



VisitWiltshire Familiarisation Passport 2026/27 – Special Offer PDF

The **Familiarisation 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. The Passport is a benefit for VisitWiltshire tourism partners and a commitment to in-service training and greater product knowledge. By knowing first-hand what is available locally we can help visitors make the most of their stay, recommending local things to see and do whether they are here for a day, a weekend or longer.

The Offers from attractions, activities and other businesses that are featured in the Passport can be seen below. Please note that offers may be subject to change throughout the year, so please return to check the Special Offer PDF for the latest details before visiting.

In order to qualify for these offers **you must present a valid copy of the 2026/27**

Familiarisation Passport on arrival – this can be downloaded [here](#) for you to print out at home. We also recommend you take an up-to-date printout of this **Offer PDF** with you. Please read the following general terms and conditions carefully and check specific terms and conditions and/or opening days and/or times for each individual attraction, activity or business before visiting.

General Terms and Conditions

- On production of a valid printed **2026/27 Familiarisation Passport**, free entry is provided for up to 2 adult members of front-line and marketing staff from any VisitWiltshire partner business (*and representatives of other selected groups – please see below) on any one visit, unless otherwise detailed below.
- Offers are **not transferable** and **may not be used** by visitors, friends or other family members.
- Only one visit per attraction, activity or business per Passport is permitted. On presentation of your Passport on arrival, the name of the attraction, activity or business you are visiting will be ticked off, so that the Passport cannot be used to visit there again.
- Passports are only valid for use if your own business details have been filled in on the front.
- Please take proof of identity with you – if this cannot be provided, entry may be refused. If you do not have a business card with your name on, a sheet of letterhead or compliments slip confirming your employment status will be sufficient.
- The attractions, activities and other businesses listed in this Passport reserve the right to amend or withdraw their offers at any time.
- Additional terms and conditions may apply to certain individual attractions, activities or businesses – please see below and check their websites for details.
- All offers are subject to availability and are valid during normal opening hours only.
- Offers are not redeemable for cash.
- Offers are not valid with any other offer.

Further details of the attractions, activities and other businesses participating in this Passport can be found by clicking on their website links below.

* As well as VisitWiltshire staff and representatives of other groups on reconnaissance visits pre-arranged via VisitWiltshire, including but not limited to: journalists / bloggers / influencers / travel agents / tour operators / group travel organisers.

ATTRACTIONS / ACTIVITIES / BUSINESSES WITHIN WILTSHIRE

Arundells – Salisbury

Free Entry Valid for up to two adults for Freeflow visits (Mondays, Thursdays, Fridays, Saturdays and Sundays) during normal opening hours.

Please show the FAM passport at the entrance desk. Offer does not include guided tours (Tuesdays).

Please check opening dates and times on the Arundells website

arundells.org

The Arc – Climbing Academy

20% off Tasters and Adult Beginners' Courses.

Valid for Adult Taster, Kids Taster, Family taster and Adult Beginners' Courses.

To claim your discount use the code VISITWILTSHIRE20 when booking online.

Find out more about these courses on The Arc website.

Free hot drink

In addition you may claim a free hot drink with any £5 purchase in the cafe. Just let staff know that you are a VisitWiltshire Partner.

The Arc has a free skatepark, a free kids play park with cafe decking overlooking both

<https://www.theclimbingacademy.com/locations/the-arc/>

Atwell-Wilson Motor Museum

Free Entry Valid for up to two adults during Museum normal opening hours until 29th November 2026.

Please show the FAM passport at the entrance desk. Offer does not include the annual show weekend held on 11/12th July 26.

Please check opening times on Museum website

www.atwellwilson.org.uk

Bluestone Vineyard

Half price Signature Vineyard Tour & Wine Tasting for two

We're pleased to offer **half-price on our Signature Vineyard Tour & Wine Tasting** for two for employees of VisitWiltshire Partners. Explore the vineyard, learn about our winemaking, and taste a selection of our wines. Simply enter the code VISITWILTS2026 at checkout to redeem the offer. Our tour season runs from **April - October**. Please do get in touch if you have any questions. We look forward to seeing you here soon! Please bring proof of employment with you.

www.bluestonevineyards.co.uk

Bowood House & Gardens

General Admission for 2 people per visit to Bowood House & Gardens and within the Spring also admission to the Woodland Garden. (opening dates for Woodland Garden 10th April – 7th June, 2026) Valid 27th March to 1st November 2026. Visit only available Monday to Friday within our opening hours and term time only (excludes School/Bank Holidays)

Areas included within general admission are Bowood House, Gardens and Pleasure Grounds (including the Arboretum, Doric Temple, Cascade and Hermits Cave).

Access to the Walled Garden is available for all visitors from 12:00 – 16:30 daily.

Access available throughout the season.

www.bowood.org/house-gardens

Chippenham Museum

Chippenham Museum is free entry, but you can claim a 10% discount in the museum shop on presentation of passport

www.chippenham.gov.uk/museum

Cholderton Rare Breeds Farm

50% DISCOUNT ON DAY ADMISSION TICKETS TO THE FARM

Offer Valid until 31st December 2026

To book your tickets use code VW2026. Please state business name when booking

www.choldertonrarebreedsfarm.com

Crofton Beam Engines

FREE ENTRY

Valid for up to 2 adults from Sunday 17th May to Sunday 20th September 2026 excluding special events 12th July and 9th August.

Open one day per week, Sunday.

We open at 10:30 and close at 15:00, with site gates closed at 16:00.

Car park £1.50 for 2 hours, £3.00 all day.

Offer is not valid on Steaming days and special events. Steaming days and special events are published on **www.croftonbeamengines.org**

Iford Manor Gardens

FREE ENTRY

Valid for 1 full price adult ticket booked online (family and friends to pay full price)

Enter code VisitWiltshire at the checkout.

Participants will need to show the FAM passport on arrival at the entrance to the garden for the discount to be valid.

Offer valid during standard garden opening: 1st April - 30th September; Wednesday – Sunday; 11am – 4pm (last entry 3pm)

Excludes charity days (NGS Day is 5th September 2026). Tickets to the garden must be booked in advance to guarantee entry as we are often fully booked.

www.ifordmanor.co.uk

REME Museum, Lyneham

FREE ENTRY

Valid for up to 2 adults until Sunday 20 December 2026. (excludes online ticket only events: Wartime Britain, Sci Fi Day and Model Show)

Closed Mondays

Please book online at <https://rememuseum.digitickets.co.uk/tickets> and click on Book Now on the Admissions tab then select VisitWiltshire Fam Passport ticket option

www.rememuseum.org.uk

Salisbury Cathedral and Magna Carta

FREE Entry

Valid for up to 2 adults, subject to availability, until Friday 26 March 2027, Monday to Friday only.

Please present Passport on arrival.

Terms and conditions apply – please see our website for details.

If your Front of House team would benefit from knowing more about the Cathedral, please call us on **01722 555118** to book a fam trip.

www.salisburycathedral.org.uk

Salisbury Escape Rooms

HALF PRICE ENTRY

Valid for one team of up to 6 players. Expires 31 December 2026.

Must be booked in advance via www.salisburyescape.com using code "HAVE50ONUS" at check out.

Or

call 01722 428980 to book direct.

Stonehenge, Nr Amesbury

FREE ENTRY

Valid for up to 2 adults until 31 March 2027.

Offer not valid for bookable events, Stone Circle Experience or Explorer Tour visits.

Please show your FAM passport at the entrance.

Closed 25 December 2026.

www.english-heritage.org.uk/stonehenge

Stonehenge Farmhouse

10% DISCOUNT ON STAYS AT STONEHENGE FARMHOUSE

Offer valid until 31st December 2026.

Max 10 guests.

To take advantage of offer contact the Farmhouse directly on info@stonehengefarmhouse.com and quote **VW2026**

www.stonehengefarmhouse.com

Stonehenge Tour

2 'bus only' tickets on the Stonehenge Tour.

Tickets will need to be issued via **Salisbury Reds app**

To take part in the offer, contact Nikki Honer via [email](mailto:) and state what business you are from. You need to download the Salisbury Reds [app](https://www.thestonehenge.com) and create an account. Tickets will then be issued via email.

<https://www.thestonehenge.com>

Studley Grange

ONE FREE FAMILY TICKET TO BUTTERFLY WORLD

Offer valid until 31st December 2026.

<https://www.studleygrange.co.uk/>

The Hall, Bradford on Avon

Deal: 10% OFF guided tours of The Hall Estate

Code: VisitWiltshire

Please check www.moultontrust.org/book-a-tour

Wild MTB Adventures

2 Adults FREE guided tour from the 3 tours listed below

Green Man of Wiltshire and the Kennet & Avon Canal Tour

Ride Through History, Salisbury to Stonehenge Guided Ride

The Ancient Ridgeway and Avebury Cycle Tour

Valid from May to October 2026

Pre-booking is required. Please email: hello@wildmtbadventures.com or 07976688437

Terms & Conditions

Must have a good working mountain bike / mountain e-bike or gravel bike of their own.

Full details of the rides can be found on our website also subject to availability and the weather.

www.wildmtbadventures.com

Wiltshire Museum, Devizes

FREE ENTRY

Valid for up to 2 adults until 31 March 2027, standard entry to the Museum only. Children under 18 free. For entry show your FAM passport

Check website for details of opening times and booking options.

www.wiltshiremuseum.org.uk

Witchmark Distillery, Fonthill Bishop

FREE TOUR & TASTING

Free tour while availability lasts on either Weds 22nd or Thurs 23rd April.

Check website for details of opening times and booking options.

[Witchmark Distillery Tours](#)

ATTRACTIONS / ACTIVITIES / BUSINESSES ON THE WILTSHIRE BORDERS

The Army Flying Museum

FREE ENTRY

Valid for up to 2 adults until Sunday 28 February 2027. Valid for standard entry to the Museum (excludes events)

<https://www.armyflying.com/>

FREE TO VISIT

In addition to the offers listed above, the following are free to visit:

- Avebury Stone Circle (entry to Manor House and/or Museum is charged for)
- The Arc – Climbing Academy skatepark and kids play park
- Chippenham Museum & Heritage Centre
- Crop Circle Exhibition and Centre, Honeystreet
- Fisherton Mill Gallery, Salisbury
- Lacock Village (entry to Abbey and Fox Talbot Museum is charged for)
- Langford Lakes Nature Reserve, Nr Salisbury
- Lower Moor Farm Nature Reserve, Nr Malmesbury
- Ludgershall Castle
- Designer Outlet Swindon
- Royal Wootton Bassett Town Hall Museum
- St Peter's and St Paul's Church, Marlborough
- St Thomas's Church, Salisbury
- St Martin's Church, Royal Wootton Bassett