



2017: IT'S TIME FOR WILTSHIRE





# Time for Wiltshire

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Shrouded in mystery, steeped in legend, Wiltshire has been a special place for a very long time. Its strong connection with the past makes it the perfect place to enjoy the present.

# Why Wiltshire?

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- Easily accessible - only 90 minutes from London, 2 hours from the South Coast, Midlands and Wales
- An ancient land shrouded in mystery and steeped in legend - with the World Heritage site of Stonehenge and Avebury
- Charming rural market towns and villages ideal for independent shopping and with award-winning restaurants, pubs and cafés
- Major attractions, events and entertainment to experience
- Range of suitable accommodation options
- Arts and culture are at the heart of a Wiltshire experience



# New for 2017/2018

# The Great West Way

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VisitWiltshire is leading on developing a new long distance touring route which will join up many of England's iconic destinations and attractions along a corridor west of London through to Bristol. This is one of a number of successful projects made possible by HM Government's £40m Discover England Fund, administered by VisitEngland ([www.discoverenglandfund.org](http://www.discoverenglandfund.org)).

**The Great West Way** project is focused on creating a world class tourism experience, winning new business and market share for Britain, growing the visitor economy and transforming the visitor experience along and around the route.

The touring route will be suitable for visitors to travel by car, coach, rail, cycling, walking or even canal boating. A range of themed itineraries and trails, including heritage, food and drink, countryside, film tourism and GREAT moments, will allow visitors to explore the route in depth and aims to rival any of the great touring routes in the world.



# New for 2017/18

## Specialist Tours

- [Bowood House and Gardens](#) - 'Dr Priestley: The Discovery of Oxygen' – a fascinating 1 hour tour with an insight into Priestley's life and his work. £20 per person or £32 per person including 3 course lunch.
- [Longleat](#) – Two new Longleat House tours – The 45 minute 'Butlers & Housekeepers' tour will show unseen areas, walking in the footsteps of others in years gone by. The 1 hour 'Scandalous History' tour will show visitors artefacts and rooms associated with salacious gossip through the ages. £5 supplement on top of normal admission prices.
- [Salisbury Cathedral](#) – new 45 minute Library tours to visit the Cathedral's 15<sup>th</sup> century Library containing over 10,000 books dating back to the 9<sup>th</sup> century.(limited numbers and availability). £22 per person including Cream Tea.



# Wiltshire Highlights Specialist Tours

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## Book a Specialist Tour to Wiltshire:

- **Stonehenge – The Full Story** – Discover the full story of Stonehenge by combining a visit to Wiltshire’s nationally important museums. See stunning galleries at [Salisbury Museum](#) and the [Wiltshire Museum](#) in a 1-hour tour, lunch at [Stonehenge Inn & Carvery](#) and optional visit to [Stonehenge](#) from £39.50 per person. Overnight packages available.
- **Wiltshire’s Secrets** – Tailor made guided tours of Wiltshire taking in some of the many ‘less well known’ places that the county has to offer. Tours can include [Bradford on Avon](#), [Avebury](#), [Lacock Abbey](#), [Wadworth Brewery](#), [Great Chalfield Manor](#), [Arundells](#) and many more. Prices vary details on request.
- **Highlights of North Wiltshire** - This two day tour can include a visit to [McArthurGlen Designer Outlet Swindon](#), [Studley Grange Butterfly World](#) and [St Nicholas’ Church, Berwick Bassett](#). Package price is from £99pp but prices vary depending on requirements – details on request.



# Wiltshire Highlights Specialist Tours

A range of special interest tours are available:

- **TV & Film Locations of Wiltshire** - This tour takes in the best of Wiltshire's film and TV locations, including Poldark ([Corsham](#)), Harry Potter ([Lacock](#)), Wolf Hall ([Great Chalfield Manor](#) and [Lacock Abbey](#)), War Horse and Dr Dolittle ([Castle Combe](#)) and many more.
- **City Tours - Spectacular [Salisbury](#)** - Take a tour of [Salisbury Cathedral](#), a breathtaking example of Early English Gothic architecture and home to the finest of four original 1215 Magna Carta manuscripts. The Close has a range of attractions including [The Salisbury Museum](#), [Mompesson House](#) and [Arundells](#).
- **History and Heritage Tours** – Many are available, including archaeology tours with [Wiltshire Museum](#), and residential specialist packages at [Sarum College](#)
- **Gardens Tours** – visit [Bowood House and Gardens](#) for a walled garden tour and [Iford Manor](#) to find out about Harold Peto's Garden.

Book a Wiltshire Tour – visit [www.visitwiltshire.co.uk/groups](http://www.visitwiltshire.co.uk/groups)





# Offers and Incentives



- Discounted attraction ticket prices / free tickets for coach drivers and group organisers
- Discounted room rates for residential visits / free rooms for coach drivers
- Free coach parking / easy-access drop off points
- Discounted / free meal vouchers for coach drivers
- Free familiarisation visits
- Fast track entry
- Exclusive tours

Exclusive offers for groups – see website for details.

Each destination will have their own policies, please request details when booking.

# Inspirational Itineraries

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We have a wide range of one, two and three-day itineraries available to use when planning a visit to Wiltshire. Create your own itineraries using our new itinerary planner functionality on the website.

## Itineraries Include...

- On the Trail of Magna Carta
- Travel the Kennet & Avon Canal
- Heritage from the Age of Industry
- Wiltshire's Timeless Wonders
- Horticultural Highlights
- Saints and Sinners Trail



# Key Events 2017

**9 July – 5 August 2017**

Marlborough College Summer School &  
School of English and Culture



**26 – 28 August 2017**

Great British Food Festival, Bowood House &  
Gardens



**1 - 3 September 2017**

Bradford on Avon Walking Festival



**23 November – 22 December 2017:**

Salisbury Christmas Market



**Selected dates from November through to  
beginning of January 2017**

Christmas Festival of Light, Longleat



# VisitWiltshire Contact

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[www.visitwiltshire.co.uk/groups](http://www.visitwiltshire.co.uk/groups)

# Wiltshire Travel Trade

## Group Booking Information

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### Places to Visit:

- Bowood: +44 (0)1249 812102 [www.bowood.org/bowood-house-gardens/groups](http://www.bowood.org/bowood-house-gardens/groups)
- Bradford on Avon: +44 (0)1225 864240 [www.bradfordonavontowncouncil.gov.uk](http://www.bradfordonavontowncouncil.gov.uk)
- Longleat: +44 (0)1985 844328 [www.longleat.co.uk/groups](http://www.longleat.co.uk/groups)
- Salisbury: +44 (0)1722 658000 [www.salisburybid.co.uk](http://www.salisburybid.co.uk)
- Salisbury Cathedral & Magna Carta: +44 (0)1722 555120 [www.salisburycathedral.org.uk](http://www.salisburycathedral.org.uk)
- The Salisbury Museum: +44 (0)1722 332151 [www.salisburymuseum.org.uk](http://www.salisburymuseum.org.uk)
- Wiltshire Museum: +44 (0)1380 727369 [www.wiltshiremuseum.org.uk](http://www.wiltshiremuseum.org.uk)
- McArthurGlen Designer Outlet Swindon: +44 (0)1793 507603 [www.swindondesigneroutlet.com](http://www.swindondesigneroutlet.com)
- Studley Grange Butterfly World & Craft Village: +44 (0)1793 852400 [www.studleygrange.co.uk](http://www.studleygrange.co.uk)
- Wadworth Brewery Visitor Centre & Tours: +44 (0)1380 732277 [www.wadworthvisitorcentre.co.uk](http://www.wadworthvisitorcentre.co.uk)
- Arundells: +44 (0)1722 326546 [www.arundells.org](http://www.arundells.org)
- Malborough College Summer School: +44 (0)1672 892388 [www.summerschool.co.uk](http://www.summerschool.co.uk)
- Fleet Air Arm Museum: +44 (0)1935 842633 [www.fleetairarm.com](http://www.fleetairarm.com)
- Corsham: +44 (0)1249 702130 [www.corsham.gov.uk/visit](http://www.corsham.gov.uk/visit)
- Churches Conservation Trust: +44 (0)845 3032760 [www.visitchurches.org.uk](http://www.visitchurches.org.uk)
- American Museum in Britain: +44 (0)1225 460503 [www.americanmuseum.org](http://www.americanmuseum.org)
- Iford Manor: +44 (0)1225 863146 [www.ifordmanor.co.uk](http://www.ifordmanor.co.uk)
- REME Museum: +44 (0)1249 894869 [www.rememuseum.org.uk](http://www.rememuseum.org.uk)
- Cholderton Farm Park, Vineyard and Youth Hostel: +44 (0)1980 629438 [www.choldertoncharliesfarm.com](http://www.choldertoncharliesfarm.com)



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### English Heritage:

- Stonehenge: +44 (0)3703 330604 [www.english-heritage.org.uk/stonehenge](http://www.english-heritage.org.uk/stonehenge)
- Old Sarum: +44 (0)1722 335398 [www.english-heritage.org.uk/oldsarum](http://www.english-heritage.org.uk/oldsarum)
- Old Wardour Castle: +44 (0)1747 870487 [www.english-heritage.org.uk/oldwardour](http://www.english-heritage.org.uk/oldwardour)
- Farleigh Hungerford Castle: +44 (0)1225 754026 [www.english-heritage.org.uk/farleigh](http://www.english-heritage.org.uk/farleigh)

### National Trust:

- Avebury: +44 (0)1672 538016 [www.nationaltrust.org.uk/avebury](http://www.nationaltrust.org.uk/avebury)
- Lacock: +44 (0)1249 730459 [www.nationaltrust.org.uk/lacock](http://www.nationaltrust.org.uk/lacock)
- Mompesson House: +44 (0)1722 335659 [www.nationaltrust.org.uk/mompesson-house](http://www.nationaltrust.org.uk/mompesson-house)
- Stourhead: +44 (0)1747 841152 [www.nationaltrust.org.uk/stourhead](http://www.nationaltrust.org.uk/stourhead)
- Great Chalfield Manor and Garden: +44 (0)1225 782239  
[www.nationaltrust.org.uk/great-chalfield-manor](http://www.nationaltrust.org.uk/great-chalfield-manor)



# Wiltshire Travel Trade

## Group Booking Information

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### Places to Stay:

- Best Western Mayfield House Hotel: +44 (0)1666 577409 [www.mayfieldhousehotel.co.uk](http://www.mayfieldhousehotel.co.uk)
- Cathedral Hotel: +44 (0)1722 343700 [www.cathedralhotelsalisbury.co.uk](http://www.cathedralhotelsalisbury.co.uk)
- Alexandra House Hotel: +44 (0)1793 819000 [www.phcompany.com/de-vere/alexandra-house](http://www.phcompany.com/de-vere/alexandra-house)
- Sarum College: +44 (0)1722 424800 [www.sarum.ac.uk](http://www.sarum.ac.uk)
- Stonehenge Campsite & Glamping Pods: +44 (0)7786 734 732 [www.stonehengecampsite.co.uk](http://www.stonehengecampsite.co.uk)

### Food & Entertainment:

- The Stonehenge Inn & Carvery: +44 (0)1722 790236 [www.thestonehengeinn.co.uk](http://www.thestonehengeinn.co.uk)
- The Bridge Tea Rooms: +44 (0)1225 865537 [www.thebridgetearooms.co.uk](http://www.thebridgetearooms.co.uk)
- The Britford Farm Shop: +44 (0)1722 413400 [www.britfordfarmshop.co.uk](http://www.britfordfarmshop.co.uk)
- Wyvern Theatre: +44 (0)1793 524481 [www.swindontheatres.co.uk](http://www.swindontheatres.co.uk)

### Ground Handlers:

- Discover Wiltshire: +44 (0)1225 769855 (option 2) [www.discoverwiltshire.com](http://www.discoverwiltshire.com)
- Executive Connection/Value Cars: +44 (0)1722 333333 [www.executiveconnection.co.uk](http://www.executiveconnection.co.uk)

For additional information please visit:

[www.visitwiltshire.co.uk](http://www.visitwiltshire.co.uk)

