

'Wiltshire on the Great West Way®' Familiarisation Visit

19 September-19 October 2022

(mid-week only and attraction exclusion dates apply)

The 'Wiltshire on the Great West Way®' self-drive familiarisation visit this autumn, is an opportunity for group travel organisers, coach and tour operators to recce some of the amazing places to visit and things to do in Wiltshire, with a view to bringing your group in the future and/or packaging and selling the county to your customers.

VisitWiltshire has secured 2 x complimentary tickets per trade organisation (when agreed and pre-booked) to visit the following attractions:

- [Iford Manor Gardens](#), Bradford on Avon (closed from 1 October)
- [REME Museum](#), Lyneham (closed Mondays)
- [Bowood House & Gardens](#), Calne
- [Salisbury Cathedral](#)*
- [STEAM Museum of the Great Western Railway](#), Swindon
- [Wiltshire Museum](#), Devizes
- [Salisbury Museum](#)*
- [Stonehenge](#)
- [Old Sarum](#)*
- [Bluestone Vineyard](#)
- [Cholderton Rare Breeds Farm](#)
- [Lydiard House Museum](#) (closed Monday's and Tuesday's)
- [Old Wardour Castle](#)
- [Studley Grange Garden & Leisure Park](#)
- [Longleat House](#)* Guided Tour

We also recommend trade visitors explore the beautiful Wiltshire market towns of [Bradford on Avon](#), [Corsham](#) and [Marlborough](#) where pre-booked tours can be arranged.

For those who are interested in learning a new skill or studying a course you may like to consider a residential visit to [Marlborough College Summer School](#) - pre-booked appointments to recce are available.

There are several trade friendly accommodation providers in Wiltshire and the following will offer pre-booked show rounds and special rates^ for the trade.

- [Holiday Inn Salisbury-Stonehenge](#)* £130 Dinner, B&B per room per night, including a welcome drink for two.
- [Legacy Rose & Crown](#)*, Salisbury, from £130 B&B per person per night
- [The Old Bell Hotel](#), Malmesbury, from £140 B&B per room per night
- [Best Western Plus Angel Hotel](#), Chippenham, from £104 B&B per person per night

^Special rates are VAT inclusive, based on two people sharing a double room, dependent on date of visit and subject to availability. Dinner B&B rates are available on request.

*Within easy reach of the Great West Way

We have also obtained a special food and drink offer from [The Bridge Tea Rooms](#) in Bradford on Avon. Buy one **Princess of India Afternoon Tea** for £19.50 and get one free. Pre-book as part of this familiarisation visit, to receive a selection of traditional sandwiches and a freshly baked organic

sultana or plain scone with Dorset clotted cream and strawberry Jam, all beautifully presented on a traditional tiered cake stand.

We would encourage you to use your own transport for this self-drive familiarisation visit, however, if you require transport and/or a tour guide, we can obtain a quote for you from [Salisbury, Stonehenge and Sarum Tours](#) or [Mad Max Tours](#).

If you'd like to visit this autumn, please register your interest by completing the form below and sending it to flowallace@visitwiltshire.co.uk. We will liaise with suppliers on your behalf to arrange a bespoke familiarisation visit for you. Your bespoke itinerary will be emailed to you approximately 2 weeks prior to your visit.

Please note the following **Terms and Conditions** apply:

- Valid between 19 September – 19 October 2022 only. Excludes weekends (24/25 Sept, 1/2, 8/9 & 15/16 October) and attraction exclusion dates.
 - REME – closed Mondays
 - Iford Manor Gardens – closed from 1 October
 - Lydiard House Museum – closed Monday's and Tuesday's
 - Longleat House Guided Tours – must be pre-booked and not available on any peak event dates.
- Attraction entrance tickets will be valid for 2 x persons per organisation only.
- All attraction entrance tickets are subject to availability and standard visitor entry terms and conditions apply.
- Transport and food and drink is not included.
- Accommodation rates are dependent on the chosen provider, date of visit, subject to availability and standard accommodation terms and conditions including cancellation policy.
- Payment must be made directly to the participating hotel at the agreed rate to confirm your visit, prior to the development of your bespoke itinerary.

Final Booking deadline: Friday 2 September 2022

About You

Full Name*

Organisation Name*

Address.....

.....

..... Postcode*

Email* Tel.....

About Your Visit

Date(s) of your preferred visit e.g., 2 days and one night. Please specify the attraction days, overnight date, and preferred hotel? *

.....

Double or Twin room?

Any Dietary Requirements?

Please tick below the 'paid for' attractions you wish to visit during your specified dates? *

- | | | | |
|-------------------------------|--------------------------|--|--------------------------|
| • Iford Manor Gardens | <input type="checkbox"/> | • Salisbury Museum | <input type="checkbox"/> |
| • REME Museum | <input type="checkbox"/> | • Stonehenge | <input type="checkbox"/> |
| • Bowood House & Gardens | <input type="checkbox"/> | • Old Sarum | <input type="checkbox"/> |
| • Salisbury Cathedral | <input type="checkbox"/> | • Bluestone Vineyard Tour | <input type="checkbox"/> |
| • Cholderton Rare Breeds Farm | <input type="checkbox"/> | • Lydiard House Museum | <input type="checkbox"/> |
| • STEAM Museum of the GWR | <input type="checkbox"/> | • Old Wardour Castle | <input type="checkbox"/> |
| • Wiltshire Museum | <input type="checkbox"/> | • Studley Grange Garden & Leisure Park | <input type="checkbox"/> |
| • Longleat House Guided Tour | <input type="checkbox"/> | | |

Would you like to visit **The Bridge Tea Rooms** for their 'Buy one get one free' Princess of India Afternoon Tea for £19.50? If so, please advise the date and time you would like to visit?

.....

Please detail any special requests for pre-booked town visits, tours, or appointments.

.....

*Essential fields

About Your Trade/Group Organisation

How many day/residential visits do you normally operate annually?

Day..... Residential..... (how many nights?).....

How many people are usually booked on each excursion?.....

What is the age profile of your group?.....

Do any of your group members have any special accessibility requirements (if yes please detail).....

On a scale of 1 – 10 (1 being very unlikely 10 being extremely likely), how likely are you to include Wiltshire on a future itinerary and when are you thinking this may take place?

.....

Please use the space below for any other information.....

.....

In order for us to process your familiarisation visit application, your contact details will be passed to the participating attractions and hotels.

VisitWiltshire would like to add your email address, name and organisation name to our database to inform you of future Wiltshire and Great West Way news and opportunities. If you wish to opt in to receive these please tick this box.

The participating attractions and hotels may wish to add your contact details to their databases. If you wish to opt in to receive these please tick this box.

Please return to flowallace@visitwiltshire.co.uk

We look forward to welcoming you to Wiltshire soon.