

Managing large group arrivals

Salisbury Cathedral 2026



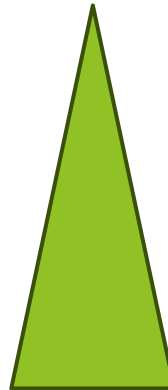
So what types of large groups do we regularly welcome at Salisbury Cathedral.



CRUISE SHIPS



LANGUAGE SCHOOLS

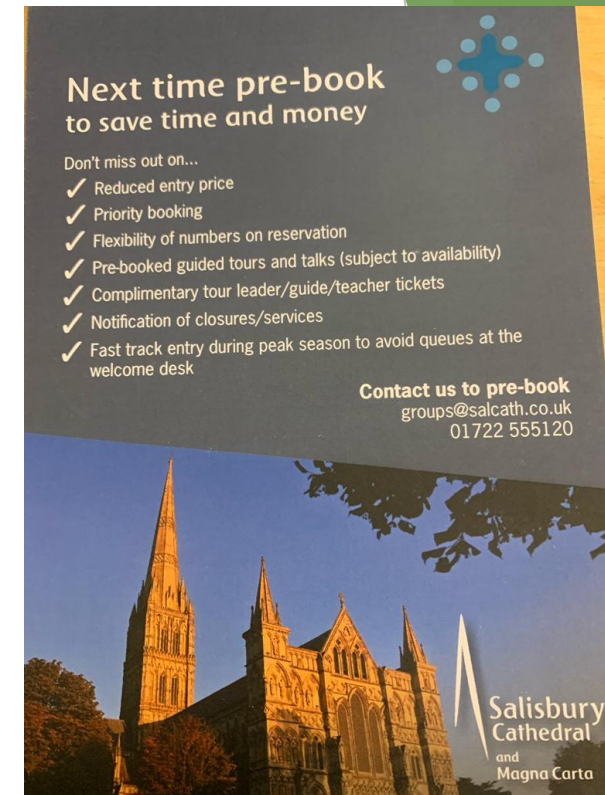


MULTIPLE GROUPS ARRIVING

Pre-arrival planning

Communication is key:

- ▶ At Salisbury Cathedral we have a dedicated booking admin who will co-ordinate the visit and manage communication with the tour operator/group leader and the teams at the cathedral.
- ▶ Our admin will discuss group requirements, duration of visit, activities required and any language or access needs.
- ▶ Arrangements are communicated to the cathedral guiding team leader.
- ▶ The team leader will assist with timetabling activities and co-ordinating their team.
- ▶ Language & overseas YP groups are sent behaviour protocols .
- ▶ Pre-booked refreshments can be booked.
- ▶ Both shop and Refectory are advised of large numbers.



Status Calendar

July 2025

	Mo	Tu	We	Th	Fr	Sa	Su
27	30	1	2	3	4	5	6
28	7	8	9	10	11	12	13
29	14	15	16	17	18	19	20
30	21	22	23	24	25	26	27
31	28	29	30	31	1	2	3

Notes

All Users

Special Dates

Graphical



 Go to 14/07/2025 

 Day 



14-15 July 2025

Monday

Tuesday

14 July 2025

(have, Salisbury Cathedral)

Morning Chapel
(East, Salisbury Cathedral)

West End
(Nave, Salisbury Cathedral)

Cathedral Floor
(Other, Salisbury Cathedral)

Works Department
(Other, Salisbury Cathedral)

Roof Space
(Other, Salisbury Cathedral)

STEDLIENCON LIAI - 1.00

Set U

Living Water Art Exhibition
Other (Chairs from St Tom & Ed)

Southern Cathedral
Set Up ((moved from

Relamping work on the Cathedral Floor
Other (phase 2 of lighting, various parts of the Cathed

Groupe Self C	Groupe Self C	Groupe Self C		Groupe Self C	Tour Textil	Groupe Self C
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Group Self C	Group Self C	Stained Public	Group Self C	Group Self C	Group Self C
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Living Water Art Exhibition
Exhibition (There will be seat reduction in the South)

Education fo			Group	Group	Group
Education C:			Introc	Tour '	Tour

Group Intro			Group Self C		
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Group Self C			Group Self C		
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Public				

Tower to Public Tc	Tower to Public Tc	Tower to Public Tc
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Education for Zough Primary School

SALISBURY CATHEDRAL VISITOR SCHEDULE:

Tuesday 14th July 2026

Chaplains: The Venerable Philip Down (AM) Kate Carter (PM)

Times	Group Ref	Room	Activity	Nationality	Ad	Stu	Ch	Visitor Notes
10:00 (11:00)	Group Visit for AC Tours	Cathedral Floor	Self Guided Visit		22			ALGR103002
10:30 (11:30)	Group Visit for Kings Young Learners	Cathedral Floor	Self Guided Visit		6		40	Group split into 2
10:45 (11:45)	Group Visit for Kings Young Learners	Cathedral Floor	Self Guided Visit		6		40	Group split into 2
12:00 (13:00)	Group Visit for Europamundo	Cathedral Floor	Self Guided Visit		8			
13:00 (14:00)	Group Visit for Tuca Tulá Viagens	Cathedral Floor	Self Guided Visit		24		28	
13:30 (14:30)	Group Visit for EF Go Ahead Tours	Cathedral Floor	Highlights Tour		13		4	R-4208053 - Kay request for Caro
14:00 (15:00)	Group Visit for Knowle and Totterdown Local history Society	Cathedral Floor	Guided Tour		21			
14:00 (15:00)	Group Visit for Knowle and Totterdown Local history Society	Cathedral Floor	Self Guided Visit		9			
14:00 (15:00)	Group Visit for English in Salisbury	Cathedral Floor	Self Guided Visit		5		37	
14:15 (15:15)	Group Visit for Knowle and Totterdown Local history Society	Cathedral Floor	Introductory talk		14			
14:30 (15:30)	Group Visit for Stafford House Study Holidays	Cathedral Floor	Self Guided Visit		3		25	
14:45 (15:45)	Group Visit for Stafford House Study Holidays	Cathedral Floor	Self Guided Visit		4		25	
15:00 (16:00)	Group Visit for AC Group	Cathedral Floor	Self Guided Visit		23			ALGR102577
15:00 (16:00)	Group Visit for Tour Partner Group	Cathedral Floor	Self Guided Visit	German	20			HMGR192238
15:15 (16:15)	Group Visit for Kings Young Learners	Cathedral Floor	Self Guided Visit		6		40	Group split into 2
15:30 (16:30)	Group Visit for Kings Young Learners	Cathedral Floor	Self Guided Visit		6		40	Group split into 2

Services and Events in the cathedral today.

07:00 (10:00)	Other	Removal of St Anne's Gate		St Anne's Gate
07:30 (07:45)	Morning Prayer	Ordinary Time (2) Services 2026		Trinity Chapel
07:45 (08:15)	Holy Communion	Ordinary Time (2) Services 2026		Trinity Chapel
08:30 (16:00)	Education Session	Education for Katherine Dolphin	Work Experience Days	Leaden Hall School
08:30 (09:30)	Organ Practice	Visiting Choir Rehearsal	St Mark's, Texas	Willis Organ

Arrival and entry

Creating a smooth arrival experience:

- ▶ Large groups are asked to pre-organise into smaller sub-groups for entry and also guide led activities.
- ▶ On arrival we ask that the group wait outside, gather on the west lawn and organise themselves into sub-groups.
- ▶ The tour leader will then check in with the tickets at our dedicated **fast track desk** and collect Chapter House tickets and leaflets to distribute amongst the group.
- ▶ Guides and staff will be on hand outside to meet and greet and assist with organisation.
- ▶ Entry is staggered into the cathedral.



Managing visitor flow

- ▶ During peak season our fast track entry and pre-prepared tickets and leaflets minimises impacts on both front desk and our guiding team. This also prevents large queues, congestion and protects the experience of independent visitors.
- ▶ Group entry is co-ordinated with staggered timings and staggered entry points.
- ▶ Groups are divided for guide led activities.
- ▶ If happening simultaneously, activities may start at different points around the cathedral to minimise congestion.
- ▶ If groups have requested more than one activity we will co-ordinate a rotation.
- ▶ Where possible activities will begin at staggered timings.





Enhancing satisfaction

- ▶ If large groups have a tight schedule and shortened dwell time, activities may be customised to offer the best possible visit experience.
- ▶ We have introduced some new initiatives to enhance the experience for larger groups: shortened highlights tours and activity sheets.
- ▶ If the group arrive late or present unexpected changes, guides are skilled at modifying the booked activity.
- ▶ Customer satisfaction is important, so staff are on hand to ensure that the visit runs smoothly and any issues are resolved quickly.

Key points

Communication: pre-arrival planning internal and external.

Managed entry: Sub groups, Fast track entry desk ,staggered entry points.

Co-ordinated activities.

Flexibility to timings and unexpected changes.

Staff on hand to both welcome and problem solve.

Listen to feedback and continue to adapt and develop to strive to achieve the best customer experience for all visitors.