



## **Double Delight as VisitWiltshire Nominated Twice in National Group Travel Awards**

The county of Wiltshire and Destination Organisation VisitWiltshire, have both been announced as finalists for the prestigious Group Leisure & Travel Awards 2024.

Wiltshire is a finalist in the Best UK Destination Category and VisitWiltshire/Great West Way's Head of Travel Trade Flo Wallace has been nominated for The Excellence Award, in recognition of her outstanding contribution to Group Travel Organisers and wider leisure and tourism travel trade industry.

The Group Leisure & Travel Awards celebrate excellence within the group travel sector, honouring tourism businesses and individuals who consistently deliver exceptional experiences and services for groups and trade visitors.

Wiltshire was nominated as it continues to impress group travel organisers with its variety of attractions, accommodation, dining options and transport links, offering unforgettable trips for groups.

With just 4 finalists in the Excellence Award category, VisitWiltshire are delighted to have Flo's work recognised.

"Flo has demonstrated a commitment to the travel trade industry throughout her career with excellent customer service, and quality in all aspects of her work," said VisitWiltshire/Great West Way's CEO David Andrews.

"Her unwavering passion and enthusiasm for supporting GTOs, tour and coach operators and tourism businesses has earned her a distinguished reputation within the industry and this recognition is much deserved," he added.

Flo said she was thrilled to have been shortlisted as a finalist at the 2024 Group Leisure & Travel Awards.

"This nomination is testament to the whole VisitWiltshire and Great West Way team, who's hard work, creativity, and dedication should all be recognised," she said.

"There is such an amazing variety of visitor experiences in Wiltshire and along the London – Bristol Great West Way touring route offering so much for visitors to explore.

Winners of the Group Leisure & Travel Awards 2024 will be announced at a special ceremony on 27 June at the Royal Garden Hotel in Kensington, London.

- Group Travel Organisers or those who organise group trips and holidays, can vote for Wiltshire to win the Best UK Destination vote [HERE](#) by 28 April; and for Flo Wallace in The Excellence Award vote [HERE](#) by 12 May 2024.

More information about VisitWiltshire and Great West Way® can be found at [www.visitwiltshire.co.uk](http://www.visitwiltshire.co.uk) and [www.GreatWestWay.co.uk](http://www.GreatWestWay.co.uk).

**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 Destination Management & Marketing Organisation for Wiltshire representing 400 partners. VisitWiltshire's priority is to grow the county's Visitor Economy by raising awareness of the destination and generating additional tourism visits and spend. Wiltshire's Visitor Economy currently generates an estimated £1.5billion and supports over 28,000 jobs.

Images can be downloaded from our Flickr gallery via these links:

Time for Wiltshire <https://flic.kr/s/aHskQXzfn6>

Photos may be used in print and/or online for the promotion of tourism to Wiltshire and any photos used must be credited to [www.visitwiltshire.co.uk](http://www.visitwiltshire.co.uk), unless otherwise stated in the title of the photo. Full terms and conditions can be found [here](#).