VISITWILTSHIRE LAUNCHES NEW 'SUSTAINABLE TRAVEL' TOWNS AND VILLAGES MAP FOR ENGLISH TOURISM WEEK

A new illustrated Wiltshire towns and villages map has been launched by VisitWiltshire in time for English Tourism Week (17th – 26 March), which aims to raise awareness, and encourage visitors to use sustainable means of transport when visiting the county's beautiful market towns and villages.

The pocket-sized **Time for Wiltshire Towns and Villages Map** is part of VisitWiltshire's tourism recovery campaign to encourage locals and visitors alike, to explore Wiltshire high streets; to help boost the county's tourism economy; and to encourage people to explore the whole of the county.

As well as providing a handy guide for visitors, the map highlights towns and village for visitors to explore, sustainable travel options by rail and locations of vehicle electric charging points in towns, plus things to see and do, places to stay, high quality food and drink as well as the year-round calendar of events, fairs, festivals and markets on offer.

It showcases 20 towns and villages that are proactively working with VisitWiltshire to attract visitors combining an eclectic mix of ancient history and modern attractions and amenities. Among the towns and villages featured are Malmesbury, reputed to be the oldest Borough in England, The National Trust village of Lacock home to historic Lacock Abbey and the cosmopolitan town of Marlborough.

Other highlights include Devizes and the nearby Caen Hill Locks, Salisbury, a Cathedral city of ageless beauty, Bradford on Avon, renowned for its stylish shops and restaurants, Corsham with its historic high street which featured in the popular series of Poldark and the downland of the Vale of Pewsey.

"Pre-pandemic Wiltshire towns, villages and businesses benefitted from £1.5bn visitor spend per annum, supporting 29,000 jobs. This has fallen by 30% and with a difficult year being forecast for tourism and hospitality businesses tourism campaigns like this are essential in helping the sector and Wiltshire high streets recover. The Towns and Villages Map illustrates there's so much that's new and exciting to discover beyond the well-known tourist attractions. It is a great way to show both potential visitors and those already in the county what's on offer and what makes Wiltshire special." said VisitWiltshire's Fiona Errington

"As part of our ongoing strategic focus for Wiltshire towns and villages we're noticing an increase in website traffic on these pages," added Fiona Errington.

"We can't wait to welcome visitors who want to discover all our beautiful town of Corsham has to offer. Everyone should make time to explore Wiltshire, and if they can do that in a sustainable way then what could be better?" said Sharon Thomas, Head of Community Services, Corsham Town Council.

Chris Lund from Great Western Railway added " Great Western Railway's Great West Way Discoverer pass is a great way of travelling in Wiltshire and beyond in a more sustainable way, by joining up rail and bus travel. The pass is available online or from GWR stations and prices start from just £27.50 for a one day pass."

The Time for Wiltshire Towns and Villages Map is available at Tourist Information Centres, accommodation providers, attractions, transport links, supermarkets/stores, coffee shops and libraries.

All Wiltshire guides and maps are available to download from the VisitWiltshire website www.visitwiltshire.co.uk/plan-your-visit/maps-and-guides.

For more inspiration go to www.visitwiltshire.co.uk/explore

For further information or to arrange a press visit please contact David Andrews DavidAndrews@visitwiltshire.co.uk Tel: 07435 788362.

Editors Notes:

 VisitWiltshire is the official Destination Management & Marketing Organisation for Wiltshire representing 500 partners. It is a public/private sector membership organisation. VisitWiltshire's priority is to grow the county's Visitor Economy by raising awareness of the destination and generating additional tourism visits and spend. Wiltshire's Visitor Economy currently generates an estimated £1.5billion and supports over 28,000 jobs

Images can be downloaded from our Flickr gallery via these links:

Wiltshire Towns - https://www.flickr.com/gp/129320754@N03/RDoGZi and Wiltshire Villages - https://www.flickr.com/gp/129320754@N03/m6Q2a6.

Photos may be used in print and/or online for the promotion of tourism to Wiltshire and any photos used must be credited to www.visitwiltshire.co.uk, unless otherwise stated in the title of the photo. Full terms and conditions can be found here.

For additional information on Wiltshire Towns please visit here.