

VISITWILTSHIRE HOSTS LEADING TRAVEL INFLUENCERS

VisitWiltshire, Great West Way and English Heritage invited leading UK travel influencers to an exclusive event in Wiltshire

In collaboration with English Heritage, VisitWiltshire and Great West Way invited 10 leading UK travel influencers to an exclusive event to celebrate the relaunch of the Stone Circle Experience at Stonehenge.

On Friday, 6 March UK travel influencers that are popular on social media platform Instagram, were invited to spend the day exploring Wiltshire and visiting two of its museums where they learned about Stonehenge, its history and the surrounding landscape, ahead of an exclusive Stone Circle Experience at the World Heritage Site. The event was held in collaboration with English Heritage to celebrate the relaunch of the Stone Circle Experience at Stonehenge.

VisitWiltshire split the 10 influencers into two groups and on the same day took one group to Salisbury Museum and the other to Wiltshire Museum, where they received a private tour of the museums and their respective Stonehenge collections, to learn about the monument as well as the period of time it was erected and beyond. Salisbury Museum is home to The Wessex Gallery, a collection of ancient archaeological treasures from Old Sarum, Stonehenge and the surrounding landscape. Wiltshire Museum in Devizes has an award-winning display featuring treasures from the mysterious golden Age of Stonehenge.

Following the museum tours, the influencers were taken on a tour of Salisbury and Devizes, before being transported to Stonehenge where they were treated to a private Stone Circle Experience after the attraction closed to the public. The Stone Circle Experience is available to book online and gives visitors a unique opportunity to get up close to the world-famous monument outside of normal opening hours.

Fiona Errington, Head of Marketing at VisitWiltshire, said: “Social media is an important tool to showcase what a destination or an attraction has to offer visitors. By working with influencers we’re able to connect with their followers to showcase our beautiful county and its wonders.

“For this event we worked closely with English Heritage to put together a schedule that would give influencers an opportunity to learn about the monument before having the Stone Circle Experience at Stonehenge, which took place on a clear evening, at dusk. This truly breathtaking experience was the perfect way to finish a day of learning about the World Heritage Site and exploring Wiltshire.”

David Dawson, Director at Wiltshire Museum, said: “It was a pleasure to welcome the group to the Museum and to share some of the amazing insights into the technology used in gold-working at the time of Stonehenge. An added bonus was the chance to explore the gorgeous Georgian town of Devizes on a glorious Spring morning.”

The two influencer groups were also treated to lunch at Salisbury’s Mexican restaurant Tinga, and the George and Dragon Rowde, near Devizes.

For more information, please visit: www.VisitWiltshire.co.uk

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NOTES TO EDITORS

Great West Way is a multi-modal touring route between London and Bristol. For more information on Great West Way, visit: www.GreatWestWay.co.uk

For more information on the Stone Circle Experience at Stonehenge, visit: www.english-heritage.org.uk/visit/places/stonehenge/things-to-do/stone-circle-access-visits/

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

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Images

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For further information, please contact:

Holly Windsor, PR and Communications Manager at VisitWiltshire

hollywindsor@visitwiltshire.co.uk

01722 324888/ 07444 601421