NEWS

VisitEngland Launch Regenerative Tourism Guide

The free online guide available on the website, gives English tourism businesses valuable information and advice that will help them become more sustainable and lead their staff to take actions that benefit their business and local communities - all in an easily digestible format.

Using the PLANT Framework, to Prepare, Learn, Act, Nurture and Transform, the guide takes businesses through the vast and varied journey of Regenerative Tourism, helping to grow the visitor economy in an inclusive, accessible, and sustainable way.

[FIND OUT MORE](#)

Industry News

- VisitEngland launches latest edition of the [Pink Book](#)
- Tourism Alliance - [UK Tourism Facts and Figures 2024 Report](#)
- VisitEngland joins AccessAble to promote new [Tourism Accessibility Guides](#).
- [VisitBritain and VisitEngland Annual Review](#)

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