

## VISITWILTSHIRE LAUNCHES AUTUMN CAMPAIGN TO DRIVE TOURISM GROWTH

VisitWiltshire has launched its annual Autumn Campaign, sponsored by Longleat Safari Park, in a bid to increase awareness of Wiltshire, drive tourism and encourage bookings this season.

VisitWiltshire is the county's destination management organisation leading the way in marketing Wiltshire to national and international audiences. Through digital advertising and social media, VisitWiltshire has focused on promoting Wiltshire's outdoor offering, including gardens, history and heritage, as well as family-friendly days out, attractions and events for the coming months. This includes promoting VisitWiltshire's *Autumn Colours* video which shows aerial footage of attractions in the autumn, such as Bowood House and Gardens, Stourhead, Abbey House Gardens and Larmer Tree.

As part of the campaign, VisitWiltshire is also running a competition until October 31 on its website, for one winner to receive four day tickets to Longleat's Festival of Light, one night's stay at Marshwood Farm B&B, courtesy of Wiltshire Farm Stay, a family ticket to Stonehenge, and a £20 gift voucher to spend at Visit Hillbrush, in the restaurant or boutique shop.

Fiona Errington, Marketing Manager at VisitWiltshire, said: "Wiltshire is the perfect place for an autumn short break getaway with friends or family. Through our Autumn Campaign, we hope to increase short break stays with our many accommodation providers, as well as increase footfall to attractions, which will benefit the local economy.

"As well as beautiful landscapes, stately homes and quintessentially English pubs, Wiltshire has a number of great attractions and events, such as Longleat's Festival of Light which starts on 9 November. At this annual event, myths and legends from across the world are brought to life using lanterns in a stunning display that all the family can enjoy."

For more information on what to do in Wiltshire this autumn, visit: [www.visitwiltshire.co.uk/ideas-and-inspiration/time-for-wiltshire](http://www.visitwiltshire.co.uk/ideas-and-inspiration/time-for-wiltshire)

## **NOTES TO EDITORS**

**For further information, please contact:**

Holly Windsor, PR and Communications Manager at VisitWiltshire

[hollywindsor@visitwiltshire.co.uk](mailto:hollywindsor@visitwiltshire.co.uk)

01722 324888/ 07444 601421