

Free leaflet delivery service for Partners

Internet update

2016 Season

Content from the Pewsey Vale Tourism Partnership

Events

Free publicity from GWR

Heritage Open Days 2016

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## **Springtime News & Views**

### **Welcome to the Pewsey Vale Tourism Partnership Newsletter**

*The regular tourism update for Pewsey Vale businesses*

**Image courtesy of Susie Brew**

**Bluebells in Savernake Forest**

**Special Partner offer - order by Thursday 31st March!**

Did you know that you can order a number of Wiltshire and UK attractions' leaflets for your shop, B&B, campsite, café, restaurant or pub by signing up to Select One Media? Just register on their website and you will receive log in details so that you

can place an order. Go to [www.selectonetopup.co.uk](http://www.selectonetopup.co.uk). The service is free!

**If you are a Pewsey Vale Tourism Partnership partner**, then you can also request the following leaflets from us, which we can deliver to you free of charge:

[The Pewsey Vale Trail walk](#)

[Crofton Beam Engines](#)

[Wilton Windmill](#)

[Pewsey Heritage Centre](#)

[Manningford Trout Fishery](#)

[Pewsey Vale Bus Timetables](#)

To order the leaflets, Partners should go to [our Business Partners' page](#) and complete the leaflet request form or, if it's easier, just email [info@visitpewseyvale.co.uk](mailto:info@visitpewseyvale.co.uk) with your requirements.

If you aren't a partner yet and would like to take advantage of this offer, then please email [info@visitpewseyvale.co.uk](mailto:info@visitpewseyvale.co.uk) and we can get you joined up in no time for just £40 per annum.



## Internet Update

Internet traffic to the Visit Pewsey Vale website continues to increase and, despite it being the quieter time of the year, has been very steady. Over the last 90 days, we have experienced more than 2000 user sessions and over 8100 page views. The bounce rate (this is the measure of how many sessions are terminated almost immediately because the user has decided the website is not what they were looking for) continues to be low at just over 25%. This means that people are coming to the website



## 2016 Season Underway

It's that time of year when attractions are re-opening for the 2016 season, so here's a summary:

### [Pewsey Heritage Centre](#)

Open from 5th March to the end of December.

Monday to Saturday: 10am to 4pm

Sunday: Closed

Lots of music and performance events take place throughout the year and are on the [Visit Pewsey Vale website](#).

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### [Crofton Beam Engines](#)

Open every day except

Wednesdays from

19th March to 2nd October

from 10.30am to 4.30pm

Refreshments and food at The Engineman's Rest Cafe or take a



and finding what they are looking for.

Facebook and Twitter followers continue to increase on both the visitor facing page (Visit Pewsey Vale) and the business facing page (Pewsey Vale Tourism Partnership).

We also have an Instagram presence - [visitpewseyvale](#).

picnic.

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### [Wilton Windmill](#)

Open for guided tours and refreshments from Friday 25th

March to Sunday 25th September on Sundays and Bank Holidays only from 2pm to 5pm. The site is open throughout the year. Ideal for picnics.



## **We've Been Busy at the Pewsey Vale Tourism Partnership**

Since the beginning of the year, we have had a number of blogs on our website:

- [an article on new year resolutions](#), Pewsey Vale walks and restorative stays in the Vale;
- [information on how to use the new bus services](#) across the Pewsey Vale to make the most of the walking routes;
- [information on where to shop and where to go](#) in the Pewsey Vale for Mother's Day

and

- [how to care for the countryside](#) when you visit or if you live in the Pewsey

Vale.

All our blogs are promoted widely on social media.

We also included links to some of these articles in our [Spring into March in the Pewsey Vale newsletter](#) which was emailed to more than 250 people directly and reached over 2500 people on social media

We will be running a number of networking sessions for Partners over the rest of the year, commencing with a Retail group. Just email [info@visitpewseyvale.co.uk](mailto:info@visitpewseyvale.co.uk) if you would like to get involved.



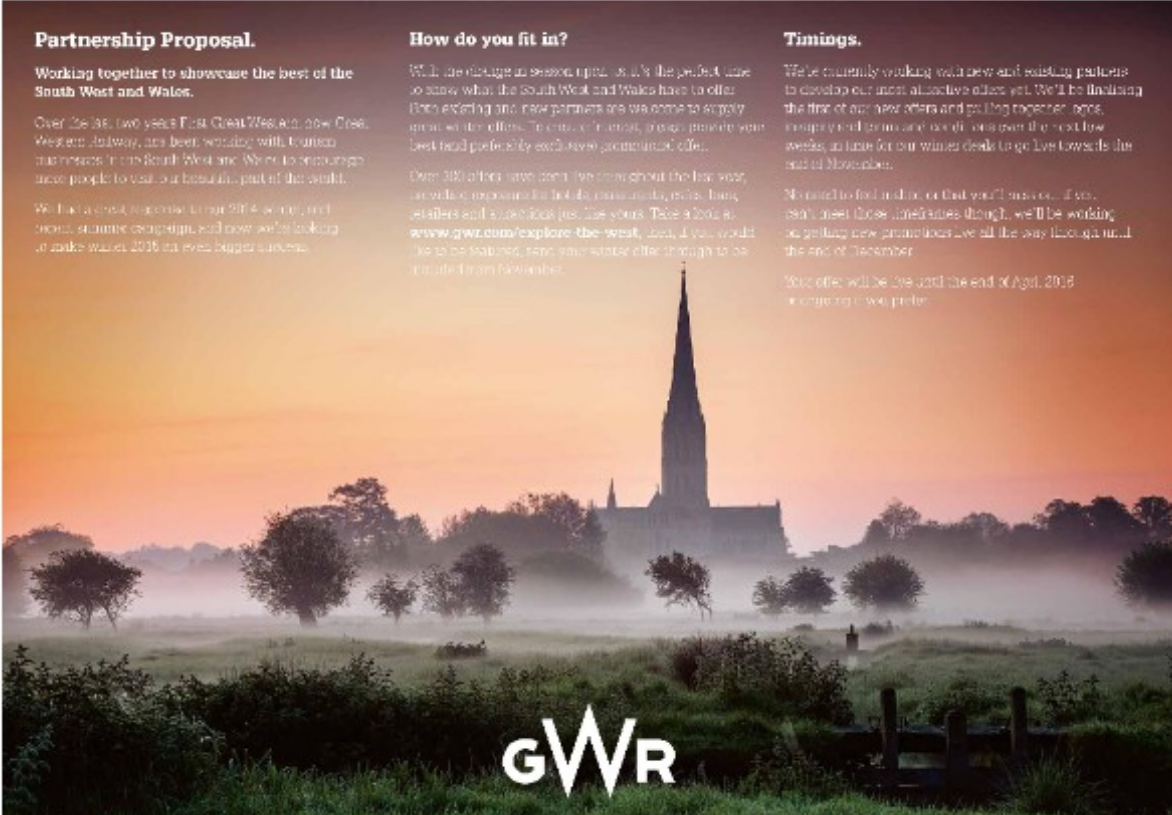
## **We'd love to hear from you!**

Are you planning any events this year?

From live music to history talks to special food nights - we are interested. And so are our website visitors. Analysis shows that many visitors come into the website via the events and then go on to browse other pages as well.

If you would like your event listed for free on the [Visit Pewsey Vale calendar](#) then all you have to do is email the details and any images/posters to [info@visitpewseyvale.co.uk](mailto:info@visitpewseyvale.co.uk).

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**Partnership Proposal.**

Working together to showcase the best of the South West and Wales.

Over the last two years First Great West and now Great Western Railway, has been working with tourism businesses in the South West and Wales to encourage more people to visit our beautiful part of the world.

We had a great response to our 2014 winter and short-stay campaign and now we're looking to make winter 2016 an even bigger success.

**How do you fit in?**

With the change in season again, it's the perfect time to show what the South West and Wales has to offer. Both existing and new partners are welcome to apply again winter offers. To ensure the most, please provide your best and preferably exclusive promotional offer.

Over 300 offers have come in throughout the last year, providing responses for hotels, restaurants, retail, bus, retailers and experiences just like yours. Take a look at [www.gwr.com/explore-the-west](http://www.gwr.com/explore-the-west), soon, if you would like to be featured, send your winter offer through to be included from November.

**Timings.**

We're currently working with new and existing partners to develop our most attractive offers yet. We'll be finalising the first of our new offers and putting together offers, imagery and terms and conditions over the next few weeks, in time for our winter deals to go live towards the end of November.

We want to find out how that would work out. If we can't meet those timescales though, we'll be working on putting new promotional live all the way through until the end of December.

Your offer will be live until the end of April 2016 or longer if we prefer.

## Linking Tourism & Trains

GWR are offering free advertising of any special promotions from tourism businesses in the west that can be linked to train travel.

Further information, including the form you need to complete, is available on our website.

If you think this might be of interest, then have a look at the [Explore the West website](#) for ideas.

## And finally ....

For anyone thinking of taking part in the Heritage Open Days weekend, running from 8th to 11th September, then registration for it is now open. Just go to [www.heritageopendays.org.uk](http://www.heritageopendays.org.uk) for more information and to register.



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