

WILTSHIRE NAMED BEST UK DESTINATION

Wiltshire wins Best UK Destination at the Group Leisure & Travel Awards

Wiltshire was named Best UK Destination at the Group Leisure & Travel Awards on Wednesday, 7 October. Destination Management Organisation, [VisitWiltshire](https://www.visitwiltshire.com), accepted the award on behalf of the county.

The annual Group Leisure & Travel Awards, now in its 24th year, took place online this year and was watched by the best from the tourism industry. Group Leisure & Travel is Britain's leading monthly magazine targeting those who organise group trips and holidays. Finalists in 20 categories were announced in the magazine's September edition, recognising the best providers, attractions and destinations as voted for by group travel organisers.

Wiltshire was named the winner in its category of Best UK Destination beating five other destinations including, Birmingham, Bristol, Devon, Isle of Wight and London.

Florence Wallace, Head of Travel Trade at VisitWiltshire, said: "We're thrilled that Wiltshire was recognised at the 2020 Group Leisure & Travel Awards and would like to thank all the group organisers and tour operators who voted for our beautiful county as the Best UK Destination. In a particularly challenging year, this is a very welcome and we're honoured to accept the award on behalf of all Wiltshire's tourism and hospitality businesses."

The online awards ceremony was presented by magician and TV presenter Ben Hanlin, best known for his award-winning ITV2 series, *Tricked*.

Ben Hanlin, said: "We've had 116 finalists and 20 winners, congratulations to everyone. It was an absolute pleasure to host the awards and it's great that the GLT team has been able to make it happen."

-Ends-

NOTES TO EDITORS

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About VisitWiltshire

VisitWiltshire is the official Destination Management & Marketing Organisation for Wiltshire representing 500 partners. It is a public/private sector membership organisation. 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.

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Images

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To request access to files, please contact: Hollywindsor@visitwiltshire.co.uk

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