



## CHRISTMAS IN WILTSHIRE 2026

### FESTIVE EXPERIENCES, SEASONAL STAYS AND MAGICAL WINTER EVENTS

This winter, Wiltshire offers the perfect festive addition to UK itineraries, with spectacular light trails, Christmas markets, seasonal dining and cosy countryside stays. Easily accessible from London and along the Great West Way, the county provides travel trade partners with a wealth of bookable experiences for FITs, groups and festive short breaks.

Among the season's highlights is [The Festival of Light at Longleat](#) (selected dates from 7 Nov – 10 Jan) which presents Legendary Worlds. Visitors can enjoy a glowing world of myths, heroes and legendary tales, in an immersive, after-dark trail with over 1,000 lanterns across the Park. Explore the lost city of Atlantis, walk underneath a life-sized blue whale and through an underwater wonderland. Marvel at heroes of mythology in action – including Thor's battle with the World Serpent. Plus epic lands of giants, dragons and magical creatures and more!

Nearby, [Christmas at Stourhead](#) (27 Nov – 3 Jan) transforms the world-famous landscape gardens into a magical after-dark trail featuring immersive light installations, seasonal music, festive food and warming drinks. Marvel at awe-inspiring installations that include a playful "Sea of Light", a mesmerising "Fire Garden" for a moment of reflection and the much loved "Winter Cathedral" returning for that extra special selfie moment.

Salisbury-based [Heritage & Stone Tours](#) are offering private, driver-guided day tours this Christmas, pairing Wiltshire's best-loved heritage with the season's finest markets. Choose from Stonehenge, Salisbury and Avebury Christmas markets, or the magical National Trust village of Lacock and Bath Christmas Market. Bespoke tours suitable for FIT with trade rates and flexible pick-up available.

English Heritage's new [Stonehenge Explorer Tour](#) continues to run Dec 2026 – March 2027, offering a unique opportunity to explore the wider prehistoric landscape, visiting the nearby Woodhenge and Durrington walls. It encourages a deeper appreciation of the natural surroundings and the people who once lived here. Tour highlights include accompanying staff as they carry out conservation checks and behind the scenes with unforgettable up-close experiences inside the stone circle. This once-in-a-lifetime experience brings the stories and secrets of Stonehenge to life like never before.

[Studley Grange Garden & Leisure Park](#) brings festive magic to Wiltshire with Santa experiences, including breakfasts, teas and grotto visits (29 Nov – 24 Dec), alongside seasonal dining, cake creation workshops (14 Nov – 24 Dec), and Christmas shopping and a wide selection of trees and decorations. Combined with its [Santa on the Farm](#) experience (4 Dec – 22 Dec), it offers an enjoyable festive day out for all visitors. Group packages for 10+, with Christmas lunches / teas (11 Nov – 18 Dec).

At the [Hawk Conservancy Trust](#), visitors can enjoy a unique festive programme combining wildlife encounters with seasonal entertainment. Highlights include the atmospheric [Owls By Moonlight](#) evenings (4,5,11 & 12 Dec) and [Christmas Carols and Owls](#) (18 – 21 Dec) featuring live music, traditional carol singing, mulled wine and mince pies alongside spectacular owl displays. Plus, the Trust's popular [Christmas Market](#) (26-29 Nov) offers festive shopping, local food and seasonal refreshments. Group discounts for pre-booked groups of 15+.

Visitors can also enjoy festive season in [Salisbury](#) from traditional Christmas carol services to craft workshops, Christmas trails, festive shopping and seasonal markets.

[The Salisbury Museum](#) have many reasons to visit with Discovery Days every Tuesday, a [Great Festive Craft-Off](#) (22 Dec) and the [Imagination Station](#) (29 Dec). For those brave enough to book, watch '[A Ghost Story for Christmas](#)', (13 Dec) of classic M.R. James spine-chillers in the tradition of the BBC's beloved 1970s series – featuring vengeful spirits and malevolent ghouls.

At [Salisbury Cathedral](#), pre-booked groups can enjoy a range of exclusive festive experiences throughout the Christmas season. Highlights include a special Christmas Carols event (8 Dec), featuring performances by the Cathedral Choir, festive readings, audience carol singing, seasonal refreshments and exclusive access to the Cathedral and Chapter House, home to one of the original Magna Carta documents. Visitors can also experience the atmospheric [Twilight Tower Tours](#) (21 Nov – 2 Jan), offering spectacular views over Salisbury's festive lights, and a new Christmas Organ Family Concert (11 Dec), providing a memorable evening of seasonal music and mulled wine in one of England's most iconic sacred spaces.

No festive itinerary would be complete without a traditional pantomime. This season, [Wiltshire Creative](#) presents [Beauty & The Beast](#) (28 Nov – 10 Jan) at [Salisbury Playhouse](#), a vibrant original musical pantomime written by Plested, Brown and Wilsher and featuring the award-winning creative team behind Jack and the Beanstalk. Group discounts 10+ pax. Families can also enjoy [The Tailor of Gloucester](#) (7–27 Dec), an interactive musical production in the newly reopened Salberg Studio, specially created for younger audiences with discounted rates for schools and youth groups.

Conveniently located in the heart of Salisbury, [Wagamama](#) offers a vibrant dining experience ideal for groups exploring the city. Inspired by Japan's popular ramen bars, the restaurant serves freshly prepared Asian-inspired dishes, brought to the table as soon as they are ready. Groups can also enjoy a special trade incentive, choosing between a complimentary bottle of wine or prawn crackers and edamame with their meal.

### **Christmas Shopping & Town Events**

The new [Frasers Plus Designer Outlet Swindon](#) satisfies all your Christmas shopping needs as shoppers will adore the quality mix of High St and Designer brands, reduced by up to 60 per cent, at over 90 top name stores. Housed in the beautifully renovated Grade II listed buildings of the Great Western Railway Works, it is one of the largest covered designer outlets in Europe. There's also a great variety of restaurants and cafés to relax in after a day's shopping and exclusive benefits for groups of 10+.

Kick off your festive shopping at the [REME Museum Christmas Fair](#) (21 Nov), Lyneham, with festive stalls full of handmade goods and local offers! You can even get a glimpse at the museum displays as you visit for just a £1 entry donation (limited attraction access). Grab refreshments in the Crown's Cafe, serving Christmas specials, barista-style hot drinks, freshly cooked food and sweet treats.

Wiltshire has many beautiful market towns with great independent shops and Christmas light switch on events - ideal for a festive group outing. [Marlborough's](#) festive season kicks off 27 Nov, with the traditional [Christmas Lights Switch-On](#) and market on the High Street. The town offers festive markets, tours, and seasonal dining throughout December.

Christmas comes to [Corsham](#) on 4 Dec when the Christmas lights are switched on at 6pm. The High Street becomes a Christmas Market (from 3pm) and there's live music, fairground rides, Christmas tree, fun and games, and a special appearance from Father Christmas.

[Bradford on Avon](#) rings in Christmas on 27 Nov in Westbury Gardens for Christmas Lights Switch on, live music, late-night shopping, artisan gift markets, and a floating fayre (11 – 13 Dec) on the canal. The town centre sparkles with community spirit, festive lights, and local choirs. Don't miss a visit to [The](#)

[Bridge Tea Rooms](#) for a traditional, quintessential English afternoon tea. Great group rates and welcome talks.

### **Festive Accommodation Packages**

For a memorable festive escape, Wiltshire's country house hotels offer elegant Christmas breaks combining seasonal hospitality, fine dining and relaxing surroundings.

[Bowood Hotel, Spa and Golf Resort](#), [The Old Bell Hotel](#) in Malmesbury and [Milford Hall Hotel](#) in Salisbury all offer 2–3-night Christmas packages, allowing guests to relax and enjoy the festivities without lifting a finger. Expect beautifully decorated surroundings, indulgent festive dining, traditional afternoon teas and a programme of seasonal activities, creating the perfect Christmas retreat for couples and groups alike. [The Old Bell Hotel's](#) popular Après Ski at Tyger Bar returns transforming the bar into a stylish winter retreat with festive cocktails, warming drinks, alpine-inspired décor and a playful après-ski ambience. Perfect for Christmas catch-ups, winter drinks and cosy evenings after exploring Malmesbury and the South Cotswolds, it offers a fun and characterful seasonal experience for hotel guests, locals and visitors alike.

Steeped in character and festive charm, the [Best Western Plus Angel Hotel](#) in Chippenham provides a welcoming base for seasonal celebrations in the heart of Wiltshire. Throughout December, guests can enjoy festive lunches, seasonal dining experiences and overnight packages in the hotel's historic surroundings.

Salisbury offers a variety of festive accommodation options, from cosy seasonal escapes to lively Christmas celebrations. [The Legacy Rose & Crown](#) combines historic charm, riverside views and over 600 years of heritage with festive dining, traditional afternoon teas and relaxing 2-3-night Christmas breaks. Nearby, [Holiday Inn Salisbury – Stonehenge](#) provides a welcoming setting for festive lunches, dinners and popular party nights throughout December, alongside Christmas Day and New Year celebrations. For larger groups and festive gatherings, [The Stones Hotel](#) delivers a vibrant party atmosphere with festive dining, entertainment, overnight accommodation and dedicated event spaces ideal for corporate and group celebrations.

Wiltshire's festive calendar promises to create lasting memories for groups and travel trade visitors. Group benefits include group rates and free tickets for group leaders / coach drivers etc. please enquire directly for details.

**For further information about what's on in Wiltshire this Christmas take a look at [visitwiltshire.co.uk/whats-on/christmas](http://visitwiltshire.co.uk/whats-on/christmas) and to help plan your next group visit [visitwiltshire.co.uk/groups](http://visitwiltshire.co.uk/groups)**

**Issued by VisitWiltshire. For further information or to arrange an interview or press visit please contact Florence Wallace [flowallace@visitwiltshire.co.uk](mailto:flowallace@visitwiltshire.co.uk) Tel: 07436 588860.**

### **Editors Notes:**

**VisitWiltshire is the official Local Visitor Economy Partnership for Wiltshire, representing 400 investing Wiltshire destinations and businesses. It is part of the Great West Way and established as a public/private sector partnership organisation. VisitWiltshire's role includes growing the county's Visitor Economy by raising awareness of the destination and generating additional tourism visits and spend.**

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