

Salisbury Benefits from Discover England Funding

Salisbury is one of 16 destinations included in England's Historic Cities initiative that has been awarded additional funding by VisitEngland

Salisbury is one of the lead cities featuring in a new marketing campaign for England Originals, supported by additional Discover England funding. Salisbury and visitsalisbury.co.uk will feature prominently in the campaign additionally supported by being included in VisitEngland's £5million domestic marketing recovery campaign, targeting domestic travellers.

[England Originals](#), is an initiative that brings 16 of England's historic destinations together, and has been awarded additional Discover England Funding, administered by VisitEngland. England Originals was launched by England's Historic Cities in 2018, to encourage young, international travellers to explore Salisbury and other historic destinations.

The county's Destination Management Organisation, VisitWiltshire, has helped to secure the funding administered by VisitEngland and will be instrumental in delivering the marketing activity over the next six months. Tourism and hospitality businesses that will feature in the activity include Salisbury Cathedral and other Cathedral Close attractions, Milford Hall Hotel, English Heritage and the Stonehenge Tour, Wiltshire Creative, Stonehenge Campsite, Allium Salisbury, The Red Lion Hotel, as well as its retail outlets, markets, nightlife and its strong arts and culture scene. All activity will direct visitors interested in travelling to Salisbury, to its award-winning website: www.visitsalisbury.co.uk

VisitWiltshire will be working with England Originals to develop new travel itineraries and tour programmes featuring Salisbury. VisitWiltshire will also partner with Oxford and Bath on activity, that with Salisbury, make up the top three heritage cities in the south of England.

Fiona Errington, Head of Marketing at VisitWiltshire, said: “This is great news for Salisbury and England Originals. This funding will support marketing activity that will help promote the city. Those who are interested in visiting the city can visit our website where we have listed tourism and hospitality businesses that have secured the *We’re Good to Go* mark, that helps people plan their trip and travel responsibly.”

Melanie Sensicle, Chair of England’s Historic Cities, said: “To secure a fifth year of funding from the Discover England Fund is fantastic and a testament to the strength of our partnership. We are an example of what can be achieved when destinations work together and we look forward to introducing England Originals to domestic visitors.”

Andrew Stokes, Director at VisitEngland, said: “Millions of jobs and local economies depend on tourism right across the country and the industry needs all of us to make sure it gets back on its feet. This funding will encourage people to get out and discover the outstanding destinations and quality attractions on our doorstep and also keep England's tourism products and experiences front-of-mind for future international travellers. Now in its fifth year the Discover England Fund is all about embedding these amazing tourism products and reaching new audiences to drive visitor growth and boost local economies.”

For more information, visit: www.visitsalisbury.co.uk

-Ends-

NOTES TO EDITORS

To download images of Salisbury, visit: <https://www.flickr.com/gp/129320754@N03/U14S4a>

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.

Social Media

Instagram - [@VisitWiltshire](#)

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Images

If you are looking for images to support your news stories and features, VisitWiltshire has an extensive photo library of images featuring the vast array of product on offer around the county. Over 1,200 images organised into 135 albums have been uploaded onto Flickr and are available free of charge to press. To view the full list of VisitWiltshire albums, click this [LINK](#).

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

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