

2018: It's time for

# WILTSHIRE

Travel Trade Guide



[visitwiltshire.co.uk](http://visitwiltshire.co.uk)

# 2018: AN EXCEPTIONAL YEAR FOR GROUP VISITS TO WILTSHIRE



Avebury

**Wiltshire has been a special place for a very long time and with such a variety of enjoyable experiences on offer over the coming months, 2018 is set to be another exciting and memorable year.**

New exhibitions include *Predators*, *The Killer Animatronic Exhibition* at Longleat, bringing the terrifying world of predators to life, and Stonehenge's *Feast!* where you can uncover all you ever wanted to know about what our Neolithic ancestors ate and drank. The *Great British Food Festival* comes to Bowood, and the *Southern Cathedrals Festival* returns to Salisbury Cathedral.

2018 marks the 100th anniversary of **Stonehenge** being gifted to the nation, so there will be celebrations linked to this throughout the year. It also sees the 10th anniversary of the **Stonehenge Summer Solstice Music Festival**, and another amazing **Marlborough College Summer School** with over 500 fabulous courses to choose from. For further details of these and other sensational things to see and do, turn to the Highlights and Key Events sections of this guide or visit our website:

[visitwiltshire.co.uk/whats-on](http://visitwiltshire.co.uk/whats-on)

The **World Heritage Site of Stonehenge and Avebury** has a magnetism that has drawn people to it for centuries. Other attractions you'll want to feature on your itinerary include the recently opened **REME Museum**, telling the story of the Royal Electrical and Mechanical Engineers; **McArthurGlen Designer Outlet Swindon**, where you'll find designer brands at discounts of up to 60%; beautiful stately homes and gardens such as those at **Bowood**, **Stourhead**, **Great Chalfield**, **Arundells** and **Iford Manor**; and animal attractions including **Cholderton Charlie's**, **Studley Grange** and **Longleat**. The **Salisbury Museum** and **Wiltshire Museum** showcase the county's outstanding archaeological inheritance; the **American Museum in Britain** takes you on a journey through the history of the USA; properties in the care of the **Churches Conservation**

**Trust** are well worth visiting for their architectural, cultural and historic significance; while **Wadworth Brewery** is a fine example of our industrial heritage.

Many places around Wiltshire offer superb bookable product at reasonable prices, and travel trade visitors can expect a particularly warm welcome from our wide range of accommodation providers. While you are here, explore the city of **Salisbury**, timeless market towns such as **Corsham** and **Bradford on Avon**, and the picturesque villages of **Lacock** and **Castle Combe**. Sample Wiltshire's arts and entertainment at **Wyvern Theatre**. Treat yourself in our cafés, pubs and restaurants. Spend quality time browsing our independent shops, and discover our breathtaking countryside, perfect for walking, cycling and other outdoor pursuits.

The new **Great West Way** project to create one of the world's premier touring routes between London and Bristol is getting underway, including a new travel trade toolkit – see pages 12-13 for further details and keep an eye out for more news as the year unfolds. Be sure to check out [visitwiltshire.co.uk/groups](http://visitwiltshire.co.uk/groups) for information about planning your visit to Wiltshire, including great group benefits, coach parking, itineraries, book a Wiltshire tour and more.

Wiltshire is rolling green downs, ancient woodlands and bustling market towns. Timeless monuments and contemporary luxury. Local ales and picnics in the park. In short – the England you love in one county. Whether you are a tour operator or group travel organiser, an FIT professional or a specialist in small or large groups, Wiltshire is a timeless county for your clients to experience.

So choose Wiltshire for your next group visit. You'll be here in no time.

## WILTSHIRE AT YOUR FINGERTIPS

Go to [visitwiltshire.co.uk/groups](http://visitwiltshire.co.uk/groups) for further information on the enormous range of group-friendly things to see and do around the county.

See [visitwiltshire.co.uk/videos](http://visitwiltshire.co.uk/videos) for our inspirational series of Wiltshire films.

To receive all the latest information on special offers, competitions and more, sign up for our newsletter today at [visitwiltshire.co.uk](http://visitwiltshire.co.uk)

## GET SOCIAL

Share your Wiltshire stories using [#timeforwiltshire](https://twitter.com/visitwiltshire)

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### Commissionable Product

If you are an operator and looking for commissionable product please email [groups@visitwiltshire.co.uk](mailto:groups@visitwiltshire.co.uk) or telephone Florence Wallace on **01722 341309** for advice.

**Front Cover Photos** (clockwise from main image):  
Bowood, Stourhead, Stonehenge, Longleat.

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Lacock





# HIGHLIGHTS FOR 2018

## **PREDATORS** THE KILLER

**ANIMATRONIC EXHIBITION, LONGLEAT**

[www.longleat.co.uk](http://www.longleat.co.uk)

24 March-3 September 2018

The big, the beautiful and the sometimes bizarre world of predators brought to life across the estate. See a great white shark in actual size, interact with a super-sized Venus flytrap and dodge the eerie butcher bird.

## **MARLBOROUGH COLLEGE SUMMER SCHOOL**

[www.summerschool.co.uk](http://www.summerschool.co.uk)

8 July-4 August 2018

Over 500 courses encompassing the creative arts, history, science, body and mind, life skills, sport and country pursuits. Spanning the generations and creating a unique holiday atmosphere in the beautiful setting of Marlborough College.



## **FEAST! STONEHENGE**

[www.english-heritage.org.uk/stonehenge-feast](http://www.english-heritage.org.uk/stonehenge-feast)

October 2017-September 2018

All you ever wanted to know about the food that fed the builders of Stonehenge! A special exhibition with talks, events and hands-on activities.



## GREAT WEST WAY

[www.visitwiltshire.co.uk/greatwestway](http://www.visitwiltshire.co.uk/greatwestway)

Coming soon!

VisitWiltshire is working to create one of the world's premier touring routes between London and Bristol. For visitors travelling by road, rail or water, on two feet or two wheels, it will offer an extraordinary variety of English experiences. See pages 12-13 for more details.



## STONEHENGE 1918–2018

[www.english-heritage.org.uk/stonehenge](http://www.english-heritage.org.uk/stonehenge)

Throughout 2018

A series of special events to mark the 100th anniversary of Stonehenge being gifted to the nation by local landowners Cecil and Mary Chubb.

## GREAT BRITISH FOOD FESTIVAL, BOWOOD

[www.bowood.org](http://www.bowood.org)

Saturday 25-Monday 27 August 2018

Over 50 artisan producers, top chef demos and live entertainment, plus craft and gift stalls, cake competition, kids' activities, Man versus Food and a huge range of food and drink to enjoy.



# 2018 KEY EVENTS

28 MAY

This is just a small selection of the fabulous festivals and events taking place throughout Wiltshire in 2018 - many more can be found on our website, where you can search by type of event, location, date or keyword: [visitwiltshire.co.uk/whats-on](http://visitwiltshire.co.uk/whats-on)

2 JAN - 22 APR



## THE WINDS AND WORDS OF WAR

WILTSHIRE MUSEUM, DEVIZES

An evocative exhibition of Vintage First World War American propaganda posters and prints.

[www.wiltshiremuseum.org.uk](http://www.wiltshiremuseum.org.uk)

13 JAN - 26 AUG



## SALISBURY SNAPPED!

THE SALISBURY MUSEUM

An exhibition of photographs showing how Salisbury has changed through the decades.

[www.salisburymuseum.org.uk](http://www.salisburymuseum.org.uk)

3 FEB - 20 MAY



## TRIBE PHOTOGRAPHY EXHIBITION

LACOCK

An exhibition by professional USA artists addressing issues of family, history, love and loss.

[www.nationaltrust.org.uk/lacock](http://www.nationaltrust.org.uk/lacock)



## SHEEP SHEARING DAY

CHOLDERTON CHARLIE'S, NEAR AMESBURY

Including sheep shearing demonstrations, 'one man and his dog' displays and more.

[www.choldertoncharliesfarm.com](http://www.choldertoncharliesfarm.com)

25 AUG 18 - 17 FEB 19



## CADENCE OF STONE

SALISBURY CATHEDRAL

An exhibition of work by internationally renowned sculptor Peter Randall-Page, whose work is held in public collections around the world.

[www.salisburycathedral.org.uk](http://www.salisburycathedral.org.uk)

7 JUN



## HISTORIC CHURCHES TOUR

CHURCHES CONSERVATION TRUST

A visit to some of the churches loved by Poet Laureate Sir John Betjeman.

[www.visitchurches.org.uk](http://www.visitchurches.org.uk)



18 - 22 JUNE



## STONEHENGE SUMMER SOLSTICE MUSIC FESTIVAL, STONEHENGE CAMPSITE

10th anniversary event, celebrating the summer solstice in spiritual style.

[www.stonehengecampsite.co.uk](http://www.stonehengecampsite.co.uk)

18 - 21 JULY



## SOUTHERN CATHEDRALS FESTIVAL, SALISBURY CATHEDRAL

Sacred choral and organ music from the combined choirs of Salisbury, Winchester and Chichester.

[www.salisburycathedral.org.uk](http://www.salisburycathedral.org.uk)

22 - 24 JUNE



## KIRSTIE ALLSOPP'S THE HANDMADE FAIR, BOWOOD

Join Kirstie Allsopp for hands-on workshops, live interviews, crafty demonstrations, and all the shopping and fabulous food you can manage.

[www.bowood.org](http://www.bowood.org)

26 MAY - 4 AUG



## IFORD ARTS FESTIVAL, IFORD MANOR

Ten weeks of opera, jazz proms and cloister concerts in this glorious setting.

[www.ifordarts.org.uk](http://www.ifordarts.org.uk)

23 - 24 JUNE



## LONGLEAT FOOD & DRINK FESTIVAL

Invalidate your senses and tantalise your taste buds with all things foodie.

[www.longleat.co.uk](http://www.longleat.co.uk)

1 SEP - 7 OCT



## SCULPTURE IN THE GARDEN

AVEBURY MANOR, AVEBURY

Tucked away in the nooks and crannies of the garden, each corner turned will reveal a work of art.

[www.nationaltrust.org.uk/avebury](http://www.nationaltrust.org.uk/avebury)

# BOOK A WILTSHIRE TOUR

## THE SALISBURY, STONEHENGE AND AVEBURY TOUR

This one-day tour includes visits to Salisbury Cathedral and the World Heritage Site of Stonehenge and Avebury. You will also see the Alton Barnes White Horse, West Kennet Long Barrow and Silbury Hill. Prices from £50-£175 (depending on numbers) including entrance fee to Stonehenge, bottled water, driver/guide, live commentary on board, small group tour and transport by air-conditioned vehicles. Voluntary donation for Salisbury Cathedral not included. Accommodation, collection from and/or return to London available – please call 01722 333333 for details. Find out more and book at [www.visitwiltshire.co.uk/shop](http://www.visitwiltshire.co.uk/shop)



Stonehenge

## FILM AND TV LOCATIONS OF WILTSHIRE

This tour takes in the best of Wiltshire's film and TV locations, including **Poldark** (Corsham), **Wolf Hall** (Great Chalfield Manor and Lacock Abbey), **Harry Potter** (Lacock), **War Horse** and **Dr Dolittle** (Castle Combe) and many more. Minimum one night packages available for 20+ people. To discuss your requirements and to book, contact Norman Allen Group Travel Ltd at [normanallen@group-travel.com](mailto:normanallen@group-travel.com) quoting reference 'VWFilm'.

Old Wardour Castle



## WILTSHIRE'S SECRETS

This tour can be tailor-made for your group visit to Wiltshire, taking in some of the 'lesser known' places the county has to offer. Tours could include visits to Bradford on Avon, Avebury, Lacock, Wadsworth Brewery, Great Chalfield Manor, Old Wardour Castle, The Merchant's House, Arundells and many more. Minimum one night packages available for 20+ people. To discuss your requirements and to book, contact Norman Allen Group Travel Ltd at [normanallen@group-travel.com](mailto:normanallen@group-travel.com) quoting reference 'VWSecrets'.



Filming Poldark in Corsham

Photo: Mammoth Screen



## HISTORY AND HORTICULTURE

This tour can be tailor-made for your group visit to include some of Wiltshire's beautiful stately homes and gardens. Possibilities include Longleat, Bowood, Stourhead, Great Chalfield Manor, Arundells, and the Peto Garden at Iford Manor. Minimum one night packages available for 20+ people. To discuss your requirements and to book, contact Norman Allen Group Travel Ltd at [normanallen@group-travel.com](mailto:normanallen@group-travel.com) quoting reference 'VWGardens'.



Stourhead



Wadworth 6X

## A TASTE OF WILTSHIRE

This tour can be tailor-made for your group visit to Wiltshire. Possibilities include Wadworth Brewery, Ramsbury Brewery & Distillery, Cookery Schools, Bombay Sapphire Distillery, Bridge Tea Rooms, Britford Farm Shop, *Feast!* Exhibition at Stonehenge and the Bluestone Vineyards at Cholderton Charlie's Farm. Minimum one night packages available for 20+ people. To discuss your requirements and to book, contact Norman Allen Group Travel Ltd at [normanallen@group-travel.com](mailto:normanallen@group-travel.com) quoting reference 'VWTaste'.

## ARMED FORCES AND THE STORY OF TRANSPORT

This tour can be tailor-made for your group visit to Wiltshire to include Boscombe Down Aviation Collection, STEAM Museum, REME Museum, Fleet Air Arm Museum and even a journey on the Kennet & Avon Canal. Minimum one night packages available for 20+ people. To discuss your requirements and to book, contact Norman Allen Group Travel Ltd at [normanallen@group-travel.com](mailto:normanallen@group-travel.com) quoting reference 'VWTransport'.



STEAM - Museum of the Great Western Railway

# LOCAL GUIDES, TOUR OPERATORS & TRANSPORT

## CAR HIRE

### RHINO CAR HIRE

0845 508985  
info@rhinocarhire.com  
[www.rhinocarhire.com](http://www.rhinocarhire.com)

### SIXT CAR HIRE

0844 499 3399  
reservations@sixt.com  
[www.sixt.co.uk](http://www.sixt.co.uk)

## COACH & BUS HIRE

### ANDREW JAMES COACHES

01666 817531  
ajcoaches@andrew-james.co.uk  
[www.andrew-james.co.uk](http://www.andrew-james.co.uk)

### BARNES COACH HIRE

01793 821303  
travel@barnescoaches.co.uk  
[www.barnescoaches.co.uk](http://www.barnescoaches.co.uk)

### CHANDLERS COACH TRAVEL

01373 824500  
info@chandlerscoach.co.uk  
[www.chandlerscoach.co.uk](http://www.chandlerscoach.co.uk)

### EXECUTIVE CONNECTION

01722 333333  
tim@salisbury-valuecars.co.uk  
[www.executiveconnection.co.uk](http://www.executiveconnection.co.uk)

### SALISBURY REDS

01202 338420  
talk2us@salisburyreds.co.uk  
[www.salisburyreds.co.uk](http://www.salisburyreds.co.uk)

## RAIL COMPANIES

### GREAT WESTERN RAILWAY

0345 700 0125  
Please use online contact form on our website  
[www.gwr.com](http://www.gwr.com)

### SOUTH WESTERN RAILWAY

0345 6000 650  
Please use online contact form on our website  
[www.southwesternrailway.com](http://www.southwesternrailway.com)

## TAXIS

### VALUE CARS GROUP

01722 505050  
enquiry@salisbury-valuecars.co.uk  
[www.salisbury-valuecars.co.uk](http://www.salisbury-valuecars.co.uk)

## TOUR GUIDES

### AROUND & ABOUT BATH

01225 952222  
info@aroundandaboutbath.com  
[www.aroundandaboutbath.com](http://www.aroundandaboutbath.com)

### BATH TOURIST TOURS

01225 683058  
russellsofbath@gmail.com  
[www.russellsofbath.com](http://www.russellsofbath.com)

### AMESBURY HERITAGE TOURS & HISTORY TALKS

07793 366429  
info@amesburymuseum.co.uk

### AVEBURY & STONEHENGE GUIDED TOURS

0845 519 8248  
tours@stonehenge-travel.co.uk  
[www.stonehenge-travel.co.uk](http://www.stonehenge-travel.co.uk)

### DOWNLAND WALKING

07751 466342  
Cab24holidays@gmail.com

### GUIDED WALKS IN WILTSHIRE

01980 620461  
clyne1955@aol.com  
[www.guidedwalksinwiltshire.co.uk](http://www.guidedwalksinwiltshire.co.uk)



### HERITAGE HOLIDAYS

01722 782893  
david@heritage-holidays.org.uk  
[www.heritage-holidays.org.uk](http://www.heritage-holidays.org.uk)

### LION TOURS

07769 668668  
paul@liontours.co.uk  
[www.liontours.co.uk](http://www.liontours.co.uk)

### MAD MAX MINIBUS TOURS

07990 505970  
maddy@madmaxtours.co.uk  
[www.madmaxtours.co.uk](http://www.madmaxtours.co.uk)

## OLDBURY TOURS

07947 488665  
info@oldburytours.co.uk  
[www.oldburytours.co.uk](http://www.oldburytours.co.uk)



### SALISBURY & STONEHENGE GUIDED TOURS

07775 674816  
stonehenge-tours4u@gmail.com  
[www.stonehenge-tours.com](http://www.stonehenge-tours.com)



### SALISBURY CITY GUIDES

07873 212941  
info@salisburycityguides.co.uk  
[www.salisburycityguides.co.uk](http://www.salisburycityguides.co.uk)

### SALISBURY, STONEHENGE & SARUM TOURS

01722 421777  
info@salisbury-stonehenge-tours.co.uk  
[www.salisbury-stonehenge-tours.co.uk](http://www.salisbury-stonehenge-tours.co.uk)

### TOUR & EXPLORE

01242 584691  
anne@tourandexplore.com  
[www.tourandexplore.com](http://www.tourandexplore.com)

## TOUR OPERATORS

### ALISON HOWELL'S FOOT TRAILS

01747 820626  
enquire@foottrails.co.uk  
[www.foottrails.co.uk](http://www.foottrails.co.uk)

### FOOTPATH HOLIDAYS

01985 840049  
enquiries@footpath-holidays.co.uk  
[www.footpath-holidays.com](http://www.footpath-holidays.com)

### GOLDEN TOURS

020 7630 2028  
reservations@goldentours.com  
[www.goldentours.com](http://www.goldentours.com)

### NORMAN ALLEN GROUP TRAVEL LTD

01432 277666  
normanallen@group-travel.com  
[www.group-travel.com](http://www.group-travel.com)

# A FEW OF OUR FAVOURITE THINGS...



Hackpen White Horse

Whether you are new to the county or an old hand of many years standing, this year you'll want to write your own chapter in Wiltshire's never-ending story. So here are a few suggestions for making the most of your time here:

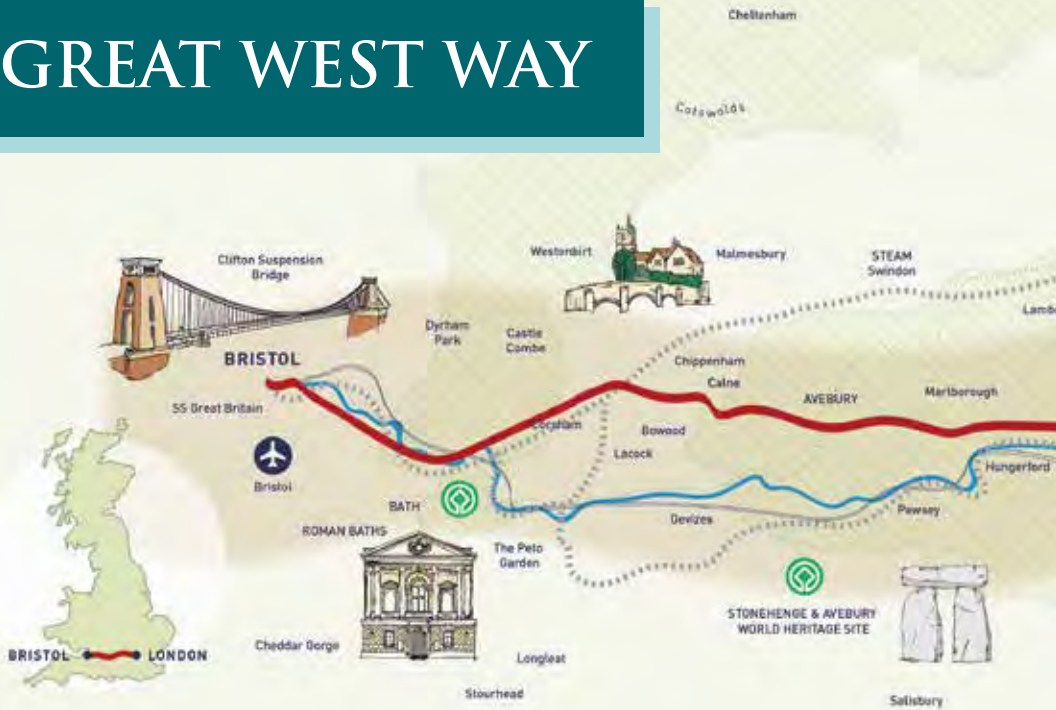
- **Salisbury Cathedral** is Britain's finest medieval cathedral, with the country's tallest spire and best preserved original 1215 **Magna Carta**. Pre-book a Tower Tour for spectacular views across the city.
- Steeped in history and mystery, no visit to Wiltshire would be complete without seeing **Stonehenge**. Marvel at the stone circle and tour the world-class visitor centre, including authentic replicas of Neolithic huts.
- Less well known, yet equally impressive, **Avebury** is Wiltshire's 'other' stone circle. Part of the same World Heritage Site as Stonehenge, Avebury is the largest stone circle in the world.
- Wiltshire is rural England at its very best. Among our many timeless villages, the stars of the show are the honey-coloured gems of **Lacock** and **Castle Combe**, the perfect places to journey back in time.
- Each of our **historic market towns** has something unique to offer: stylish independent shops, colourful markets, tempting pubs and restaurants, fascinating history and heritage or great entertainment. Plus a range of group-friendly accommodation too.
- Stretching across the centre of Wiltshire, the **Kennet & Avon Canal** offers several ways to appreciate our timeless scenery. Chill out on a bike ride, enjoy a gentle stroll along the towpath, or take it easy with a relaxing narrowboat cruise.
- With first class venues and an exciting programme of annual festivals and events, arts and culture are at the heart of the Wiltshire experience. Here you'll find timeless pleasures and outstanding **entertainment, all year round**.
- Almost half of Wiltshire's breathtaking landscape falls within an Area of Outstanding Natural Beauty. With miles of ancient drove roads, uncrowded country lanes and **8,200 paths for walkers and cyclists**, exploring our timeless nature is a pleasure.
- Wiltshire's **White Horses**, carved into the chalk hillsides, are among the county's most iconic views. Of the original thirteen, eight can still be seen today. The oldest, at Westbury, dates from 1778; the newest, at Devizes, was cut in 1999 to mark the millennium.
- From April to September **Crop Circles**, too, are an archetypal feature of our landscape. Ponder the meaning of these mysterious formations, then head for the Crop Circle Exhibition and Information Centre in Honeystreet to find out more.



Crop Circle, Alton Priors



# GREAT WEST WAY



VisitWiltshire is working to create one of the world's premier touring routes between London and Bristol. This is one of a number of successful projects made possible by HM Government's £40m Discover England Fund, administered by VisitEngland.

The Great West Way follows a 125-mile route – one quarter of which is in Wiltshire – based on one of the first Great Roads commissioned by the Kings of England. It offers an extraordinary variety of English experiences not found in any other part of the country.

Visitors will be able to follow the Way by road (coach and car), railway or waterway, or by walking or cycling.

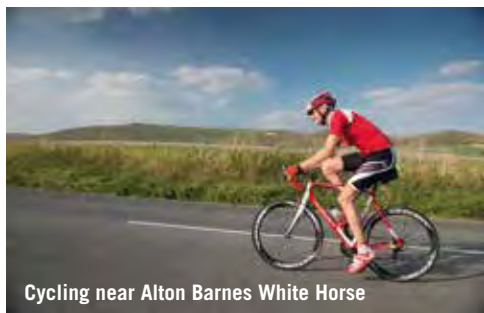
It's for curious and inquisitive travellers. Those who like to delve deeper, to see, feel, do, try and taste for themselves. For seekers in search of the real, authentic essence of England.

The Great West Way will promote a range of product themes reflecting the route's tourism assets including history and heritage, food and drink, countryside, film tourism, gardens and luxury tourism.

We are looking to work with the trade to develop new programmes from 2019. For more information telephone Florence Wallace on **01722 341309** or email **flowallace@visitwiltshire.co.uk**



Kennet & Avon Canal



# INSPIRATIONAL ITINERARIES



Calne



Corsham

## GREAT WEST WAY - 3 days

72 hours on the Great West Way will bring the England of your imagination to life. Stately homes and gardens, cosy coaching inns, heritage cities and country villages – all set in a picture-perfect green and pleasant land.

The Great West Way passes by Heathrow Airport and is easy to join from the UK's ferry ports.

### DAY 1

**Morning:** Join the Great West Way at Royal Windsor. Windsor Castle is the largest and oldest occupied castle in the world – where Her Majesty The Queen spends most of her private weekends. The essential experience here is the spectacular Changing of the Guard.

**Lunch:** A traditional pub in Royal Windsor.

**Afternoon:** Follow the River Thames to Henley, one of the most beautiful towns in England. Find a pub where Charles 1 drank, a chantry house, and a butcher who smokes his own meat. Then visit majestic Cliveden Gardens, set high above the River Thames with far-reaching views over the Berkshire countryside.

**Overnight:** A cosy coaching inn in a quintessentially English village on the outskirts of Newbury.

### DAY 2

**Morning:** Sample the pace of an English market town at Hungerford, on the banks of the Kennet & Avon Canal. The canal towpath is a great walking route through the town and out into the surrounding countryside. At Hungerford Wharf, take a boat trip on the canal.

**Lunch:** In the historic towns of Corsham or Calne.

**Afternoon:** Explore Lacock Abbey, a country house with monastic roots founded in the 13th century. William Henry Fox Talbot invented the world's first photographic negative here in 1835. The Fox Talbot Museum tells his story. For an authentic taste of English village life, travel on to Castle Combe in the Cotswolds which features regularly as a film location, most recently in *The Wolfman*, *Stardust* and Steven Spielberg's *War Horse*.

**Overnight:** Treat yourself to a night at a Cotswolds country house hotel.

### DAY 3

**Morning:** Explore Bradford on Avon, perfectly situated on the edge of the Cotswolds. St Laurence's Church has been welcoming travellers since at least the 1120s and the 14th century Tite Barn is one of the country's finest examples of a medieval 'cathedral of the land'.

**Lunch:** At a cosy café on the Kennet & Avon Canal.

**Afternoon:** Travel, via Farleigh Hungerford Castle, to Bath. Start your visit at Bath Abbey, before moving on to the Roman Baths. Constructed around 70 AD as a grand bathing and socialising complex, they are now some of the best preserved Roman remains in the world. Take afternoon tea at the Jane Austen Centre, choosing a table on the rooftop terrace for splendid views of this Georgian World Heritage Site, or visit the American Museum in Britain, just outside the city.

Then either return to London or travel on to Bristol, one of England's most vibrant and creative cities.



## BRITAIN'S ARMED FORCES AND THE STORY OF FLIGHT – 2 days

REME Museum • Museum of Army Flying • The Rifles Berkshire and Wiltshire Museum • Boscombe Down Aviation Collection • Royal Signals Museum • Fleet Air Arm Museum

### DAY 1

**Morning:** Your itinerary begins at REME Museum which opened at a new site in Lyneham during 2017. Preserving the heritage of the Royal Electrical and Mechanical Engineers, its collection houses over 100,000 items. Then head south across Salisbury Plain, the largest army training area in the UK.

**Lunch:** Salisbury or Middle Wallop.

**Afternoon:** Telling the story of British soldiers in the air, the Museum of Army Flying sits beside the busy Army Air Corps Airfield at Middle Wallop, near Salisbury. Exhibits include over 35 fixed wing and rotary aircraft, while displays range from the pioneering era of balloons and kites through to modern-day helicopter operations.

**Overnight:** Salisbury area.

### DAY 2

**Morning:** Start your day at The Rifles Berkshire and Wiltshire Museum, in Salisbury's Cathedral Close, which showcases the exploits of the infantry of these two

regiments from 1743 until the present day. Then pay a visit to Boscombe Down Aviation Collection on the northern outskirts of the city, where over 100 exhibits, including 30 aircraft, bring the history of test flight in the UK to life.

**Lunch:** Salisbury area.

**Afternoon:** Either head for the Royal Signals Museum near Blandford Forum, which traces the history of the British Army's battlefield communications from the introduction of the telegraph in the Crimea, via espionage and satellites, to today's digital battlefields of cyberspace and electronic warfare. Or travel west to Fleet Air Arm Museum, near Yeovil, which tells the story of the Royal Navy in the air and houses the largest collection of aircraft in Europe, including a replica of the aircraft carrier HMS Ark Royal. Or, if you have an extra half day to spare, you could always extend your stay for another night and include both.



## WILTSHIRE'S WORLD HERITAGE SITE – 2 days

Stonehenge • Amesbury History Centre • The Salisbury Museum • Avebury • West Kennet Long Barrow • Silbury Hill • Wiltshire Museum

### DAY 1

**Morning:** Where better to begin your tour than at iconic Stonehenge which, along with Avebury and other associated monuments, forms part of Wiltshire's World Heritage Site. Outstanding exhibitions in the Stonehenge visitor centre set the monument in its historic context and pre-bookable tours are available with one of our local guides (see page 10). If you have time, pop into Amesbury History Centre to view their collection of Mesolithic artefacts.

**Lunch:** Amesbury or Salisbury areas – The Stonehenge

Inn & Carvery is one of the closest to Stonehenge.

**Afternoon:** Discover more about the World Heritage Site's story at The Salisbury Museum which houses one of Europe's most extensive collections of finds from Stonehenge, as well as the Monkton Deverill Gold Torc and the grave of the Amesbury Archer, the richest Beaker burial in Britain.

**Overnight:** Salisbury or Amesbury areas – The Cathedral Hotel in Salisbury is one option.

### DAY 2

**Morning:** As you travel north across Wiltshire, keep an eye out for our famous White Horses, carved into the rolling chalk hillsides. First stop today is at Avebury, the largest stone circle in the world. As well as the stones themselves, take a stroll around the village and be sure to visit the Alexander Keiller Museum and Avebury Manor. Avebury lies at the centre of a prehistoric complex in the North Wessex Downs Area of Outstanding Natural Beauty. Nearby you will find West Kennet Long Barrow, one of Britain's largest Stone Age burial sites, and mysterious Silbury Hill, the largest man-made mound in Europe.

**Lunch:** Calne or Devizes areas.

**Afternoon:** Spend a fascinating afternoon at Wiltshire Museum in Devizes, where you will find galleries spanning Neolithic, Bronze Age, Iron Age, Roman, Saxon and Medieval times, including Gold from the Time of Stonehenge.



Studley Grange

## HIGHLIGHTS OF NORTH WILTSHIRE – 2 days

Lydiard Park • Studley Grange Butterfly World  
• Museum of Computing • Braydon Maize Maze  
• STEAM Museum • McArthurGlen Designer Outlet • Swindon & Cricklade Railway • Wyvern Theatre

### DAY 1

**Morning:** First stop on your itinerary this morning is historic Lydiard Park, where you will find plenty to explore, from the elegant staterooms of the Palladian house, to the 18th century walled garden and extensive formal parkland.

**Lunch:** Swindon area.

**Afternoon:** Be transported to the tropics as you enjoy a magical walk through hundreds of the world's most beautiful butterflies at Studley Grange Butterfly World and Craft Village. Then make the acquaintance of otters, goats, meerkats and more in the outdoor Animal Paddock, before picking up a unique souvenir of your trip at the craft village. If you have time, stop off at The Museum of Computing to learn all about the development of digital technology, or (from July to September) lose yourself in Braydon Maize Maze.

**Overnight:** Swindon Area - Alexandra House in Wroughton is one option.

### DAY 2

**Morning:** First up today is a visit to STEAM – Museum of the Great Western Railway, housed in the Grade II listed buildings of Brunel's former railway works.

**Lunch:** Swindon area.

**Afternoon:** Take the opportunity to grab a bargain at McArthurGlen Designer Outlet which shares the same site as STEAM and is home to over 100 stores selling a range of high street and designer labels at discounts of up to 60%. Or continue the steam train theme with a trip on the nearby Swindon & Cricklade Railway.

**Evening:** With a varied programme including concerts, comedy, dance, drama and musical theatre, a performance at Swindon's Wyvern Theatre makes a great way to round off your visit.

## MAGNIFICENT HOMES AND GARDENS – 3+ days

Abbey House Gardens • Bowood House and Gardens  
• Great Chalfield Manor and Garden • Iford Manor – The Peto Garden • Longleat • Stourhead • Wilton House  
• Larmer Tree

### DAY 1

**Morning:** Start your day by visiting the five spectacular acres at Abbey House Gardens in medieval Malmesbury.

**Lunch:** Malmesbury or Chippenham areas - the Best Western Mayfield House Hotel is one option.

**Afternoon:** Choose between the breathtaking pastoral landscape at Bowood House and Gardens where master landscaper 'Capability' Brown created a flowing mix of woodlands and lawns sloping down to a lake. Or the charming Arts & Crafts garden at Great Chalfield Manor near Melksham, now in the care of the National Trust.

**Overnight:** Bradford on Avon area.

### DAY 2

**Morning:** Today begins with a visit to the delightful Peto Garden at Iford Manor, an Edwardian version of Tuscany with romantic, Italianate gardens cut into the hillside.

**Lunch:** Bradford on Avon or Trowbridge areas.

**Afternoon:** Choose between Longleat, where the outstanding Elizabethan house is surrounded by 900 acres of stunning 'Capability' Brown landscape. Or the famous 18th century gardens at Stourhead with their lake and classical temples. For much of the year the Palladian House here is also open.

**Overnight:** Warminster or Salisbury areas - the Holiday Inn Salisbury-Stonehenge is one option.

### DAY 3

**Morning:** Explore the 22 acres of parkland and gardens at Wilton House, beside the rivers Nadder and Wylfe.

**Lunch:** Wilton or Salisbury areas.

**Afternoon:** Travel across Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty to visit the extraordinary Victorian gardens at Larmer Tree, recognised as a Garden of National Importance.

If you have more time, the following are just across the county borders: Chavenage House, Kelmscott Manor and Westonbirt The National Arboretum in the Cotswolds, and Sir Harold Hillier Gardens in Hampshire.



Abbey House Gardens

## A LEGACY FROM THE AGE OF INDUSTRY – 3 days

*Trowbridge • Trowbridge Museum • Bradford on Avon • Corsham • Malmesbury • STEAM Museum • Wadworth Brewery • Kennet & Avon Canal • Crofton Beam Engines • Wilton Windmill*

### DAY 1

**Morning:** Spend the morning in Trowbridge where the woollen cloth industry dates back 1000 years, leaving a rich architectural legacy. Trowbridge Museum (closing June 2018 for refurbishment) has a nationally important collection relating to West Country wool.

**Lunch:** Trowbridge or Bradford on Avon areas - the Bridge Tea Rooms is one option.

**Afternoon:** At the peak of its textile production Bradford on Avon was home to more than 30 cloth factories. Today the impressive walls of Abbey Mill still flank the river, while former weavers' cottages cling to the hillside.

**Overnight:** Bradford on Avon or Melksham areas.

### DAY 2

**Morning:** Pause your journey to call in at honey-coloured Corsham, which owed its former prosperity to the wool trade. Then move on to Malmesbury to uncover the history of fine lace making at the Athelstan Museum.

**Lunch:** Malmesbury or Swindon areas.

**Afternoon:** Travel on to Swindon and take a step back in time at STEAM – Museum of the Great Western Railway, housed in the Grade II listed buildings of Isambard Kingdom Brunel's former railway works.

**Overnight:** Swindon or Devizes areas.

### DAY 3

**Morning:** Wiltshire has long been renowned for its local ales. Discover the history and heritage of brewing on a tour of Wadworth Brewery in Devizes, then maybe follow this with a narrowboat trip on the Kennet & Avon Canal.

**Lunch:** Devizes or Marlborough areas.

**Afternoon:** Head to Crofton Beam Engines near Marlborough to discover magnificent 200-year-old working steam engines still capable of performing their original task. On Sundays and Bank Holiday Mondays you can also visit Wilton Windmill nearby.



## SALISBURY: A STORY IN TIME – 1 day

*Salisbury Cathedral • The Salisbury Museum • Mompesson House • Arundells • The Rifles Berkshire & Wiltshire Museum • Old Sarum • St Thomas's Church • Fisherton Mill • Salisbury Playhouse • Salisbury Arts Centre • City Hall Salisbury • Salisbury, Stonehenge & Sarum Tours*

**Morning:** Begin your visit with a tour of Salisbury Cathedral, whose claims to fame include Britain's tallest

spire, the world's oldest working clock and the finest of four original 1215 Magna Carta manuscripts. For wide-ranging views across the city, pre-book a tower tour. After elevenses at one of several cafés in the Close, visit any of the other attractions there: The Salisbury Museum which houses world-class archaeology collections. The National Trust's Mompesson House. Arundells, home of former Prime Minister Sir Edward Heath. Or The Rifles Berkshire & Wiltshire Museum: part military museum, part historic house and part riverside garden.

**Lunch:** Salisbury Area - Britford Farm Shop and Cafe is one option.

**Afternoon:** Discover the Iron Age hill fort of Old Sarum, explore another of the Close attractions, or pay a visit to St Thomas's Church which contains the UK's largest and most complete surviving Doom Painting. Within the city centre you will also find a range of unique, independent shops, including Fisherton Mill with its gallery, café and artist studios. On Tuesdays and Saturdays (except the third Tuesday in October) the Charter Market comes to town, and if you visit between the third week of November and third week of December, Salisbury's enchanting Christmas Market will be in full swing.

**Evening:** Choose from a wide range of excellent entertainment at Salisbury Playhouse, Salisbury Arts Centre or City Hall Salisbury. Guided tours of the city and surroundings are available from several tour companies, including Salisbury, Stonehenge and Sarum Tours.

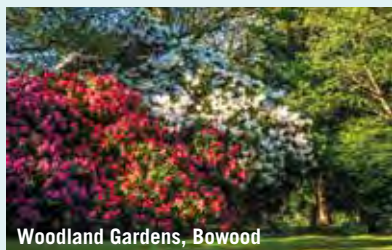
**Overnight:** Salisbury area - Sarum College is one option.



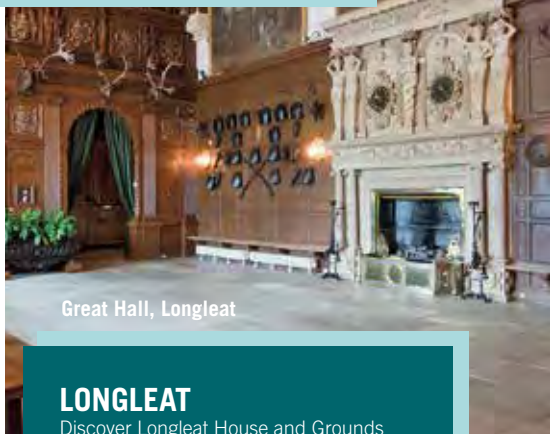
# SPECIAL INTEREST TOURS

## BOWOOD

Groups can enjoy an exclusive guided tour of Lord and Lady Lansdowne's Private Walled Garden, set within the beautifully landscaped 'Capability' Brown parkland. Explore the Georgian family home with a House Tour, which includes the story of Dr Priestley's discovery of oxygen. During the month of May, make the most of the Woodland Gardens, with 30 acres of bluebells, azaleas, magnolias and rhododendrons. For more information please call 01249 810961 or visit [www.bowood.org](http://www.bowood.org)



Woodland Gardens, Bowood



Great Hall, Longleat

## LONGLEAT

Discover Longleat House and Grounds with a number of fascinating tours, exclusively for groups. Choose from the Longleat House Exclusive Tour; the Butlers and Housekeepers Behind the Scenes Tour; or the Scandalous History Salacious Tour. Book via [groups@longleat.co.uk](mailto:groups@longleat.co.uk) or telephone 01985 844328.

[www.longleat.co.uk/groups](http://www.longleat.co.uk/groups)



Sarum College

## SARUM COLLEGE

Specialist programmes for groups include: Digging into the Early History, Exploring the History of Spirituality in Britain, and Reading the Novels Inspired by Salisbury. Please contact us for details and prices.

[www.sarum.ac.uk](http://www.sarum.ac.uk)

## AVEBURY

Tour options include: a private volunteer-led Tour of Avebury Manor; a specialist guided Tour of Avebury Manor, including cream tea; a guided Tour of the Stone Circle with a volunteer guide and a specialist archaeologist-led Tour of the Monument and/or Landscape. Please contact [bookings.avebury@nationaltrust.org.uk](mailto:bookings.avebury@nationaltrust.org.uk) for details of packages and costs.

[www.nationaltrust.org.uk/avebury](http://www.nationaltrust.org.uk/avebury)



Avebury Manor

## IFORD MANOR: THE PETO GARDEN

Enjoy this beautiful, family-run, Grade 1 listed garden and its tranquil surrounds on an exclusive visit. Once home to Harold Peto, tours are available on its history, development, restoration, architecture and/or planting. Visits to the family's private walled garden also possible. Please contact us for details and prices.

[www.ifordmanor.co.uk](http://www.ifordmanor.co.uk)



The Peto Garden

## SALISBURY CATHEDRAL

Options include a small-group Library Tour of the Cathedral's 15th century library (maximum 12 people); a Graffiti Tour showcasing medieval Arabic carpentry markings; and (strictly for those with a head for heights!) a Tower Tour to the base of Britain's tallest spire (404ft/123m). Individual tickets for all tours are bookable online via the cathedral website; groups via Hannah or Emily at [groups@salcath.co.uk](mailto:groups@salcath.co.uk) or telephone 01722 555120.

[www.salisburycathedral.org.uk](http://www.salisburycathedral.org.uk)

The Library, Salisbury Cathedral



Wiltshire Museum

## WILTSHIRE MUSEUM

Options available include: Guided Tours of the Museum; Gold from the Time of Stonehenge; Guided Tours of Archaeological Sites including a Stonehenge Landscape walk; and an Evening Tour of the Museum with Private Dinner. Please contact us for details and prices.

[www.wiltshiremuseum.org.uk](http://www.wiltshiremuseum.org.uk)



Wadworth Brewery

## WADWORTH BREWERY VISITOR CENTRE

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[www.wadworth.co.uk](http://www.wadworth.co.uk)



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[www.swindontheatres.co.uk](http://www.swindontheatres.co.uk)

# ATTRACTIONS WITHIN WILTSHIRE

## PLACES TO VISIT AND THINGS TO DO

No visit to Wiltshire would be complete without experiencing the magic of our World Heritage Site. Shrouded in mystery, steeped in legend, the timeless wonders of **Stonehenge** and **Avebury** have a magnetism that has drawn people to them for thousands of years. Equally impressive is the medieval masterpiece of **Salisbury Cathedral**, where claims to fame include the tallest spire in Britain, the world's oldest working clock and the finest of four original 1215 **Magna Carta** manuscripts.

With attractions spanning thousands of years of history, you'll find plenty to explore whether you're here for a day, a weekend or longer. The castles at **Old Sarum** and **Old Wardour**, for example. Stately homes and gardens such as **Bowood**, **Great Chalfield**, **Iford Manor** and **Stourhead**. The charming mansions of **Arundells** and **Mompesson House**. And, of course, **Longleat**, with its Elizabethan house, safari park, hedge maze and more.



Wiltshire Museum

You can uncover archaeology collections of outstanding national importance at **Wiltshire Museum** and **The Salisbury Museum**. Or learn about army history at **REME Museum**. Explore timeless villages such as **Lacock** and **Castle Combe**. Pay a visit to one of the many fascinating buildings cared for by **The Churches Conservation Trust**. Or discover Wiltshire's industrial heritage at **Wadworth Brewery**. Take a walk on the wild side at **Studley Grange Butterfly World**. Combine rare breed animals with viticulture at **Cholderton Farm Park** and **Bluestone Vineyards**. Or hunt for bargains at **McArthurGlen Designer Outlet Swindon**.

These are just a small selection of the many interesting places to visit around Wiltshire. For more ideas and inspiration go to: [visitwiltshire.co.uk/groups](http://visitwiltshire.co.uk/groups)





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**01249 810 961**

[houseandgardens@bowood.org](mailto:houseandgardens@bowood.org)

[www.bowood.org](http://www.bowood.org)

# LONGLEAT

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Boasting animals, Elizabethan architecture, 900 acres of parkland, and easy access from the A350, A36 and A361 Longleat is a fantastic choice for a day out.

Longleat offers generous discounts to groups, complimentary organiser tickets, and driver lunch vouchers, along with free parking.

The Estate Office,  
Longleat, Warminster,  
Wiltshire, BA12 7NW  
**T:** 01985 844328  
**E:** [groups@longleat.co.uk](mailto:groups@longleat.co.uk)  
**W:** [longleat.co.uk/groups](http://longleat.co.uk/groups)



**LONGLEAT** 





# TURNING HEADS TO THE PAST

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The English Heritage Trust is a charity, no. 1140351, and a company, no. 07447221, registered in England.

# FEAST!

October 2017  
– September 2018

A special exhibition and series of events revealing the diet and lifestyle of the people who built Stonehenge along with the science behind the discoveries.



Nr Amesbury, Wiltshire SP4 7DE



ENGLISH HERITAGE  
STONEHENGE

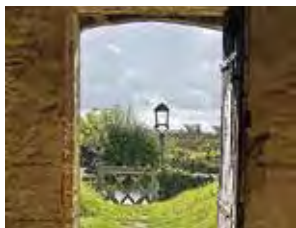
*Step into England's story*

Pre-booking essential call 0370 333 0604 or email [bookstonehenge@english-heritage.org.uk](mailto:bookstonehenge@english-heritage.org.uk)

The English Heritage Trust is a charity, no. 1140351, and a company, no. 07447221, registered in England.



# THE CHURCHES CONSERVATION TRUST



**The Churches Conservation Trust looks after over 350 historic churches celebrating 1,000 years of English history.** We have been actively caring for churches for almost 50 years. But we do so much more than that; we transform these irreplaceable buildings into fun learning experiences and heritage engagement. It is precisely because we have such an intimate knowledge and appreciation of our venues, that we are able to offer great experiences for our visitors. Travellers who love history, art and heritage will enjoy our unique tours, designed for customers who want to explore behind the scenes and enjoy hands-on activities.

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[www.visitchurches.org.uk](http://www.visitchurches.org.uk)  
[west@theccct.org.uk](mailto:west@theccct.org.uk) 0117 929 1766

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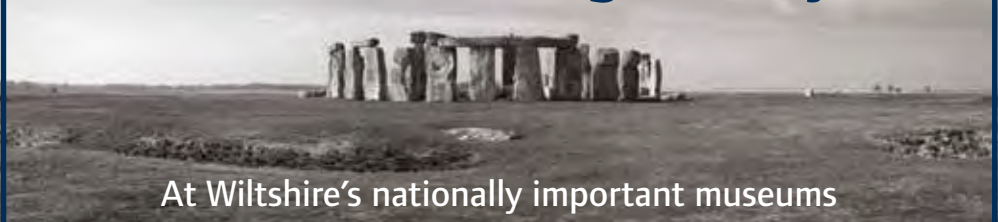
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## The Stonehenge Story



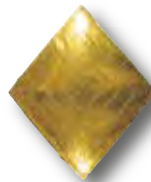
At Wiltshire's nationally important museums

The SALISBURY  
**MUSEUM**  
www.salisburymuseum.org.uk



Wessex Gallery  
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**WILTSHIRE MUSEUM**  
DEVIZES



Gold from  
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When you visit, donate, volunteer or join the National Trust, your support helps us to look after special places in Wiltshire such as Stourhead, Lacock Abbey, Avebury, the Stonehenge Landscape, Mompesson House and Great Chalfield Manor, for ever, for everyone.  
[nationaltrust.org.uk/wiltshiregroups](http://nationaltrust.org.uk/wiltshiregroups)

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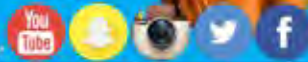
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For more information visit [www.studleygrange.co.uk](http://www.studleygrange.co.uk)

# ATTRACTIONS ON WILTSHIRE'S BORDERS

## MORE PLACES TO VISIT AND THINGS TO DO...

Within Wiltshire you will find an enormous range of fascinating places to visit, including ancient monuments, stately homes and gardens, industrial heritage and more. For an even greater variety of things to see and do, we are pleased to offer suggestions for great group days out just across the county boundaries.

Although situated near the World Heritage City of Bath and the neighbouring counties of Dorset, Hampshire, Gloucestershire and Somerset, these attractions remain within easy reach of the many group-friendly hotels to be found throughout Wiltshire. Giving you more ways to connect with the past whilst enjoying the present.

At Claverton Manor, just outside Bath, the **American Museum in Britain** takes you on a journey through the history of America, from the early settlers onwards. Home to the finest collection of Americana outside the USA, its collections of quilts, folk art and Native American crafts are displayed in a series of period rooms.

The towering cliffs of **Cheddar Gorge** in Somerset are one of the UK's most spectacular geographical features. Take a cliff-top walk for stunning views. Follow in the footsteps of prehistoric man. Or discover stalactites and stalagmites in caverns over half a million years old.

**Farleigh Hungerford Castle** on the Wiltshire/Somerset border started life in the 14th century as a fortified mansion. Today, its glorious ruins still house rare medieval wall paintings and lead 'death mask' coffins. Tour the towers. Enjoy a picnic. And hear the intriguing (occasionally gruesome) history of the Hungerford family.

With the largest naval aviation collection of helicopters and fixed wing aircraft in Europe, **Fleet Air Arm Museum** tells the story of the Royal Navy in the air. Based at RNAS Yeovilton, the Royal Navy's busy and fully operational air station, this is one location that should definitely be on your radar.

Further details of these and many more inspirational places to visit on the Wiltshire borders can be found on our website: [visitwiltshire.co.uk/groups](http://visitwiltshire.co.uk/groups)



Farleigh Hungerford Castle



American Museum in Britain



Fleet Air Arm Museum

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Mompesson House



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VisitWiltshire has an ongoing programme of educational **familiarisation visits**, designed to improve your product knowledge and give you a taste of what Wiltshire has to offer.

We also offer an **itinerary planning** service, and are always happy to provide **photos and editorial** for you to use in promoting your tours.

If you are an operator and looking for **commissionable product**, please contact us for advice.

For further information on any of the above, or to discuss your requirements on a one-to-one basis, please email [groups@visitwiltshire.co.uk](mailto:groups@visitwiltshire.co.uk) or telephone Florence Wallace on **01722 341309**.



# SOUTH WEST ENGLAND

Within easy reach of London, the South West of England is a region renowned for its picturesque market towns and villages, stunning coastline and bustling cultural cities.

Here you can ramble through honey-coloured villages in the Cotswolds. Cycle through the Forest of Dean. Or step back in time at the World Heritage Site of Stonehenge and Avebury in Wiltshire.

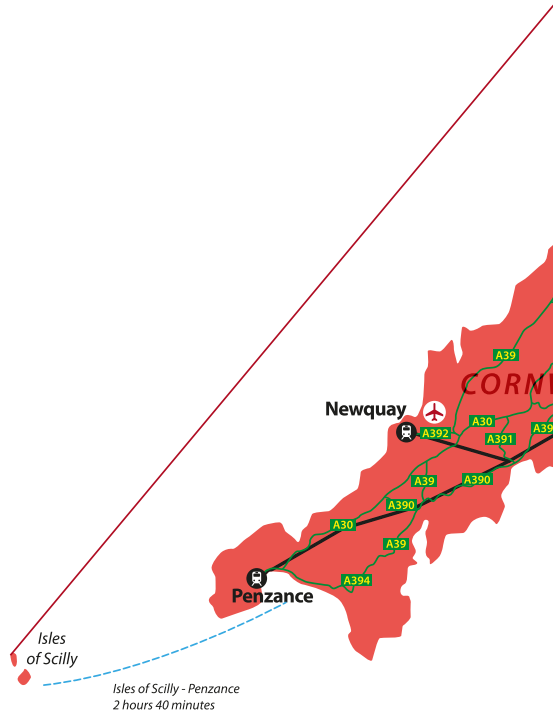
Visit Brunel's ss Great Britain - the ship that changed the world - and his 150-year-old Clifton Suspension Bridge in Bristol. Follow in the footsteps of the Romans at the 2,000-year-old Roman Baths in the World Heritage City of Bath, then bathe in hot springs at Thermae Bath Spa.

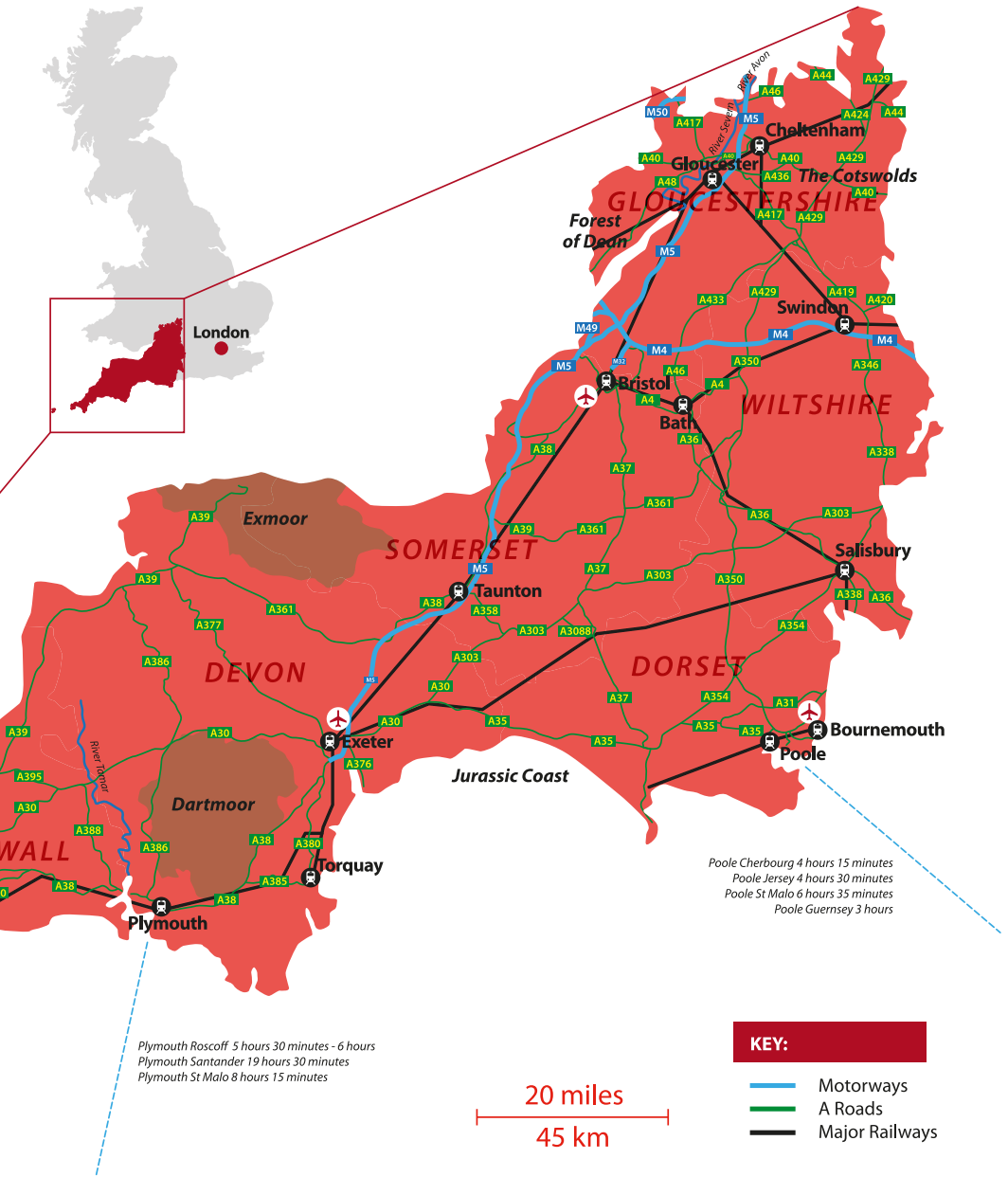
Experience the wild skies of Devon's Dartmoor National Park and indulge in a Devonshire Cream Tea. Be enthralled by the myths and legends of Somerset, sampling regional cider and Cheddar cheese. Surf the rugged Cornish coastline, exploring the giant biomes of the Eden Project. Or island hop around the beautiful Isles of Scilly.

For more information including suggested South West England itineraries please visit [trade.visitbritain.com/southwestengland](http://trade.visitbritain.com/southwestengland)



Distance from London				
Salisbury	90 miles	144 km	2 hours	
Gloucester	112 miles	179 km	2 hours 30 minutes	
Bournemouth	108 miles	173 km	2 hours 30 minutes	
Bath	115 miles	184 km	2 hours 15 minutes	
Bristol	118 miles	189 km	2 hours 15 minutes	
Exeter	197 miles	315 km	3 hours 20 minutes	
Plymouth	237 miles	379 km	4 hours	
Penzance	312 miles	499 km	5 hours 15 minutes	





London

Poole Cherbouurg 4 hours 15 minutes  
 Poole Jersey 4 hours 30 minutes  
 Poole St Malo 6 hours 35 minutes  
 Poole Guernsey 3 hours

Plymouth Roscoff 5 hours 30 minutes - 6 hours  
 Plymouth Santander 19 hours 30 minutes  
 Plymouth St Malo 8 hours 15 minutes

20 miles  
 45 km

**KEY:**

- Motorways
- A Roads
- Major Railways

# CHRISTMAS IN WILTSHIRE



Salisbury Christmas Market

From mid-November onwards, as Christmas lights are switched on around the county and late night shopping launches, Wiltshire's historic towns and villages receive an extra sprinkling of Christmas magic. No Wiltshire Christmas would be complete without a generous helping of Christmas tree festivals, lantern parades, Christmas craft workshops, carol concerts, nativity plays and pantomimes. Plus Christmas lunches, mince pies, mulled wine and the chance to meet Father Christmas.

With a wealth of festive celebrations and activities to enjoy, Christmas in Wiltshire is a very special time. Here we have picked out a few Christmas highlights of particular interest to groups – for further details of these and a huge array of other seasonal events go to our website: [www.visitwiltshire.co.uk/whats-on](http://www.visitwiltshire.co.uk/whats-on)

From Thu 22 Nov-Fri 21 Dec (dates tbc) **Salisbury Christmas Market** will fill the Guildhall Square with colourful stalls swathed in twinkling lights. For the first time the Cathedral will also be hosting part of the Christmas Market in the Close. Browse the traditional wooden chalets, eat your fill in the food quarter and enjoy the lively atmosphere, then round it off with Evensong! [www.salisburychristmasmarket.co.uk](http://www.salisburychristmasmarket.co.uk)

Christmas activities at **McArthurGlen Designer Outlet Swindon** run from mid-November until 24 December. Enjoy the 'snowfall' as you visit Santa in his grotto, meet his reindeer and browse the Christmas gift stalls. Pre-book your group to receive a group pack including a 10% discount card and £5 gift card lunch voucher for coach drivers. [www.swindondesigneroutlet.com](http://www.swindondesigneroutlet.com)

**Longleat's Festival of Light** is a truly unique event. On selected dates between mid-Nov and early Jan, hundreds of illuminated designs transform this world-famous Wiltshire estate into a glowing winter wonderland. The Elizabethan stately home will also be dressed for the occasion in traditional Victorian style. [www.longleat.co.uk/groups](http://www.longleat.co.uk/groups)

National Trust properties join in the festive celebrations too. From Wed 22 Nov to Sun 31 Dec\* you will find Christmas warmth and cheer at **Avebury**. Head to the manor for beautiful decorations, enjoy warming dishes and festive aromas in the café, or delve into the National Trust shop to begin your Christmas shopping. (\*Manor closed Wednesdays; whole property except stone circle closed 24-26 Dec.) [www.nationaltrust.org.uk/avebury](http://www.nationaltrust.org.uk/avebury) From Sat 24 Nov-Sun 23 Dec, **Mompesson House** in Salisbury will be decorated for Christmas with a festive trail for children, plus mince pies and mulled wine in the garden tea-room. [www.nationaltrust.org.uk/mompesson-house](http://www.nationaltrust.org.uk/mompesson-house) The garden at **Stourhead** is open all year, but from 24 Nov-23 Dec, Stourhead House opens a selection of ornately decorated rooms showing how the Hoare family celebrated Christmas through the ages. Two- or three-course lunches can be pre-booked for groups. [www.nationaltrust.org.uk/stourhead](http://www.nationaltrust.org.uk/stourhead) Christmas events at **Lacock** will run Thu-Sun from 1-31 Dec (closed 25-26 Dec). As well as traditional decorations and a crackling log fire in the Great Hall of the abbey, visitors can enjoy a Christmas tree festival in the Cloister and a family trail through the village and grounds to spot willow reindeer. [www.nationaltrust.org.uk/lacock](http://www.nationaltrust.org.uk/lacock)

Witness **Salisbury Cathedral's** spectacular **Darkness to Light Advent Procession**, as 1,300 candles light up the Cathedral – daily from Fri 30 Nov to Sun 2 Dec. Or join the Cathedral choir for one of their special **Carol Services for Groups** on Tues 11 and Wed 12 December – hear the Cathedral choir singing your favourite carols, then enjoy hot mulled wine and delicious mince pies in the cloisters afterwards. Details on the Cathedral website – group bookings via Hannah or Emily at [groups@salcath.co.uk](mailto:groups@salcath.co.uk) or telephone 01722 555120. [www.salisburycathedral.org.uk](http://www.salisburycathedral.org.uk)

**Wyvern Theatre's** ever-popular annual pantomime (Aladdin in 2018) takes to the stage for four weeks from the beginning of December. Special group rates are available and the Wyvern also hosts a selection of festive hospitality events. [www.swindontheatres.co.uk](http://www.swindontheatres.co.uk)



# BRADFORD ON AVON

## THE JEWEL IN WILTSHIRE'S CROWN

Close to the City of Bath, an international destination, beautiful Bradford on Avon is the quintessential English town and the perfect place for your next group visit.

Among this bustling market town's many attractions are:

- Town Bridge over the River Avon
- Saxon Church of St Laurence
- Magnificent 14th Century Tithe Barn
- Kennet & Avon Canal
- Wiltshire Music Centre
- Holy Trinity Church

Guided walks and historic tours can be arranged, while the many individual shops and restaurants throughout the town contribute to a unique experience.

Depending on the size of your group there is a wide range of accommodation ranging from small B&Bs to boutique and larger hotels.



For groups we have dedicated coach parking both in the town centre and near to the canal and offer a meet and greet service for coaches.

[tic@bradfordonavontowncouncil.gov.uk](mailto:tic@bradfordonavontowncouncil.gov.uk) • 01225 865797

# TROWBRIDGE



Wiltshire's county town, Trowbridge has a fascinating history and a rich industrial heritage, which can be explored at Trowbridge Museum. The Civic Centre presents top-quality entertainment, from live music to comedy acts, while the Town Hall caters for the world of the arts. The Town Park hosts a wide variety of festivals and entertainment throughout the year. Trowbridge has a great range of both independent shops and High Street retailers, with a variety of restaurants and eateries. With good transport links it makes an ideal base from which to explore the rest of Wiltshire, and beyond.

You can Discover Trowbridge at [www.trowbridge.gov.uk](http://www.trowbridge.gov.uk). Trowbridge Information Centre, Civic Centre, St Stephens Place, Trowbridge, BA14 8AH. T: 01225 765072.

Come and discover Wiltshire's hidden treasure

History, heritage, arts and crafts, great places to eat and drink and lots of independent shops – plus Poldark was filmed here too.

Visit **Corsham**  
[www.corsham.gov.uk/visit](http://www.corsham.gov.uk/visit)



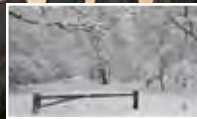
Just 8 miles from Bath on the A4, 4 miles from the M4 (J17), or 3 miles from Chippenham Station.

www.corsham.gov.uk



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[www.salisburystonehengeandtour.co.uk](http://www.salisburystonehengeandtour.co.uk)



# SALISBURY

Salisbury is a beautiful cathedral city set amidst the picturesque Wiltshire countryside. Boasting an incredible 5000 years of history it is home to many heritage sites including medieval structures, Tudor and Georgian period town houses and many world-famous attractions. Salisbury Cathedral has Britain's tallest spire, the world's oldest working clock and the best preserved of four remaining 1215 Magna Carta documents. A short distance from the city centre you will also find the Iron Age hill fort of Old Sarum and the UNESCO World Heritage Site of Stonehenge.

But Salisbury is not only about heritage and history. With a well-regarded Playhouse, City Hall and Arts Centre, a variety of food and drink outlets, independent and high street retailers and an array of group friendly events including the Salisbury Christmas Market, a visit here is not to be missed.

Further details about all that there is on offer for groups in Salisbury – including shopping, food and drink, accommodation, attractions and events – can be found at [www.visitsalisbury.co.uk](http://www.visitsalisbury.co.uk) or to request a Salisbury group travel brochure please email [marketing@salisburybid.co.uk](mailto:marketing@salisburybid.co.uk)

Salisbury  
CITY OF STORIES





# TIMELESS TOWNS & VILLAGES

As well as the medieval city of Salisbury – a must for anyone visiting Wiltshire – the county has plenty more historic towns and villages you won't want to miss. Set within a timeless landscape, each has something unique to offer: stylish independent shops and colourful markets, fascinating history and heritage, great entertainment, or tempting pubs and restaurants. The following towns work with VisitWiltshire to welcome groups and the travel trade - see below for coach parking details or go to [visitwiltshire.co.uk/groups](http://visitwiltshire.co.uk/groups) for further information.



## AMESBURY

Two designated spaces in the Central car park **SP4 7JE**.



## AVEBURY

National Trust Car Park, Avebury **SN8 1RD**. Can be limited in summer, call National Trust in advance on 01672 539250.



## BRADFORD ON AVON

Four coach spaces Station Car Park **BA15 1DQ**. Two coach spaces Bailey's Barn Car Park **BA15 1BX**. Additional coach parking Moulton Drive **BA15 1UF**. Phone 01225 865797 for 'Meet & Greet' service. [tic@bradfordonavontowncouncil.gov.uk](mailto:tic@bradfordonavontowncouncil.gov.uk)



## CORSHAM

Call 01249 702130 to arrange prior to visit.



## CASTLE COMBE

Main car park at the top of the hill **SN14 7HU**.



## CHIPPENHAM

Sadlers Mead Car Park **SN15 3PA**.



## CALNE

Coach drop off on The Strand **SN11 0EH**. No coach parking in town centre.



## CRICKLADE

Drop off and pick up points close to High Street. No designated coach parking, but coaches can park on the Causeway **SN6 6DQ**.



## DEVIZES

Awarded Confederation of Passenger Transport UK Coach Friendly status. Two designated drop off points in New Park Street **SN10 1DS** (20 minute limit). Extra spaces at far end of Station Road Car Park **SN10 1BZ**. Four spaces at Wharf Car Park **SN10 1EB**. Call 01380 800400 in advance to arrange free coach parking.



## MELKSHAM

King Street Car Park **SN12 6HB**.



## MERE

Five spaces in Salisbury Street Car Park **BA12 6HB**.



## SALISBURY

Awarded Confederation of Passenger Transport UK Special Certificate for Coach Friendly City. Drop off/pick up point on St John Street **SP1 2SB**. Main coach parking at Millstream Coach Park **SP1 3TA**. Overflow at Britford Park & Ride **SP5 4DS**. Coach Ambassadors available during summer season. Call 01722 342860 for further information.



## TROWBRIDGE

On-street parking in Canal Road **BA14 8RL**. Coach drop off point in loading bay area behind Shires Shopping Centre **BA14 8AT**.



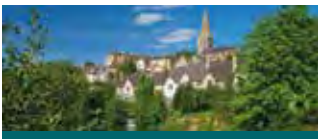
## VALE OF PEWSEY

By arrangement at The Waterfront at Pewsey Wharf **SN9 5NU** – call 01672 564020. By arrangement at Crofton Beam Engines **SN8 3DW** – call 01672 870300. At Wilton Windmill **SN8 3SW** for 2 to 3 coaches.



## LACOCK

Hither Way Car Park **SN15 2LG**. Follow signs for National Trust Car Park.



## MALMESBURY

Station Yard Car Park **SN16 9JT**. Drop off point Cross Hayes **SN16 9BZ**.



## MARLBOROUGH

George Lane Car Park **SN8 4BX**.



## WARMINSTER

Drop off at Central Car Park, off Station Road **BA12 9BT**. Coach parking 1½ miles away at service station on Junction of A36/A350/A3414 **BA12 7RU**.



## WILTON

Wilton Shopping Village **SP2 ORS**.

# WILTSHIRE ON SCREEN

Wiltshire has taken centre stage in a whole host of big screen movies and TV costume dramas. From swashbuckling adventures to Jane Austen classics. Dr Dolittle to Dr Who. Hogwarts to Wolf Hall. Below is just a small selection of the many productions that have been filmed around the county. For more information on how to follow in the footsteps of the stars go to: [visitwiltshire.co.uk/film](http://visitwiltshire.co.uk/film)

Photo: Mammoth Screen



*Poldark*, Corsham



*Pride & Prejudice*, Wilton House



*War Horse*, Castle Combe

## **TOMB RAIDER (2018)**

A new film, due for release this year, will feature Wilton House.

## **THE CROWN (2017)**

Filming for series two took place at Wilton House.

## **TRANSFORMERS: THE LAST KNIGHT (2017)**

An action-packed intergalactic battlefield movie filmed in part at the 'real' Stonehenge as well as a highly convincing replica nearby.

## **THE WHITE PRINCESS (2017)**

This 8-part TV series, adapted from a historical novel of the same name by Philippa Gregory, was filmed in Bradford on Avon.

## **POLDARK (2015 AND 2016)**

The charming Wiltshire market town of Corsham was selected as the perfect match for 18th century Truro in the first series, while Great Chalfield Manor and Gardens featured in series two.

## **DOWNTON ABBEY (2015)**

Filming for the sixth and final series of this hit TV series took place in the village of Lacock.

## **WOLF HALL (2015)**

In this BBC serialisation of Hilary Mantel's novel, the exterior of Lacock Abbey represented Wolf Hall, while the interiors of Great Chalfield Manor stood in for Austin Friars.

## **WAR HORSE (2011)**

Arguably 'the prettiest village in England', Castle Combe has played a role in *War Horse*, *Stardust*, *The Wolf Man* and *Dr Dolittle*.

## **THE YOUNG VICTORIA (2009)**

In Momentum Pictures' film about the life of Queen Victoria, Wilton House doubled as both Rosenau Castle and Buckingham Palace.

## **HARRY POTTER & THE HALF BLOOD PRINCE (2009) / HARRY POTTER & THE CHAMBER OF SECRETS (2002)**

Sequences from both of these family favourites were filmed at Lacock Abbey.

## **LARK RISE TO CANDLEFORD (2008–2011)**

Locations near Corsham featured in this popular BBC costume drama.

## **CRANFORD (2007)**

The village of Lacock, with its 15th century cottages and inns, was the backdrop to this BBC production.

## **PRIDE AND PREJUDICE (2005)**

In this cinema version of the Jane Austen classic, viewers will recognise both Wilton House – which doubled as Pemberley – and also the gardens at Stourhead, where Elizabeth Bennett initially rejects Mr Darcy's proposal of marriage.

## **CHOCOLAT (2000)**

River scenes from this film featuring Juliette Binoche and Johnny Depp were filmed at Fonthill Lake, near the charming village of Fonthill Bishop.

## **SENSE AND SENSIBILITY (1995)**

The National Trust's Mompesson House featured as the London home of Mrs Jennings, while the Double Cube Room at Wilton House was used for ballroom scenes.

## **FAR FROM THE MADDING CROWD (1967)**

The town of Devizes featured as Casterbridge in this major hit starring Julie Christie, Peter Finch, Alan Bates and Terence Stamp.

Other big screen films featuring Wiltshire locations include *The Other Boleyn Girl* (2008) and *Saving Private Ryan* (1998). TV series filmed at various places around the county include: *Agatha Raisin* (2015), *Galavant* series two (2015), *Outlander* series two (2015), *The Hollow Crown* series two (2014), *And Then There Were None* (2015) and *The Royals* series one (2013), plus *Doctor Who* (2010), *The Victorian Farm* (2009), *Tess of the d'Urbervilles* (2008) and various episodes of *Time Team*. *Sherlock* 'The Abominable Bride' was filmed at Longleat, which has also hosted various series of *Animal Park*, while Salisbury Cathedral was the inspiration behind TV mini-series *Pillars of the Earth*.



# ACTIVITIES

**Whether your group's ideal break is calming, comforting, refreshing, or bursting with high adrenalin excitement, Wiltshire offers a wide variety of activities for you to take part in.**

**Marlborough College Summer School** offers an amazing multi-generational learning experience. From 3 years old to 90 years young, its eclectic programme spans the generations, combining traditional favourites with inspiring new subjects. Music and dance. Science and technology. Body and mind. There are courses for all ages and all interests.

Almost half of Wiltshire's breathtaking landscape falls within an Area of Outstanding Natural Beauty. At the last count, we had over 8,200 paths for walkers and cyclists. So rent a bike or slip on some sturdy shoes, and head out on journey of discovery. Or make the most of the great outdoors with a canoe trip or a horseback safari, a day's fishing or a round of golf.

An off-road driving experience is a great way to reach otherwise inaccessible parts of Salisbury Plain. If you've a head for heights, send your heartrate soaring on a tandem skydive. Drift peacefully over Wiltshire's timeless landscape on a hot air balloon flight. Or challenge yourself to a spot of indoor climbing. Then again you could pit your wits against the clock in a real-life escape game. Test your nerve on the go karting track. Or try your hand at laser combat.



**Marlborough College  
Summer School**



**Salisbury, Stonehenge  
& Sarum Tours**

## Salisbury Plain Safaris



Those of a less adventurous disposition are well catered for too. Get to grips with your camera controls on a photography course. Master new culinary skills at a cookery school. Unleash your inner creative with an arts and crafts workshop. Search for clues on an outdoor treasure trail. Take a tour with one of our expert guides. Or simply relax with a luxurious treatment in one of our spas.

Whatever your preference, one thing's for sure – if you're tired of the everyday, it's time for Wiltshire! For further details go to [visitwiltshire.co.uk/activities](http://visitwiltshire.co.uk/activities)

# ARTS, ENTERTAINMENT, FESTIVALS AND EVENTS

Today life is hectic. Too hectic. 24/7 this, 4G that. Sometimes you just need to press pause and let time stand still. Thanks to Wiltshire's diverse and thriving arts scene, nothing could be easier.

Often based on stories that have helped shape the history of England, our year-round range of festivals and events gives you the perfect excuse to step off the world for a while. Here, you'll find carnivals, fairs and folk festivals. Street theatre, stand-up comedy and dance. Classical, jazz and world music. Writing and

reading. Talks and tours. History and philosophy are well represented, and our Christmas celebrations are second to none. Altogether, an endless variety of authentic experiences.

Named after the mythical beast once thought to be the emblem of the Kings of Wessex, the **Wyvern Theatre & Arts Centre** is one of the stars of the show. Its programme of concerts, comedy, drama, dance and musical theatre is sure to appeal to groups. Other first class venues presenting quality performances that groups are

guaranteed to enjoy include Salisbury Playhouse, Salisbury Arts Centre, City Hall Salisbury, The Pound arts centre in Corsham and Wiltshire Music Centre in Bradford on Avon.

2018 is set to be another 'eventful' year. So put your name down for some of our timeless pleasures, and let Wiltshire put back what the rest of the week takes out.

For further details of these and many more exciting festivals and events throughout the year, go to [visitwiltshire.co.uk/whats-on](http://visitwiltshire.co.uk/whats-on)



Daily Mail Chalke Valley History Festival



Wyvern Theatre



Sky Safari, Longleat



# MARLBOROUGH COLLEGE

## SCHOOL'S IN FOR SUMMER

Marlborough College Summer School will take place from 8 July to 4 August 2018 and host over 500 courses encompassing the creative arts, history, science, body and mind, life skills, sport and country pursuits.

This annual event is one of Europe's largest multi-generational learning experiences; its popularity underpinned by the phrase 'something for everyone'. Catering for students from 3 years old to 90 years young, it's this blend spanning the generations and accommodating all combinations of family groups and individuals that creates a unique holiday atmosphere in the beautiful setting of Marlborough College.

For further information and to request a brochure, phone the Summer School team on 01672 892388 or visit [www.summerschool.co.uk](http://www.summerschool.co.uk)



## Groups get more at...

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- ✦ Flexible reservations
- ✦ Multiple payment options
- ✦ Pre-booked hospitality packages

**SWINDON  
WYVERN THEATRE  
& ARTS CENTRE**

[swindontheatres.co.uk](http://swindontheatres.co.uk)  
Ticket Office: 01793 524481



# THE CATHEDRAL HOTEL



Make the most of your group's time exploring the best that Salisbury and the county of Wiltshire have to offer by staying in our privately owned hotel. Located just two minutes from the Market Place and within walking distance of local shops, restaurants, bars and the famous Salisbury Cathedral. Why not combine your stay with a show at Salisbury Playhouse, City Hall or Salisbury Arts Centre? Group leaders and trip organisers receive special discounts – ask a member of our team for details.

The Cathedral Hotel, 7-9 Milford Street, Salisbury |  
**01722 343700** | [www.cathedralhotelsalisbury.co.uk](http://www.cathedralhotelsalisbury.co.uk)



## Holiday Inn Salisbury-Stonehenge

Discover the incredibly bold and stylish sophistication of the closest hotel to the mystical Stonehenge. Located on the A303 with easy access from London and the West Country, the hotel is an ideal base for visiting Wiltshire.

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- Longleat
- Avebury
- Salisbury
- New Forest
- Bath
- Stourhead

Dinner, Bed and  
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available



For more information contact  
[reservations@hisalisbury-stonehenge.co.uk](mailto:reservations@hisalisbury-stonehenge.co.uk) | 0345 2413535  
[www.hisalisbury-stonehenge.co.uk](http://www.hisalisbury-stonehenge.co.uk)  
Midsummer Place, Amesbury, Wiltshire SP4 7SQ

## ALEXANDRA HOUSE SWINDON



Alexandra House is a combination of a modern purpose built conference centre and hotel, situated within 20 acres of grounds, it offers modern and comfortable guest accommodation along with local and seasonal fare in our restaurant.

The venue is easily accessible from junction 15 and 16 of the M4, just 4 miles from Swindon and within easy reach of the beautiful Cotswolds.

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[www.swindonalexandrahouse.co.uk](http://www.swindonalexandrahouse.co.uk)

# Stonehenge

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**Solstice Festival**

Summer Solstice  
 Music Festival 2018  
 18th - 21st June  
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## Sarum College

in Salisbury's Cathedral Close

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- Bespoke group packages available
- 40 en-suite bedrooms
- 12 bedrooms with shared bathrooms
- Six elegant meeting rooms
- Lunches, suppers and bespoke catering



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[sarum.ac.uk/groupstays](http://sarum.ac.uk/groupstays)



## MAYFIELD HOUSE HOTEL

Located within the royal triangle of historic Cirencester, beautiful Malmesbury and glorious Tetbury, this is a wonderful base from which to explore the Cotswolds.

28 en-suite bedrooms, an AA Rosette restaurant, a cosy bar and lounge and lovely garden make this a charming hotel within a pretty village location.

From **£59** Dinner, Bed & Breakfast  
**per person, per night**  
 Based on 2 people sharing a standard room



**Cotswolds' highlights include:** Bath, Westonbirt Arboretum, Highgrove, National Trust houses and gardens including Dyrham Park, Hidcote, Lacock Abbey, Westbury Court and Snowhill Manor, the picturesque villages of Bourton on the Water, Bibury, Burford & Broadway, Cotswold Wildlife Park, Cotswold Water Park and plenty of countryside walks.

**Free Coach Parking + Driver's Room for Parties of 30+**  
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[www.mayfieldhousehotel.co.uk](http://www.mayfieldhousehotel.co.uk)

# PLACES TO STAY

With so much to see and do around the county, why not extend your visit to Wiltshire by adding an overnight stay? We have plenty of group-friendly accommodation to suit all pockets, and all are well placed to make the most of our timeless wonders, timeless places, timeless pleasures and timeless nature.

The accommodation providers shown in bold on the table opposite work closely with VisitWiltshire and are keen to welcome travel trade business.

## WELL-KNOWN HOTEL CHAINS

Campanile and Holiday Inn are well represented in Wiltshire, as are Marriott, Mercure, Legacy and Best Western hotels.

## BOUTIQUE AND SMALLER HOTELS

Boutique-type accommodation offers a more individual experience.

## SELF-CATERING

While self-catering cottages can be a great idea for smaller groups of family and friends.

## SOMETHING A LITTLE DIFFERENT?

If you like to be at one with the great outdoors we have camping, glamping and motor home pitches, while a youth hostel can be an excellent and economical choice.

## ON A BUDGET?

Many of our places to stay offer discounted rates for groups, as well as free accommodation for your coach driver or group leader. Where possible, all the accommodation listed in this section is willing to offer one free place for every 30 paying passengers. See [visitwiltshire.co.uk/accommodation](http://visitwiltshire.co.uk/accommodation) for details of other options.

## WHAT NEXT?

Browse the list of group friendly places to stay on these pages, then contact them direct to find out more and make a booking.

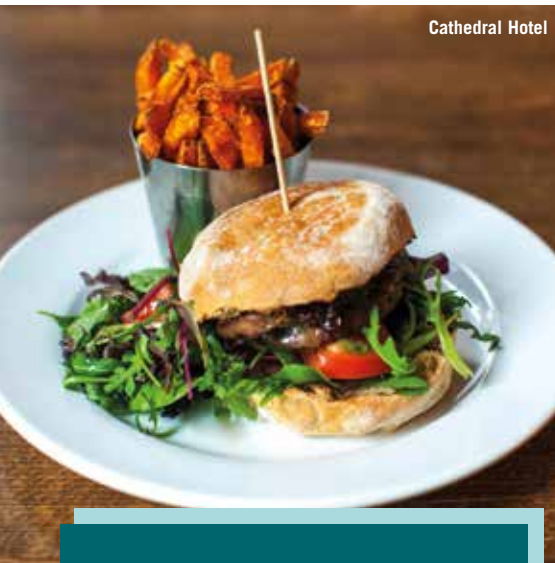
\*Rooms may be a mix of singles, doubles, twins, triples etc  
\*\*Rooms are often in bunk form, please check when booking





LOCATION	ACCOMMODATION NAME	WEBSITE	TELEPHONE	NO. OF ROOMS*	COACH PARKING
<b>Amesbury Area</b>					
Amesbury	<b>Holiday Inn Salisbury-Stonehenge</b>	www.hisalisbury-stonehenge.co.uk	0345 241 3535	103	On site
Cholderton	<b>Cholderton Youth Hostel</b>	www.choldertonyouthhostel.co.uk	01980 629379	70 beds**	At Cholderton Charlie's Farm next door
<b>Bradford on Avon Area</b>					
Bradford on Avon	BEST WESTERN Leigh Park Country House Hotel	www.leighparkhotel.co.uk	01225 864885	38	On site
Bradford on Avon	Widbrook Grange Hotel	www.widbrookgrange.co.uk	01225 864750	20	On site
Bradford on Avon	Woolley Grange Hotel	www.woolleygrangehotel.co.uk	01225 864705	25	On site - one coach
<b>Calne Area</b>					
Derry Hill	<b>Bowood Hotel, Spa &amp; Golf Resort</b>	www.bowood.org	01249 822228	43	On site
<b>Chippenham Area</b>					
Chippenham	BEST WESTERN PLUS Angel Hotel	www.angelhotelchippenham.co.uk	01249 652615	50	On site
Colerne	Lucknam Park Hotel and Spa	www.lucknampark.co.uk	01225 742777	42	On site
Stanton St Quintin	Stanton Manor Hotel	www.stantonmanor.co.uk	01666 837552	23	On site
<b>Devizes Area</b>					
Devizes	The Bear Hotel	www.thebearhotel.net	01380 722444	25	In town centre
Devizes	The Castle Hotel	www.oldsarumhotels.co.uk	01380 727981	19	In town centre
<b>Malmesbury Area</b>					
Crudwell	<b>BEST WESTERN Mayfield House Hotel</b>	www.mayfieldhousehotel.co.uk	01666 577409	28	On site
<b>Melksham Area</b>					
Beanacre	Beechfield House Hotel	www.beechfieldhouse.co.uk	01225 703700	24	On site
<b>Royal Wootton Bassett Area</b>					
Royal Wootton Bassett	The Angel Hotel	www.theangelhotelwoottonbassett.co.uk	01793 851161	17	Call for details
<b>Salisbury Area</b>					
Berwick St James	<b>Stonehenge Campsite &amp; Glamping Pods</b>	www.stonehengecampsite.co.uk	07786 734732	Call for details	On site
Salisbury	BEST WESTERN Red Lion Hotel	www.the-redlion.co.uk	01722 323334	60	Millstream Coach Park
Salisbury	<b>The Cathedral Hotel</b>	www.oldsarumhotels.co.uk	01722 343700	20	Drop off outside; parking Millstream Coach Park
Salisbury	Grasmere House Hotel	www.grasmerehotel.com	01722 338388	38	On site
Salisbury	Legacy Rose & Crown Hotel	www.legacy-hotels.co.uk/rose-and-crown-hotel	01722 328615	32	On site
Salisbury	Mercure White Hart Hotel	www.mercure.com	01722 327476	68	On site
Salisbury	Milford Hall Hotel	www.milfordhallhotel.com	01722 417411	45	On site
Salisbury	<b>Sarum College</b>	www.sarum.ac.uk/group-stays	01722 424800	40	Drop off St John St; parking Millstream Coach Park
<b>Swindon Area</b>					
Swindon	Campanile Hotel Swindon	www.campanile.com	01793 514777	120	Call for details
Swindon	Holiday Inn Swindon	www.hiswindonhotel.co.uk	01793 817000	99	On site
Swindon	Swindon Marriott Hotel	www.swindonmarriott.co.uk	01793 512121	156	On site
Wroughton	<b>Alexandra House</b>	www.swindonalexandrahouse.co.uk	01793 819000	154	On site
<b>Tisbury Area</b>					
Hindon	The Lamb Hindon	www.lambhindon.co.uk	01747 820573	18	On site
<b>Warminster Area</b>					
Bishopstrow	The Bishopstrow Hotel and Spa	www.bishopstrow.co.uk	01985 212313	32	On site
<b>Wiltshire-wide</b>					
Self-catering Cottages	Hideaways	www.hideaways.co.uk	01993 824252	Various	Please call for details

# REFRESHMENT STOPS



In Wiltshire we are fortunate to have the freshest and best produce right here on our doorstep. A wealth of traditional specialities, too, with many recipes handed down through the generations, still tasting as good as ever today. Happily, life moves at a gentler pace here, giving you time to savour the taste of Wiltshire.

Whether your group is here for a day, a weekend or longer, a busy sightseeing programme is likely to leave you feeling a bit peckish. When it's time for a break you'll find coffee shops and tea rooms serving mouth-watering cakes and pastries, ice cream made on site using milk from the farm's own cows, and an abundance of friendly inns offering tasty food and drink at reasonable prices. At restaurants, wine bars and bistros across the county, timeless classics and new favourites are crafted with care and attention, every day.

Listed on these pages is a selection of restaurants, cafés, pubs, hotels and attractions that work closely with VisitWiltshire and are keen to attract travel trade business – we recommend you call in advance to check that they are able to accommodate your group.

## AMESBURY AREA

- Cholderton Farm Park and Bluestone Vineyards
- Holiday Inn Salisbury-Stonehenge, Amesbury
- The Stonehenge Inn and Carvery, Durrington

## BRADFORD ON AVON AREA

- The Bridge Tea Rooms, Bradford on Avon
- Iford Manor: The Peto Garden, Iford

## CALNE AREA

- Bowood House and Gardens, Derry Hill
- Bowood Hotel, Spa and Golf Resort, Derry Hill

## LACOCK AREA

- The Stables Tea-room, Lacock

## DEVIZES AREA

- Wadworth Brewery Visitor Centre, Devizes

## MALMESBURY AREA

- Best Western Mayfield House Hotel, Crudwell

## MARLBOROUGH AREA

- Avebury Manor, Avebury

## MERE AREA

- Stourhead Restaurant, Stourhead

## SALISBURY AREA

- Britford Farm Shop and Café
- The Cathedral Hotel, Salisbury
- Grasmere House Hotel, Salisbury
- Milford Hall Hotel and Spa, Salisbury
- The Refectory, Salisbury Cathedral
- The Bell Tower Tea Rooms, Salisbury Cathedral
- The Salisbury Museum
- The Swan at Stoford
- Sarum College, Salisbury

## SWINDON AREA

- Hilton Hotel, Swindon
- McArthurGlen Designer Outlet Swindon (various outlets)
- Wyvern Theatre, Swindon
- Alexandra House, Wroughton
- Studley Grange Butterfly World and Craft Village, Wroughton

## WARMINSTER AREA

- Longleat, near Warminster (various outlets)

## WESTBURY AREA

- Three Daggers, Edington



## WILTSHIRE BORDERS

- American Museum in Britain, near Bath
- Fleet Air Arm Museum, Yeovilton

## QUICK STOPS

The cafés or restaurants attached to the following attractions can be accessed without paying an entrance fee:

- Avebury • Boscombe Down Aviation Collection
- Bowood House & Garden • Cholderton Charlie's Farm
- Crofton Beam Engines • Crop Circle Exhibition and Centre
- Fisherton Mill • Iford Manor, The Peto Garden
- Kennet & Avon Canal Trust, Bradford on Avon • Kennet & Avon Canal Trust, Devizes
- Lacock Abbey, Village & Fox Talbot Museum • Larmer Tree • Lydiard House & Park
- McArthurGlen Designer Outlet Swindon • The Rifles Berkshire & Wiltshire Museum
- Roves Farm
- Salisbury Cathedral & Magna Carta • The Salisbury Museum
- Stourhead • St Peter's Church Marlborough
- Studley Grange Butterfly World & Craft Village
- Swindon & Cricklade Railway • Visit Hillbrush
- Wadworth Brewery Visitor Centre • Wilton Windmill
- Cheddar Gorge • Holburne Museum • Museum of Army Flying
- Roman Baths • Sir Harold Hillier Gardens.

**Please note:** on-site parking may be limited and advance booking is always recommended (essential for Stourhead).



# STONEHENGE PUB GROUP

The Stonehenge Pub Group's portfolio includes two pub restaurants conveniently located within eight minutes' drive from Stonehenge: the Stonehenge Inn & Carvery (105 covers) and the Swan at Stoford (130 covers).

These traditional pubs are very experienced in turning small, medium and large tour groups round quickly and efficiently, whilst providing tasty food in an environment with a strong focus on customer service. Whether you want quick fish and chips or a three course lunch we can cater for you.

Telephone **01722 790236** (option 3) or visit [www.stonehengepubgroup.co.uk](http://www.stonehengepubgroup.co.uk).



## The Bridge Tea Rooms

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UK's Top Tea Room



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[www.thebridgetearooms.co.uk](http://www.thebridgetearooms.co.uk)

[info@thebridgetearooms.co.uk](mailto:info@thebridgetearooms.co.uk)

24a Bridge Street, Bradford on Avon, BA15 1BY

## BRITFORD FARM SHOP & CAFÉ



Just five minutes from Salisbury in a traditional, rural and relaxed setting, Britford Farm Shop is the perfect place to stop off for a morning coffee with a tasty cake, a lunch from the popular wide selection, or as a venue for a special occasion for up to 48 persons. The shop offers a select range of local preserves, cheeses, eggs and chocolates too!

Please call for opening times or to make a reservation.

Britford Farm, Lower Road, Britford, Salisbury, Wiltshire, SP5 4DY T: **01722 413400** [www.britfordfarmshop.co.uk](http://www.britfordfarmshop.co.uk)

# OFFERS AND INCENTIVES FOR GROUPS

## EXCLUSIVE OFFERS FOR GROUPS

Special offers are one of the ways in which attractions, accommodation providers and other businesses around Wiltshire extend a warm welcome to groups. So keep an eye out for the following and **remember to confirm details when you book**:

- Fast track entry to attractions
- Discounted rates for entry to attractions
- Exclusive tours, available only to groups
- Discounted room rates for residential visits / free rooms if over a certain number of guests
- Special deals on food and drink
- Bespoke activities for groups
- Discount vouchers to spend during your stay



McArthurGlen Designer Outlet Swindon



Stourhead

## BENEFITS FOR GROUP LEADERS AND COACH DRIVERS

There are benefits specifically for group leaders and coach drivers too. The following are just some of the added extras often available – **be sure to request details of what is on offer at the time of booking**:

- Free fact finding trips in advance of your group's visit
- Free or discounted entry to attractions
- Free or discounted accommodation for overnight visits
- Free or discounted refreshments or meal vouchers
- Free coach parking and/or easy-access drop off points
- Places where coach drivers can rest while waiting or their group

# ATTRACTION MAP REFERENCES

All attractions featured within this publication are members of the Wiltshire Association of Visitor Attractions.

AREA/ATTRACTION	MAP REF	AREA/ATTRACTION	MAP REF
<b>WILTSHIRE ATTRACTIONS</b>			
Abbey House Gardens	B2	Swindon Museum & Art Gallery	B4
Amesbury History Centre	E4	Treasure Trails	Various
Atwell-Wilson Motor Museum	C3	Trowbridge Museum	D2
Avebury	C4	Vintage Classics	C2
Bowood	C3	Visit Hillbrush	F2
Braydon Maize Maze	B3	Wadworth Brewery Visitor Centre	D3
Calne Heritage Centre	C3	Wilton House	F3
Castle Combe Circuit	C2	Wilton Windmill, near Marlborough	D5
Chippenham Museum	C2	Wiltshire Museum	D3
Cholderton Charlie's Farm & Bluestone Vineyards	E4	Wiltshire's White Horses	Various
Churches Conservation Trust	Various	<b>SALISBURY ATTRACTIONS</b>	
Cotswold Water Park	A3/B3	Arundells	F4
Crofton Beam Engines	D4	Boscombe Down Aviation Collection	F4
Crop Circle Exhibition and Centre	D4	Fisherton Mill   Gallery   Café   Studios	F4
Forest Falconry	F4	Mompesson House	F4
Great Chalfield Manor	D2	Old Sarum	F4
Iford Manor, The Peto Garden	D2	The Rifles Berkshire & Wiltshire Museum	F4
Kennet & Avon Canal Trust, Bradford on Avon	D2	Salisbury Cathedral & Magna Carta	F4
Kennet & Avon Canal Trust, Devizes	D3	The Salisbury Museum	F4
Lacock Abbey, Village & Fox Talbot Museum	C2	Salisbury Racecourse	F4
Lady Margaret Hungerford Almshouses & Schoolroom	C2	St Thomas's Church	F4
Langford Lakes, Wiltshire Wildlife Trust	E3	Stonehenge Tour	F4
Larmer Tree	F2	<b>ATTRACTIONS ON THE WILTSHIRE BORDERS</b>	
Longleat	E2	American Museum in Britain	C1
Lower Moor Farm, Wiltshire Wildlife Trust	B3	Bombay Sapphire Distillery	D5
Lydiard House & Park	B4	Chavenage House	B2
McArthurGlen Designer Outlet Swindon	B4	Cheddar Gorge	Off D1
The Merchant's House	C4	Cotswold Wildlife Park	Off A4
Museum of Computing	B4	Farleigh Hungerford Castle	D2
Old Wardour Castle	F2	Fashion Museum	C1
Ramsbury Brewing & Distilling Company	C4	Fleet Air Arm Museum	Off F1
REME Museum	B3	Hawk Conservancy Trust	E5
Roves Farm	B4	Haynes Motor Museum	Off F1
Royal Wootton Bassett Town Hall Museum	B3	Holburne Museum	C1
St Peter's Church, Marlborough	C4	Kelmscott Manor	A4
STEAM – Museum of the Great Western Railway	B4	Monkey World	Off G2
Stonehenge	E4	Museum of Army Flying	E5
Stourhead	E1	Roman Baths	C1
Studley Grange Butterfly World & Craft Village	B4	Royal Signals Museum	Off G2
Swindon & Cricklade Railway	B4	Sir Harold Hillier Gardens	Off G5
		Victoria Art Gallery	C1
		Westonbirt, The National Arboretum	B2

**Accessibility:** Wiltshire is here for all to enjoy, including disabled visitors and those with specific access needs. For detailed information on things to do, places to stay and ways to plan your visit to Wiltshire go to [visitwiltshire.co.uk/disabledaccess](http://visitwiltshire.co.uk/disabledaccess)

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IT'S TIME FOR

WILTSHIRE

2 FROM THE WEST MIDLANDS ↓

4 FROM OXFORDSHIRE ↙

B FROM BRISTOL & WALES ↙

FROM LONDON ↙

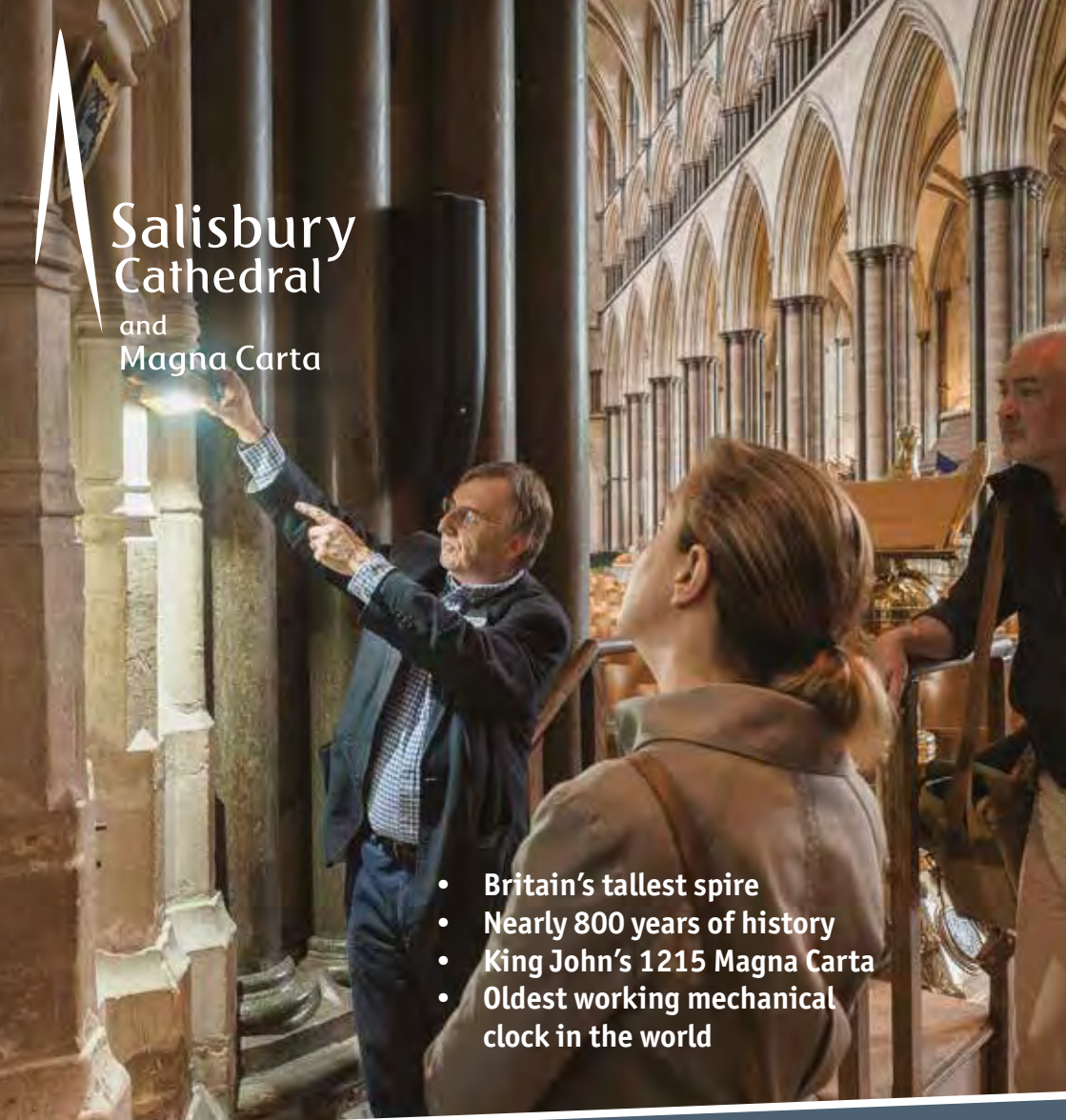
FROM LONDON ↙

F FROM YEOVIL & THE WEST COUNTRY ↙

FROM SOUTHAMPTON & PORTSMOUTH ↙

FROM BOURNE MOUTH & BLANDFORD ↑

G FROM SHERBORNE & SHAFTESBURY ↙

A photograph of the interior of Salisbury Cathedral. A man in a dark suit and glasses is pointing at a stone column with a flashlight. A woman in a brown jacket is looking up at the column. Another man is partially visible on the right. The cathedral's high vaulted ceiling and rows of columns are visible in the background.

# Salisbury Cathedral

and  
Magna Carta

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[groups@salcath.co.uk](mailto:groups@salcath.co.uk)

[www.salisburycathedral.org.uk](http://www.salisburycathedral.org.uk)