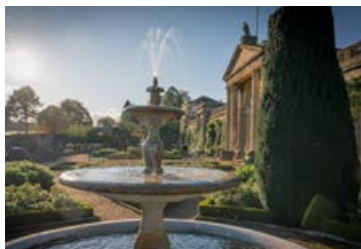


*It's time for...*

# Wiltshire

TRAVEL TRADE GUIDE



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

# Explore

## THE TIMELESS BEAUTY OF WILTSHIRE

### Ready to start planning your next group visit?

In Wiltshire, you'll find rolling open countryside and expansive views. With over 8,000 footpaths around the county there's always somewhere to stretch your legs off the beaten track! Get the most out of our spacious landscapes by going for a walk, exploring by bike, horse riding, fishing or golf!

Nowhere else in England has such a concentration of iconic sites as Wiltshire. For thousands of years, travellers have been in awe of their grandeur and magic. Now you can explore them and experience that same sense of wonder for yourself. Around a quarter of the Great West Way® - a touring route between London and Bristol, runs through the breathtaking landscape of Wiltshire. Along ancient paths

once used by druids, pilgrims and drovers. Through lush river valleys. Over rolling chalk hills. Amid ancient woodland. Past picturesque towns and villages.

Visitors can expect a particularly warm reception from accommodation providers across Wiltshire. Indeed, **Salisbury** has been welcoming visitors since 1227. As you discover attractions such as **Salisbury Cathedral and Magna Carta** and **Old Sarum** you'll uncover layer upon layer of history. Take time, too, to explore charming market towns of **Bradford on Avon**, **Marlborough** and **Corsham**. Stroll through the picturesque villages of **Lacock** and **Castle Combe**. Browse our independent shops. Treat yourself in our cafés, pubs and restaurants. Discover our breathtaking countryside, perfect for outdoor pursuits.

Whether you are a tour operator or a group travel organiser, an FIT professional or a specialist in small or large groups, Wiltshire is the perfect destination for your next day trip, short break or longer excursion. Just 90 minutes from London, an hour from the south coast, and two hours from the Midlands or Wales, it's easily accessible too.

Wiltshire is timeless wonders, timeless places, timeless pleasures and timeless nature. Morning mist swirling round prehistoric stone circles. Historic houses nestling in 'Capability' Brown parkland. Museums bursting with exhibits of national importance. Delicious local produce. Areas of Outstanding Natural Beauty.

Make this the year you discover them all for yourself. There's always time for Wiltshire.

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## Wiltshire at your fingertips

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

Get inspired for your next group visit - It's Time for Wiltshire.



Additional videos can be seen at [visitwiltshire.co.uk/videos](https://visitwiltshire.co.uk/videos)

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

**Front cover main photo:** Stonehenge **Bottom left to right:** Stourhead, Bowood House & Gardens, Longleat House **Back cover photo:** Wilton Windmill

## Get Social

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### Access for All

Wiltshire's countryside, towns and villages are 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/access-for-all](https://visitwiltshire.co.uk/access-for-all)

### GENERAL INFORMATION

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# Highlights

## TOP PICKS AND IDEAS

### MAKE TIME FOR WILTSHIRE

If you're looking for reasons to visit Wiltshire this year, we've highlighted some exciting places that can be included in themed programmes for your group tours and programmes.

### TRADITIONAL ORIGINAL

Visitors to Salisbury Cathedral and nearby Stonehenge are immersed in a journey through time, tradition, and ingenuity.

**Salisbury Cathedral**, with its majestic Gothic architecture, stands as a testament to centuries of craftsmanship and devotion. Inside, intricate carvings and awe-inspiring stained glass windows narrate stories of faith and community, preserving a rich cultural heritage.

**English Heritage's Stonehenge** offers a glimpse into the distant past, where ancient civilizations crafted a landscape of mystery and wonder. The colossal stone circles, meticulously aligned with celestial movements, evoke a sense of awe and curiosity, challenging visitors to ponder the ingenuity and significance of our ancestors.

Together, these iconic landmarks provide an enriching experience for groups, celebrating the timeless allure of England's historical and architectural treasures.



Stonehenge



Longleat



Bowood House &amp; Gardens

### SPECTACULAR STATELY HOMES & GARDENS

**Bowood House & Gardens in Calne and Longleat near Warminster** both bear the mark of industrious 18th-century master landscaper 'Capability' Brown.

#### Bowood House & Gardens Celebrate 50 years of Opening

Bowood House, home to the Lansdowne family since 1754, has a fascinating history and is surrounded by acres of 'Capability' Brown landscape and stunning gardens. 2025 is the 50th Anniversary of Bowood House & Gardens opening to the public. To celebrate there is a new exhibition focusing on how the attraction has evolved over the years and what's contributed to making Bowood what it is today. Great value group rates and benefits available.

#### Longleat House & Safari Park

There's never been a better time to explore **Longleat**. Visitors can learn about the incredible history of the Elizabethan House with expert guides, discover over 100 animal species that call Longleat home and enjoy a wide range of events throughout the year including Icons of the Sky and The Festival of Light. Don't miss the new Bat Cave which has now reopened with 42 Egyptian Fruit Bats for visitors to walk through. There's also the seven-strong family of Amur Tigers including four feisty cubs, in the Drive-Through Safari Park. Groups of 12+ can enjoy a 20% discount on tickets, plus a host of other benefits.

### THE BEAUTIFUL COTSWOLDS IN NORTH WILTSHIRE

Enjoy the beauty of the Cotswolds in North Wiltshire, a picturesque haven that combines the charm of rural England with vibrant market towns and villages. Known for its rolling hills, scenic countryside, and quaint stone cottages, you don't have to travel outside Wiltshire to explore this stunning natural beauty. Picturesque towns and villages that are great for groups include **Malmesbury, Corsham, Bradford on Avon, Marlborough**, and the stunning village of **Lacock Abbey Village and Fox Talbot Museum**. Please check Wiltshire's coach parking facilities before you travel.



Walking in the Cotswolds



# Special Interest TOURS AND PACKAGES



Salisbury Cathedral

## SALISBURY CATHEDRAL

**Salisbury Cathedral** offer a range of pre-booked specialist small group 'behind-the-scenes tours' such as Tower tours, Library tours, Stonemasonry Works Yard tours, Vestry tours and Graffiti tours. New tours include Magna Carta US Connections & Textile Treasures. Groups can also pre-book a guided tour of the Cathedral and/or an Introductory talk. Throughout the year visitors can enjoy a range of free, informal weekly demonstrations to find out more about the Magna Carta, medieval clock, stained glass windows, meet the stonemasons and vestments and vergers.

## REME MUSEUM EXCLUSIVE SPECIALIST TOURS

**The REME Museum** is a modern, interactive military museum that tells the story of the Royal Electrical and Mechanical Engineers. You can explore the 8 galleries on a self-guided basis or if you're looking for a more informative experience, there are a number of optional add-on experiences that can pre-booked for your group. These include:

- Guided tour of the galleries
- Behind-the-scenes viewing of the REME Archives
- Tour of our private hangar, home to the UK's largest collection of military repair and recovery vehicles.

## ENGLISH HERITAGE'S STONE CIRCLE EXPERIENCE

**Stonehenge's** Stone Circle Experience takes you up close to this world-famous monument. Learn the secrets of the stones from your knowledgeable hosts and experience the power and mystery of these ancient sarsens and bluestones for yourself. Visits last for an hour and take place in the early morning or evening, outside normal visiting hours. Groups of up to 52 people will be split into two groups for a guided tour of the inner stone circle before switching over for a guided tour of the outer henge area.



Stonehenge



REME Museum

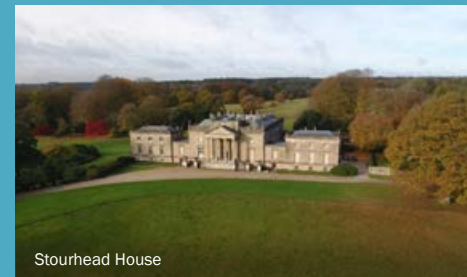
## EXPLORE WILTSHIRE'S NATIONAL TRUST PROPERTIES

### THE REGENCY ERA AT MOMPESSEON HOUSE

As part of the Jane Austen 250 anniversary celebrations this year, **Mompesson House** is focussed on the Regency Era with the house and collection reflecting this period in history, including information about the Portmans who lived at Mompesson House at this time. Open 11am - 4pm Friday to Tuesday. Pre-booked group tours available.



Mompesson House



Stourhead House

### BEHIND CLOSED DOORS TOURS AT STOURHEAD HOUSE

Visitors have the chance to visit areas of **Stourhead House** which are usually closed to the public, including the attic and basement storerooms. Tours take place before general opening between 10am - 11am and may cover multiple floors with many stairs. Group sizes 15 - 30 pax. Garden tours and catering packages can be included.



Bowood House

### BOWOOD HOUSE & GARDEN TOURS

**Bowood House & Gardens** is perfectly primed to welcome groups of 15 or more, with a variety of tours to suit all interests. To celebrate the 50th anniversary of Bowood's opening to the public, a new introductory talk 'The History of Bowood House & Gardens' is available (duration 20-30mins). Ideal for those groups who want something more than self-led but not as extensive as a 1-hour+ guided tour. There is also a 'Historic Parkland Tour' for those who are keen to explore the Pleasure Grounds including the Arboretum, Doric Temple, Cascade and Hermits Cave.

### LONGLEAT HOUSE GUIDED TOURS

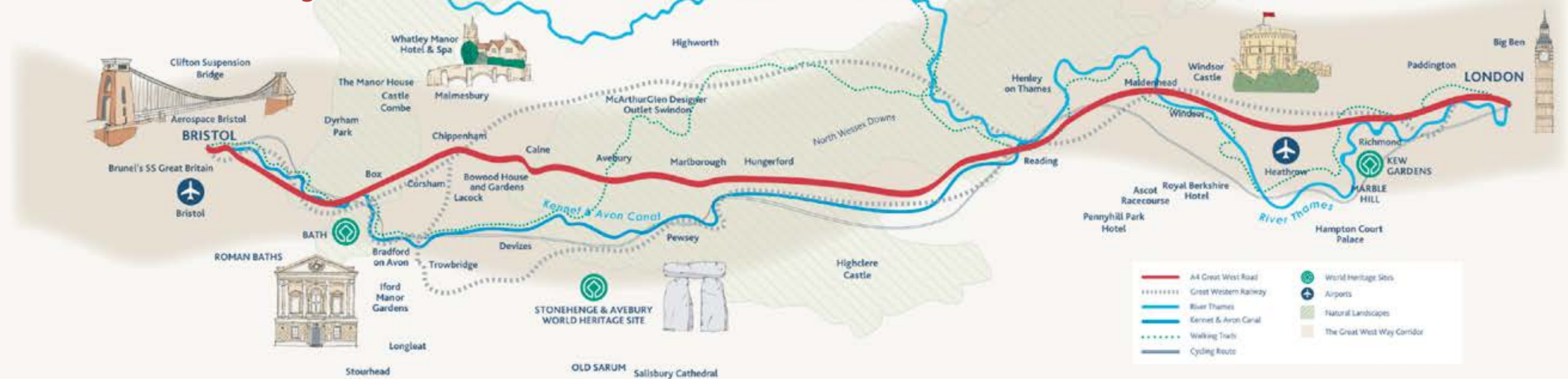
**Longleat House** is one of the best examples of Elizabethan architecture. Take a 1 hour guided tour with a knowledgeable house guide, which will give your group plenty of time to view some of the most exquisite rooms such as the Great Hall, the Libraries, the dining rooms and corridors. Following your house visit, groups are welcome to stroll through the formal gardens to the Orangery, built in 1807, and sit down to a delicious afternoon tea. Bespoke experiences are also available for smaller groups such as behind-the-ropes VIP tours of Longleat House and immersive VIP animal experiences.



Longleat House



# Journey Through the Great West Way®



Roman Baths

We invite you to explore the Great West Way. An exciting touring route combining the world-renowned with the yet-to-be-discovered. At one end is **London** with its royal sights and rich cultural heritage; at the other, elegant **Bath** and vibrant **Bristol**. Between lie lush green landscapes, characterful villages, and relaxing riverside towns.

There are many ways for your visitors to experience the Great West Way. They can travel by road, rail or water. On two feet or two wheels.

Stay in one place for a while, or move on every day – if you add in all the tempting trails and off-the-beaten-track detours there are 500 miles or more to explore.

Along the Great West Way are three **Natural Landscapes**: the Chilterns, the **Cotswolds** and the **North Wessex Downs**, and the **UNESCO World Heritage Sites** of **Stonehenge and Avebury**, **RHS Garden Wisley**, **Blenheim Palace** and **Bath**.

Visitors can enjoy canalside pubs and restaurants. Discover **Reading's** Museum and Abbey Quarter. Trawl **Hungerford's** antique shops and fairs. Take a pleasure cruise along the **Royal River Thames**.

Or unearth amazing archaeology at the **Roman Baths**. Stand on the site of the sealing of **Magna Carta** at Runnymede. Step aboard the last Concorde ever made at **Aerospace Bristol**. Enjoy a wine tour and tasting at **Bluestone Vineyard**. Watch the Changing of the Guard at **Windsor Castle**. Or explore one of the many National Trust properties along the route.

The Great West Way offers an extraordinary variety of English experiences. As visitors follow its twists and turns, they'll encounter the very essence of England. To make the most of all that the Great West Way has to offer, visitors will want to stay for a while and immerse themselves in local life. Accommodation options include quirky glamping sites, pretty country

B&Bs, cool city hotels... even stately homes and castles.

For international and domestic visitors alike, the Great West Way is easy to join and easy to follow. It passes by both Heathrow and Bristol airports. It's accessible for visitors travelling from the Channel ports and those already based in London. It will take them to places they've always dreamed of seeing, and secret spots that even some locals have yet to discover.

For suggested itineraries and bookable product go to **GreatWestWay.co.uk/traveltrade**



## Great West Way Discoverer pass

For an easy, hassle-free journey along the Great West Way, book a Great West Way Discoverer pass – with a choice of East, West and Global options, there's one that's right for you.

### What's included:

Unlimited Off-Peak train travel from London Paddington along the route to Bristol Temple Meads via Reading, with options to branch off towards Oxford, and Salisbury via Westbury (or London Waterloo to Salisbury with South Western Railway). It also includes unlimited bus travel on selected services along the route.

The Domestic pass is available as 1-day and 7-day options; the International pass as 3-day and 7-day options. Prices start from just £30.50 per person.

You can buy online at **GWR.com**, or from your local station. If you are travelling from overseas, international passes (similar to a BritRail pass) can be purchased online at **ACPRail.com** or via your travel agent.

So book a Great West Way Discoverer pass today and make the most of your Great West Way adventure. For further details see **GreatWestWay.co.uk** or go to **GWR.com**



# WILTSHIRE

## on the Great West Way®

Around a quarter of the Great West Way runs through Wiltshire. Past white horse carvings that have watched over the **Vale of Pewsey** for generations. Across rolling hillsides in the **North Wessex Downs**. Along routes that brought druids to **Stonehenge**, drovers to market, pilgrims to **Salisbury Cathedral**.

Many of Wiltshire's timeless towns and villages are within easy reach of the Great West Way. As well as being fascinating places to visit in their own right, they make excellent stopping off points for lunch along your journey. Marvel at **Bradford on Avon's** 14th century tithe barn. Visit the 'discovery' town of **Calne**. Seek out the wealth of historic buildings in **Chippenham**. Follow the peacocks that roam freely in **Corsham**. Discover the rich heritage of Georgian houses in **Devizes**. Wander around the National Trust village of **Lacock**. Explore hilltop **Malmesbury**, England's oldest borough. Or stroll through the handsome former staging post of **Marlborough**. **Swindon** is renowned for its entertainment and leisure opportunities; **Trowbridge** for its unique industrial architecture.

Much of the Great West Way's appeal lies in its extraordinary variety. The **Stonehenge and Avebury World Heritage Site** may well feature on your itinerary. But allow time to discover Wiltshire's lesser known attractions too: relax aboard a narrowboat on the **Kennet & Avon Canal**; 'drive' a train simulator at **STEAM - Museum of the Great Western Railway**;



explore the interactive immersive displays at the **REME Museum**; stroll around 'Capability' Brown parkland at **Bowood House & Gardens**; discover the natural beauty of tropical butterflies at **Studley Grange Garden and Leisure Park**; How about a visit to The National Self Build & Renovation Centre (NSBRC), Swindon, the UK's only permanent venue for independent homebuilding, offers advice & support, and a series of shows and themed workshops. Pre-book a group visit to Carvers Hill Estate, near Marlborough, for a tour of the vineyard and winery. Take a pit stop to grab a bargain and shop till you drop at **McArthurGlen Designer Outlet** Swindon. Within easy reach of the Great West Way is **Longleat** - take a stroll on the wild side in the **Safari Park** or book a tour of **Longleat House**. Also within easy reach of the route is the medieval city of Salisbury which has so much to offer. Take a tower tour at **Salisbury Cathedral** and wander around the beautiful Cathedral Close.

Afternoon tea is an English institution, and where better to sample a sumptuous spread than at the Parade

House, Trowbridge, where you can pre-book an afternoon tea and a tour at this quintessential English Georgian residence. Additionally afternoon tea is serviced at **The Angel Hotel**, Chippenham, **Legacy Rose & Crown**, Salisbury, **The Old Bell Hotel**, Malmesbury, or **The Bridge Tea Rooms**, Bradford on Avon. An authentic English pub experience is equally hard to beat. So allow time to settle down at one of Wiltshire's many traditional inns. For Great West Way overnight stays, you'll find B&B, self-catering, farm stay, glamping and hotel options aplenty.

Rail connections are excellent, linking Wiltshire with London's Paddington and Waterloo stations at one end, Bristol and Bath at the other. Within 90 minutes, or less, of leaving the capital visitors can be here, enjoying authentic English experiences and creating lasting memories.

Find out more at **GreatWestWay.co.uk/plan-your-way/wiltshire**





# SUGGESTED Itineraries

## Jane Austen 250 IN WILTSHIRE AND BEYOND

2025 marks 250 years since this remarkable author was born and throughout her life she travelled and visited Wiltshire. These locations inspired the authors work and have been brought to life in film and tv adaptations of her books. Today, visitors can follow in the footsteps of Jane Austen to explore for themselves.

### DAY 1

**AM:** Explore the market town of **Bradford on Avon** with a walking tour along the River Avon and Kennet & Avon Canal. The town is full of character with meandering alleyways, small weavers' cottages, Georgian architecture and clothiers' houses. Check out the medieval Tithe Barn and a Saxon Church a truly ancient place of worship. Stop for refreshments at **The Bridge Tea Rooms** – with waitresses in costume and delightfully delicious tea and cakes!

**PM:** Travel a short distance to **Trowbridge** to visit **Parade House**, a beautifully furnished Grade 1 Listed Georgian Townhouse. Pre-booked visits include a tour of the Regency themed rooms and a 'Bridgerton style afternoon tea experience' in the Ballroom. Requested experiences include costumed performances by Jane Austen Dancers and Georgian/Regency costume hire.

**Overnight:** For individuals or small groups at **The Old Bell Hotel**, Warminster - a charming 14th century coaching Inn.

### DAY 2

**AM:** **National Trust's Stourhead House & Gardens**, has a breathtaking 18th century landscape garden and Palladian mansion with lakeside walks, grottoes and classical temples. It was the filming location for the *Pride & Prejudice* adaptation, where Darcy made his first unsuccessful proposal to Elizabeth at the folly - Temple of Apollo - in the pouring rain.

**PM:** Visit **Salisbury** with its famous Cathedral - and a city of timeless beauty and fascinating history, that has been welcoming travellers since 1227. **Salisbury Cathedral** has the tallest spire in Britain, the oldest working clock in Europe and the world's best preserved original Magna Carta. The Cathedral Close is home to many attractions including **Mompesson House**, an 18th Century townhouse with magnificent plasterwork, fine oak staircase, period furniture and



- Bradford on Avon
- Bridge Tea Rooms
- Parade House
- Stourhead House & Gardens
- Mompesson House
- Salisbury Cathedral
- And beyond to Jane Austen Centre, Bath, Winchester, Hants.

3+  
DAYS

important collection of drinking glasses and a tranquil walled garden. The house was one of the major locations for the 1995 film adaptation of *Sense and Sensibility*, where it featured as Mrs Jennings' London townhouse.

**Overnight:** Salisbury area – **Legacy Rose & Cown, Holiday Inn Salisbury Stonehenge, The Stones Hotel** or **Milford Hall Hotel**.

### DAY 3

Journey beyond Wiltshire to explore where Jane Austen lived in Hampshire and her final resting place in Winchester. You may also wish to extend your itinerary to visit the **Jane Austen Centre in Bath** and the **Jane Austen Festival** running from Fri 12 - Sun 21 Sept 2025 and Fri 11- Sun 20 Sept 2026. Check out the full Great West Way Jane Austen suggested itinerary.



Jane Austen Walk

## Swindon EXPECT THE UNEXPECTED

### DAY 1

**AM:** Spend the morning at **STEAM – Museum of the Great Western Railway**, housed in the Grade II listed buildings of Brunel's former railway works.

**Lunch:** Various options at **McArthurGlen Designer Outlet**.

**PM:** Avid shoppers can hunt for bargains at **McArthurGlen Designer Outlet**, on the same site as STEAM, where over 100 stores sell a range of designer and high street labels at discounts of up to 60%. While train buffs can continue the steam theme at Swindon & Cricklade Railway, nearby.

**Overnight:** Stay at Lydiard Park Hotel, Swindon

### DAY 2

**AM:** Visit the historic **Lydiard House Museum and Park**. Stroll around the 18th century walled garden and formal parkland, then tour elegant staterooms in the magnificent Palladian house.

**Lunch:** Swindon area.

**PM:** Be transported to the tropics as you take a magical



- STEAM Museum
- McArthurGlen Designer Outlet
- Swindon & Cricklade Railway
- Lydiard Park
- Studley Grange Garden & Leisure Park
- REME Museum

2  
DAYS

walk through hundreds of the world's most beautiful butterflies at **Studley Grange Garden and Leisure Park**. Meet otters, goats, meerkats and more in the outdoor Animal Paddock. Or browse the Garden Centre for green fingered enthusiasts. Time permitting, take a detour to **REME Museum** in Lyneham to discover the history of the Royal Electrical and Mechanical Engineers.

**Overnight:** Swindon area.

## Magnificent INDUSTRIAL HERITAGE

### DAY 1

**AM:** Your tour begins in Wiltshire's county town of Trowbridge, where 1,000 years of the woollen cloth industry left a rich architectural legacy.

**Lunch:** Pre-book a group tour and lunch at Parade House, Trowbridge.

**PM:** In its textile production heyday, **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 above.

**Overnight:** **Woolley Grange Hotel**, Bradford on Avon

### DAY 2

**AM:** Owing its former prosperity to the wool trade, honey-coloured **Corsham** makes a great stopping off point on your journey to Malmesbury, where you can uncover the history of fine lace making at the Athelstan Museum.

**Lunch:** Swindon.

**PM:** On arrival in Swindon, step back in time at **STEAM – Museum of the Great Western Railway**.

**Overnight:** Swindon or Devizes areas.



- Trowbridge
- Bradford on Avon • Corsham
- STEAM Museum
- Kennet & Avon Canal
- Crofton Beam Engines
- Wilton Windmill • The Merchant's House

3  
DAYS

### DAY 3

**AM:** Take to the Kennet & Avon Canal for a relaxing narrowboat trip, or stroll along the towpath beside the impressive flight of locks at Caen Hill.

**Lunch:** Devizes or Marlborough areas.

**PM:** Visit The Merchant's House in Marlborough before heading to the nearby Crofton Beam Engines to discover magnificent 200-year-old working steam engines. On Sundays and Bank Holiday Mondays you can also visit Wilton Windmill nearby.

## Wiltshire's TIMELESS WONDERS

### DAY 1

**AM:** Along with Avebury and other associated monuments, iconic **Stonehenge** forms part of Wiltshire's World Heritage Site and is a great place to begin your day. Be sure to take in Stonehenge visitor centre for outstanding exhibitions setting the monument in its historic context. Or pre-book a tour with one of our local guides (see page 16).

**Lunch:** Amesbury or Salisbury areas.

**PM:** Head to **The Salisbury Museum** – home to 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 – to discover more of the World Heritage Site's story.

**Overnight:** Amesbury Area - **Holiday Inn Salisbury Stonehenge**.

### DAY 2

**AM:** Keep an eye out for Wiltshire's famous White Horses, carved into the rolling chalk hillsides, as you travel north. At the heart of a prehistoric complex in the North Wessex Downs, today's first stop is at



- Stonehenge • The Salisbury Museum
- White Horses • Avebury
- Silbury Hill • West Kennet Long Barrow
- Wiltshire Museum

**Avebury.** Explore the stone circle itself, the largest in the world, then take a stroll around the charming village. While you are here, be sure to visit the Alexander Keiller Museum and Avebury Manor & Garden. Other unique sites in the area include mysterious Silbury Hill, the largest man-made mound in Europe, and West Kennet Long Barrow, one of Britain's largest Stone Age burial sites.

**Lunch:** Calne or Devizes areas.

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

## Breathtaking HOMES & GARDENS

### DAY 1

**AM:** Your day begins in medieval Malmesbury. Visit the magnificent Malmesbury Abbey and take a stroll around the independent shops in this pretty Cotswold village.

**Lunch:** **The Old Bell Hotel, Malmesbury.**

**PM:** On to the magnificent pastoral landscape at **Bowood House & Gardens**, created by master landscaper 'Capability' Brown.

**Overnight:** Best Western Angel Hotel, Chippenham.

### DAY 2

**AM:** On to delightful **Iford Manor Gardens**, where romantic grounds evoke an Edwardian version of Tuscany.

**Lunch:** The Bridge Tea Rooms, Bradford on Avon.

**PM:** Choose between the famous 18th century gardens at **Stourhead**, with their lake and classical temples. Or **Longleat**, where the impressive Elizabethan house is surrounded by 900 acres of stunning 'Capability' Brown landscape.

**Overnight:** **Old Bell Hotel** Warminster



- Bowood • Iford Manor Gardens
- Stourhead • Longleat • Larmer Tree
- Westonbirt, the National Arboretum

### DAY 3

**AM:** Cross Cranborne Chase to visit the extraordinary Victorian gardens at Larmer Tree, recognised as a Garden of National Importance.

**Lunch/Afternoon Tea:** Salisbury.

**PM:** For those with more time, visit Westonbirt, the National Arboretum who are just across the county border in the Cotswolds.

## Top Film & TV

### LOCATIONS IN WILTSHIRE

Wiltshire's rolling hills, breath-taking landscapes and historic, cottage-lined villages make it a favourite location for film and TV producers. Offering the perfect backdrop for the big screen, Wiltshire has taken centre stage in a whole range of recognisable shows over the years, from Sci-Fi adventures to period drama classics.

### DAY 1

**AM:** Visit **Castle Combe**, often said to be the 'prettiest village in England' and a favourite with tv and film makers. These include Dr Thorne, War Horse, The Wolf Man, Stardust and Dr Dolittle.

Travel to the nearby historic market town of **Corsham**, which was not only used to create the perfect backdrop for BBC series, Poldark but most recently it was transformed into Cotchester, in the Disney+ hit series Rivals, based on Jilly Cooper's best-selling novel.

**PM:** Continue your journey to **Lacock Village, Abbey & Fox Talbot Museum**. This has been a popular go-to location for historical films and dramas, which include Downton Abbey, Pride and Prejudice, Wolf Hall, The White Princess, The Wolfman, The Other Boleyn Girl, Dr Thorne and Cranford. The iconic Abbey was the Tudor home of the Talbots and its dramatic Gothic architecture is most notably in the Harry Potter films, where its interior appeared as the Potions and Dark Arts classrooms at Hogwarts!

**Overnight:** **Best Western Angel Hotel**, Chippenham

### DAY 2

**AM:** Visit **Bowood House & Gardens**, near Calne, which has starred in a number of period dramas. It was a filming location for ITV's Sanditon, an Estate cottage was featured in the Downton Abbey film and the parkland featured in Poldark.

**PM:** Travel on to **Bradford on Avon**, where the the Barn and surrounding areas were used in the filming of BBC's Wolf Hall and Robin Hood of Sherwood. The town was also used in the filming of Creation, The White Princess and the Downton Abbey film.

The nearby Iford Manor Gardens is a romantic, award-winning gardens which featured in the latest film adaptation of The Secret Garden.

**Overnight:** **Woolley Grange Hotel**, Bradford on Avon or **The Old Bell Hotel**, Warminster

### DAY 3

**AM:** Visit **Longleat House & Safari Park** which has been used for a number of popular tv and film productions including the Bollywood production of Mohabbatein and is the location for the BBC's Animal Park series. The House also featured in Rosamunde Pilcher's The Four Seasons.

- Castle Combe
- Corsham
- Lacock
- Bowood House & Gardens
- Bradford on Avon
- Iford Manor Gardens
- Longleat
- Stourhead
- Stonehenge
- Salisbury Cathedral
- Mompesson House



**PM:** Journey onto **Stourhead**, where the magnificent gardens were used for the filming of Pride and Prejudice where Lizzie initially rejects Darcy's proposal of marriage.

If time allows heard to **Old Wardour Castle**, where these medieval ruins have featured in Robin Hood: Prince of Thieves, although. The Castle looks slightly more intact on screen due to special effects!

**Overnight:** **Holiday Inn Salisbury Stonehenge**

### DAY 4

**AM:** Take a drive through **Salisbury Plain** where the wide expanses have been used as a filming location in Sam Mendes' blockbuster war film 1917, and for an epic motorbike chase in James Bond film No Time To Die.

**PM:** Explore **English Heritage's Stonehenge**, known worldwide for its prehistoric tales and orientation on the rising and setting sun. It has appeared in many productions such as Thor: The Dark World (2013), Doctor Who (2010), Transformers: The Last Knight (2017) and Tess of the D'Urbervilles (2008), are among the most popular.

**Overnight:** **Salisbury hotels eg. Legacy Rose & Crown, Milford Hall Hotel, Stones Hotel**

### DAY 5

**AM:** Visit **Salisbury Cathedral**, which was the inspiration behind the Ken Follet's Pillars of the Earth. With its awe-inspiring Gothic architecture, it has also featured prominently in historical dramas, such as The Other Boleyn Girl and Netflix series The Crown and Elizabeth: The Golden Age. The cloisters have featured in TV drama based on Philippa Gregory novel, Spanish Princess.

**PM:** Walk across the Cathedral Close to explore **Mompesson House**, which was the home of Mrs Jennings in Sense and Sensibility.

Find out more **Wiltshire's film and TV locations**



# 10 top reasons TO VISIT WILTSHIRE

Avebury Stone Circle

With so much to see and do around the county, whether you're planning your first visit to Wiltshire or your twenty first, you're sure to find new stories around every corner. Here are some suggestions for making the most of your time here:



Kennet &amp; Avon Canal

- The medieval city of Salisbury with its ageless beauty and captivating history, Salisbury Cathedral boasts Britain's tallest spire and best preserved original 1215 Magna Carta. Whilst the Cathedral Close is home to The Salisbury Museum, The Rifles Berkshire & Wiltshire Museum, Mompesson House and Arundell's the home of former Prime Minister Sir Edward Heath.



Magna Carta

- Among Wiltshire's many timeless villages, the stars of the show are the film-makers favourites of **Lacock** and **Castle Combe**; the perfect places to journey back in time.



Marlborough

- Steeped in history and mystery, no visit to Wiltshire would be complete without taking in **Stonehenge** and **Avebury**; two inimitable stone circles; one outstanding **World Heritage Site**.

- With miles of ancient drove roads and uncrowded country lanes, almost half of Wiltshire's breathtaking countryside falls within **National Landscapes** – rural England at its very best.

- Among Wiltshire's most iconic views are the **White Horses** carved into its chalk hillsides. Keep an eye out for them as you travel around.

- Wiltshire has characterful market towns aplenty. **Bradford on Avon**, a honey-coloured gem. **Calne**, where the English technique of producing ham and bacon was invented. **Corsham**, whose historic high street

starred as Truro in BBC's *Poldark*. Stylish, cosmopolitan **Marlborough**, a handsome former staging post. **Swindon** with its excellent range of leisure opportunities.

- Creativity is at the heart of the Wiltshire experience. Here you'll find inspirational **festivals, events and entertainment**, all year round.

- The **Kennet & Avon Canal** stretches across the centre of the county, offering a range of ways to appreciate Wiltshire's timeless scenery. Walk or cycle along the

towpath, take to the water in a canoe, or relax on a soothing narrowboat cruise.

- Wiltshire offers a **great all-round shopping experience**, with designer brands and high street names, independent outlets and shopping malls, farm shops and markets.

- To make the most of all that Wiltshire has to offer, it's well worth staying a night or two – you'll find a great range of **group-friendly accommodation** to choose from.



Salisbury Cathedral



Alton Barnes White Horse



Woodford Valley



# Great Days Out



Longleat House and grounds



East Terrace Bowood House

Whether you're here for a day, a weekend or longer, no visit to Wiltshire would be complete without experiencing our timeless wonders. Visit **Salisbury Cathedral**, home to the tallest spire in Britain it also houses the finest of four original 1215 **Magna Carta** manuscripts. Shrouded in mystery with a magnetism that has drawn people to them for thousands of years, **Stonehenge** and **Avebury** are equally breathtaking – two monolithic stone circles within one outstanding **World Heritage Site**.

Other unmissable attractions include stately homes and gardens such as **Bowood**, **Iford Manor**, **Stourhead** and **Longleat**.

Visitor can explore the English Heritage sites including **Old Sarum**,

which evolved from a Neolithic community into the original site of Salisbury and the impressive **Old Wardour Castle**.

In addition to **Stourhead** and **Avebury**, there are many other National Trust sites to visit for a great day out, such as **Lacock Abbey** and **Fox Talbot Museum** and **Mompesson House** in Salisbury.

You can combine super-friendly animals with wine appreciation at **Cholderton Rare Breeds Farm Park** and **Bluestone Vineyards**. Take a walk on the wild side at **Studley Grange Garden and Leisure Park**. And watch inspiring bird of prey displays in beautiful woodland and wildflower at the **Hawk Conservancy Trust**.

There are plenty of museums to visit for a great day out. Learn about army history at **REME Museum** - a modern, interactive military museum that tells the story of the Royal Electrical and Mechanical Engineers. Or discover Wiltshire's industrial heritage at **STEAM Museum of the Great Western Railway** which narrates the history of all involved in building, operating, and travelling on this pioneering train network.

Many museums and attractions offer welcome introductory talks for groups as well as behind the scenes, guided or self-guided special interest group tours and talks. Visiting groups should enquire with individual attractions to pre-book indicating length of visit required as many can be tailored to suit specific requirements. Minimum and maximum numbers apply and groups may be split.

It is also worth enquiring directly with attractions for exclusive offers for group visits including discounted prices, commission rates, fast track entry and refreshment vouchers or add on catering options.

For further ideas and inspiration go to: [visitwiltshire.co.uk/groups](http://visitwiltshire.co.uk/groups)



Old Sarum



Old Wardour Castle



STEAM Museum of the Great Western Railway





# LONGLEAT



# Step back in time

## INTIMATE GROUP TOURS AT LONGLEAT

**Legendary author Jane Austen could have been one of the many day-trippers who visited Longleat in Wiltshire as practices in place at the estate when she was alive do feature in her novels.**

Day visitors were invited to sign their name in a book and an early entry has recently been identified as that of Jane Austen's nephew, the Rev. J.E. Austen, who later wrote the first major biography of her life, *A Memoir of Jane Austen*, 1870.

2025 is 250 years since the author was born and the Longleat archives show the fashionable Regency pursuit of visiting a grand country house and grounds described in *Pride and Prejudice* was flourishing at Longleat where the 2nd Marquess

was one of the first to open his front door to well-to-do local people.

A variety of intimate guided tours of Longleat House are available for groups, including the incredible libraries, ground and first floors, including State Rooms. Self-guided tours of the ground floor of Longleat House are included in the Longleat



Day Ticket from 1 February, and House & Gardens only tickets are exclusively available for groups.

For the full story please visit [Longleat.co.uk/news](https://longleat.co.uk/news)

Contact the dedicated groups team at Longleat, to discuss bespoke tours and experiences available [groups@longleat.co.uk](mailto:groups@longleat.co.uk)



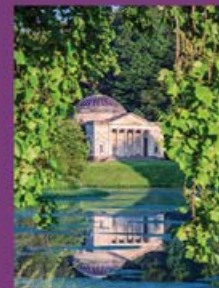
National  
Trust



## Stourhead, Wiltshire

18th-century Palladian Mansion and world-famous landscape garden, described as '*a living work of art*'.

**Group discounts and bespoke tours available**



[nationaltrust.org.uk/stourhead](https://nationaltrust.org.uk/stourhead)

01747 841152



# Report for Duty

## FOR A GREAT DAY OUT



Located just outside MOD Lyneham in north Wiltshire, the REME Museum offers an opportunity to uncover the fascinating history of military engineering. Awarded the VisitEngland Gold and Welcome accolades in 2023 and 2024.

Since 1942, REME have been "keeping the punch in the Army's fist" by making sure that the British Army's cutting-edge equipment is battle-ready.

The REME Museum's interactive galleries feature everything from rare recovery vehicles to a tiny toothbrush made by a Prisoner of War. Starting on the beaches of Normandy, journey through time and uncover tales of skill, innovation and bravery. From the REME Officer who saved Volkswagen from the ruins of war, to the intrepid mechanic who powered the first overland crossing of Antarctica.



Exciting new displays are added year on year. Now, discover the story of Corporal Miller and how he earned the Conspicuous Gallantry Cross, the highest gallantry medal awarded to a REME soldier in combat and the only one of its kind. Plus, explore temporary exhibition 'Corps Connections' celebrating the uniqueness of REME's 'sister' corps all around the world.

Leave time to explore the 'Dig for Victory' vegetable patch, wildlife garden and RAF Lyneham memorial garden. Or plan your visit on a special event day, like Wartime Britain: VE Day 80 or our Model Show, check online for details.

### Group Exclusives

You can choose to add-on one of the following experiences as part of a group visit:

- Guided tour of the galleries
- Behind-the-scenes viewing of the archives
- Tour of the Reserve Vehicle Collection private hangar

### Fully Equipped

The museum strives to be fully accessible and meet every visitor's needs. Get in touch if you have specific access requirements.

Re-fuel at Crown's Café, the museum's not-for-profit café on-site. All diets can be catered for and a sit-down meal can be arranged in the Conference Room.

Free public WiFi throughout the museum building and grounds. Dedicated coach parking with drop-off outside the museum entrance. Coach drivers get free entry.

Book your visit by email at [enquiries@rememuseum.org.uk](mailto:enquiries@rememuseum.org.uk) or call **01249 894869**.

Find out more at [www.rememuseum.org.uk](http://www.rememuseum.org.uk)



### DISCOVER MORE AT BOWOOD

Our best season yet, something new to discover every visit.

*Celebrating our 50th Anniversary*



House & Gardens

Garden Tours | Woodland Garden | Guided Tours & Group Rates

NEW for 2025, opening of the Walled Garden  
between 12:00 - 16:30.

Open dates: 1st April - 2nd November 2025.

Another must see is Bowood's Woodland Garden a separate attraction on the Bowood Estate, only open for six weeks. Covering over 30 acres, this garden is an oasis of bluebells, azaleas, magnolias, and rhododendrons. Either begin or conclude a visit to Bowood House & Gardens in the Spring.

**Visit: [BOWOOD.ORG/GROUPVISITS](http://BOWOOD.ORG/GROUPVISITS)**

## INSPIRING GROUP VISITS

World-class flying displays set against the backdrop of beautiful woodlands and a wildflower meadow.

Exclusive group discounts and benefits

Light and spacious 120-seat restaurant

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## Immerse yourself in the fascinating story of British Army flying by visiting a local hidden gem.

The Army Flying Museum sits adjacent to the Army Air Corps Airfield at Middle Wallop, just 20 minutes from Salisbury, and offers access and affordability to visitors; pay for admission once, and you will receive free entry to the Museum for a whole year.


The Museum houses the impressive journey of British soldiers in the air from the pioneering days of balloons and kites to the Glider Pilot Regiment landing at Arnheim, right through to modern helicopter operations. Visitors are frequently surprised at the volume of artefacts, medals, fixed wing and rotary aircraft. Imaginative displays with a clever use of interactives provide for fascinating insight into the history of British Army aviation.

For front row seats of these aircraft in action, visit the Museum's Apache Café. Overlooking the active airfield, and open daily, this is an excellent spot to enjoy a bite to eat or drink, whilst admiring all manner of aircraft.


The Museum offers a packed event programme and free creative activities for children at all the school holidays alongside a regular event programme of lectures, concerts and family friendly events.



The Army Flying Museum is open daily from 9am to 4pm.  
For more information visit [www.armyflying.com](http://www.armyflying.com)



## Salisbury Cathedral Tower Tour



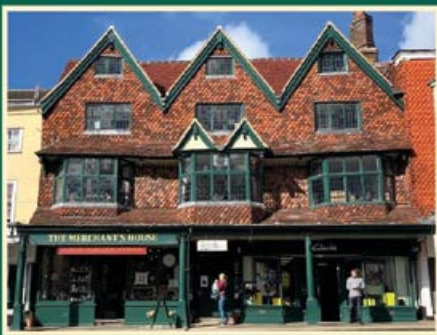
For special group rates:  
[groups@salcath.co.uk](mailto:groups@salcath.co.uk) | 01722 555 120

### A glorious restoration of a 17th century silk merchant's house.

Guided tours 60-90 minutes, can tailor to requirements and schedules. Specialist guides available for art, architecture and local history groups or self-guided tours. Large groups accommodated

*On the historical High Street, an ideal place to visit when coming to Marlborough.*

[www.themerchantshouse.co.uk](http://www.themerchantshouse.co.uk)  
01672 511491 [visits@themerchantshouse.co.uk](mailto:visits@themerchantshouse.co.uk)  
132 High Street, Marlborough, SN8 1HN



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[www.studleygrange.co.uk](http://www.studleygrange.co.uk) SN4 9QT



## STEAM

[www.steam-museum.org.uk](http://www.steam-museum.org.uk)



STEAM - Museum of the Great Western Railway  
Fire Fly Avenue  
Swindon  
SN2 2EY

## OLD SARUM

### EXPLORE A LOST CITY

Stand in the footprint of the original Salisbury Cathedral

Search 'Old Sarum' to book your visit



English Heritage

Step into England's story

## STONEHENGE

A place of ancient mystery

Search 'Stonehenge' to book your visit



English Heritage

Step into England's story

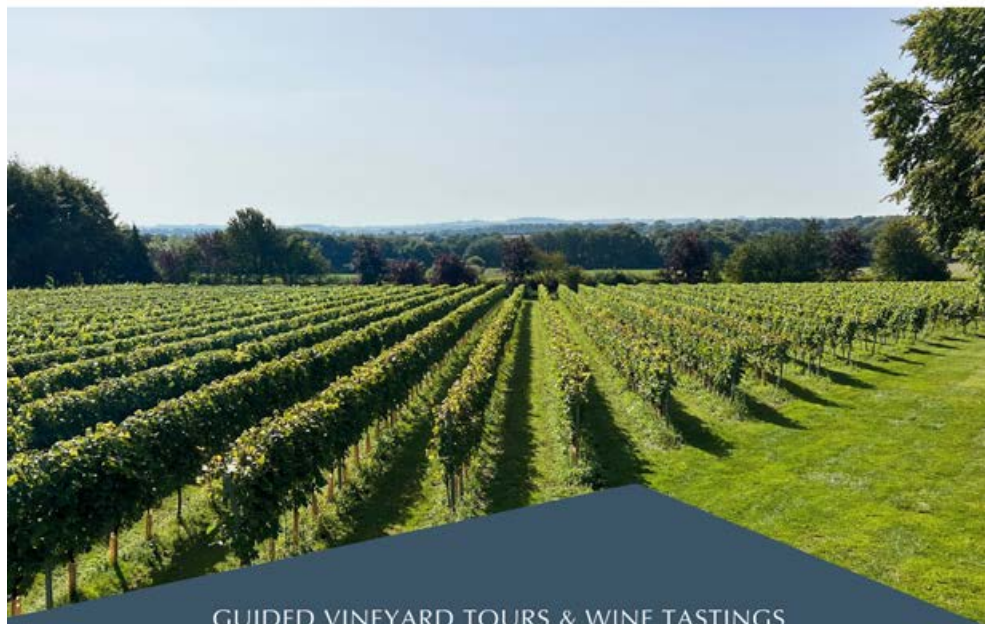




STONEHENGE: 5 MILES | 8 MINUTES  
 SALISBURY: 10 MILES | 15 MINUTES  
 BATH: 42 MILES | 60 MINUTES  
 SHAMPTON: 40 MILES | 50 MINUTES  
 LONDON: 80 MILES | 90 MINUTES



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# Activity and Arts

## Timeless pleasures to enjoy today

From international festivals to theatrical events and award-winning museums to independent galleries, Wiltshire is rich in both arts and culture.

**Wiltshire Creative** is at the forefront of arts and performance in Salisbury with two venues, the Arts Centre and Playhouse, and a Festival. **Salisbury Arts Centre** offers comedy, music and family events within the beautiful setting of a deconsecrated church. **Salisbury Playhouse**, one of the UK's leading producing theatres, has a national reputation for home-grown work of the highest quality. Its busy programme ranges from plays to pantomimes, and spoken word. Both venues host events as part of the **Salisbury International Arts Festival** which takes creativity out into the streets and open spaces of Salisbury. Add an element of culture to your tours with discounts of up to £6 off top price tickets for groups of 20+.

Salisbury is also home to **Fisherton Mill**, the largest independent art gallery in the Southwest with a treasure trove of amazing artwork, studios, café and shop.

The **Wiltshire Music Centre** in Bradford on Avon hosts regular concerts in its 300-seater hall attracting internationally renowned musicians. The **International Street Festival and Carnival** in Devizes, includes a confetti battle and carnival parade as well as lots of

street theatre. The **Pound Arts Centre** in Corsham offers a wide variety of performances and their annual festivals, Blue Sky Festival & Magic and Mayhem Festival. Whilst **Parade House** in Trowbridge, houses antiques and costume exhibitions, as well temporary gallery shows and a luxury 24-seat cinema showing the best in classic and independent cinema each week.

To find out more about art & cultural events and exhibitions at [www.visitwiltshire.co.uk/whats-on](http://www.visitwiltshire.co.uk/whats-on)

**WILTSHIRE CREATIVE**

Wiltshire Creative is an arts and education charity that provides high quality entertainment, events and experiences to Salisbury and beyond.

Enjoy special group rates for bookings of 10 or more.

**SALISBURY PLAYHOUSE**

**SALISBURY ARTS CENTRE**

**SALISBURY INTERNATIONAL ARTS FESTIVAL**

[wiltshirecreative.co.uk](http://wiltshirecreative.co.uk) | 01722 320 333

Follow us @wiltcreative



Salisbury Arts Centre



# Celebrate the Seasons in Wiltshire

Each season brings its own joys in Wiltshire, from the budding promise of spring through the languid days of summer, the crisp colour of autumn to the sparkle of winter. Let's take a look at how visitors can enjoy every time of the year. For specific events and festival dates and details please take a look at [www.visitwiltshire.co.uk/whats-on](http://www.visitwiltshire.co.uk/whats-on)

## Spring

The first signs of spring are often snowdrops, shortly followed by daffodils. The grounds of Lacock Abbey usually come to life with clusters of snowdrops during February. Top places to see daffodils include, **Stourhead**, Westonbirt, and all round the beautiful countryside including **Marlborough Downs**, Wylde Valley in between Salisbury and Bath and Cranborne Chase and West Wiltshire Downs **Natural Landscape**.

Bluebells are one of the later signs of spring to arrive and these can be seen in West Woods near Marlborough, Lower Moor Farm, Bluebell Wood near Old Wardour Castle, Grovely Wood near Wilton. Also look out for snakeshead fritillaries at North Meadow near Cricklade.

Marlborough downs



If its baby animals you're after, **Cholderton Rare Breeds Farm** and **Studley Grange** all welcome visitors to see their new born animals which often include chicks, bunnies, lambs and piglets. For something more exotic, take a trip on the wild side to **Longleat** to see baby monkeys in the Safari and many of the smaller animals in Animal Adventure or visit the **Hawk Conservancy Trust** to see world-class bird of prey flying displays.

Head to Melksham for a family friendly town festival with music, food vendors and entertainment. Enjoy a selection of gins at the Chippenham gin festival plus family fun and the Highworth May Day includes traditional Morris dancing. So, there's plenty to whet your appetite.

**Salisbury International Arts Festival**, produced by Wiltshire Creative, features a diverse programme of music, theatre, dance, spoken word, family and free events.

Corsham's Walking Festival caters for a wide range of walking enthusiasts and abilities walks vary in distance from 1.5 to 16.5 miles that go from Easy through Moderate to Challenging.



## Summer

Summer is the time for that great British tradition, a picnic. From a rainbow of tulips to clouds of fragrant roses, or the spectacular abundance of high summer borders, your group can enjoy a relaxing and inspirational exclusive visit to **Iford Manor Gardens**.

Take a visit to the nearby **Bridge Tea Rooms** for delicious teas with homemade cake served by waitresses in Victorian dress – perfect for a quintessential English day out. Get hands-on at some of our museums and join in with some of our fabulous festivals and events taking place during the summer months including **Devizes International Street Festival and Carnival** and **Malmesbury Carnival and Festival**.

Bradford on Avon Food and Drink Festival celebrates everything that is wonderful about food and drink, whilst the Chalke Valley History Festival is the largest festival in the UK dedicated entirely to history.

## Autumn

Visit Wiltshire's houses and gardens for stunning autumn colour. Top destinations for autumn colours include **Stourhead's** vistas highlighted with burnished leaves; Savernake Forest, North Wessex Downs, where visitors can look out for the Big Belly Oak; the parkland at **Bowood House & Gardens**, and the internationally important Westonbirt, The National Arboretum.

Check the website for up-to-date details for spooky Halloween events! From pumpkin picking at the farm to goulishly good days out in historic surroundings!

**Longleat's** Icons of the Sky is an amazing hot air balloon festival. The skies above the estate come to life with all the vibrant colours of the rainbow as hot air balloons take to the air in an astounding procession.

**Marlborough Litfest** includes fiction, non-fiction, poetry events, workshops, debut novelists, award-winning established names, children's authors and more!

## Winter

Christmas in Wiltshire is a very special time, as our historic towns and villages receive an extra sprinkling of festive magic. **Longleat's** winter wouldn't be complete without the renowned Festival of Light, which takes place mid-November to beginning of January. This illuminating lantern spectacle sees hundreds of silk-strewn scenes and digital installations embellishing the ornate Longleat Estate, bringing the spirit of the festive season to lustrous light.

At **McArthurGlen Designer Outlet Swindon** you can pick up a bargain and tuck into delicious street food as you do your Christmas shopping. Plus enjoy the beautiful decorations and magical Christmas activities too.

Witness **Salisbury Cathedral's** spectacular Darkness to Light Advent Procession, as 1,300 candles light up the Cathedral (end of Nov). Join one of Salisbury Cathedral's atmospheric services or book a behind the scenes tour and view their giant Christmas tree from above! Private tours available to pre-booked groups only.

National Trust properties join in the festive celebrations too. Christmas warmth and cheer with beautiful decorations and celebrations take place at **Avebury**, **Lacock** and **Stourhead**.

There are Lantern Parades in Amesbury and Devizes and pantomimes at Salisbury Playhouse.

Check website for details so you don't miss the bonfire and firework celebrations throughout Wiltshire during November – January. Plus there are various dates throughout November and December for Christmas Light switch on and Christmas Fayres around Wiltshire, look out for specific details online to get you into the Christmas spirit!



Longleat Festival of Light



# Timeless Towns

Find out more in our Wiltshire Towns and Villages Map

## & VILLAGES

The medieval city of Salisbury is a must for anyone visiting Wiltshire. But the county has many more historic towns and villages waiting to be discovered. Surrounded by Wiltshire's timeless landscape, they all have something unique to offer: fascinating history and heritage, stylish independent shops and colourful markets, tempting pubs and restaurants, or great entertainment. Wiltshire welcomes groups to our picturesque towns and villages, particularly during the quieter, shoulder months – see below for coach parking and Electric Vehicle Charging Points (EVCP).



### AMESBURY

Two designated coach spaces in the Central car park **SP4 7JE**  
**EVCP:** Main car park in Amesbury on the A345.



### AVEBURY

National Trust Car Park, Avebury **SN8 1RD**. Can be limited in summer. If full, coaches can drop off/pick up in the High Street.



### BRADFORD ON AVON

Four coach spaces Station Car Park **BA15 1DQ**. Additional coach parking Moulton Drive **BA15 1UF**. To book Meet and Greet service call 01225 864240.



### 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.



### CALNE

Coach drop off on The Strand **SN11 0EH**. Call 01249 814000 to arrange parking prior to visit.

### CASTLE COMBE

Main car park at the top of the hill **SN14 7HU**. Not suitable for coaches



### CRICKLADE

Drop off and pick up points close to High Street. No designated coach parking, but coaches can park on the Causeway **SN6 6DQ**. **EVCP:** Fairview Fields Car Park - just off the A419 by the rugby club. Cricklade Leisure Centre, Stones Lane.



### CHIPPENHAM ➡

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



### CORSHAM

Call 01249 702130 to arrange parking prior to visit. **EVCP:** Post Office Lane (Long-Stay) Car Park.

### LACOCK

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



### LOUDERSHALL

Drop off / pick up point for Ludgershall Castle and Cross outside main gate, **SP11 9QT**. Coaches can park in front of the Crown Pub near the War Memorial.



### MALMESBURY

Station Yard Car Park **SN16 9JT**. Drop off point Cross Hayes **SN16 9BZ**. **EVCP:** 2 devices and 4 connectors at Aldi, SN16 9JL.



### MARLBOROUGH

Awarded Confederation of Passenger Transport UK Coach Friendly Status. Designated drop off point on the High Street outside Jubilee Centre **SN8 1LW**. Main coach parking at George Lane Car Park **SN8 4BX**.



### MERE

Off street town centre parking at Salisbury Street, **BA12 6HB** or Castle Street, **BA12 6JA**.



### 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**.

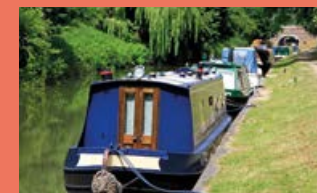
### SWINDON ➡

Drop off/pick up points at the Bus Station in Newbridge Square, **SN1 1EA**. Coach parking at the Swindon Truck Stop, **SN3 4HD**. If visiting McArthurGlen Designer Outlet, coach parking is available on site, **SN3 4ER** – telephone 01793 507600 48 hours in advance. **EVCP:** 2 slow chargers in Whalebridge car park. 2 fast chargers in Brunel North, plus 4 on Civic campus.



### TROWBRIDGE ➡

On-street parking in Canal Road **BA14 8RL**. Coach drop off point in loading bay area behind Shires Shopping Centre **BA14 8AT**. **EVCP:** Cradle Bridge Retail Park, County Way; Lovemead Car Park, Duke Street; Bythesea Road; 94 Newtown; 110-122 Bythesea Road; 32-33 Bythesea Road; 6 Station Approach; County Way; 12 Westbury Road.



### 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.



### 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**. **EVCP:** Morrisons Car Park, BA12 9NT x2; Central Car Park, BA12 9BP x2; Longbridge Service Station, BA12 7DS x2.



## Marlborough



Historic, vibrant Marlborough, with its wonderfully wide High Street, is bursting with charm.

Close to Avebury World Heritage site and Savernake Forest in the North Wessex Downs National Landscape, it has been consistently listed in the top ten countryside shopping destinations for having a great mix of independent and national shops, a twice weekly street market, boutique cinema and a host of cafes, pubs and restaurants.

Annual events include a literature festival, summer school, open studios art trail, Mop Fairs, music events and Christmas market.



Shop, eat, explore. Relax by the sparkling River Kennet and in our abundant open spaces – a warm Marlborough welcome awaits you.

**Marlborough – a friendly, historic, beautiful market town.**

Awarded Confederation of Passenger Transport UK Coach Friendly Status. Designated drop off point on the High Street outside Jubilee Centre (SN8 1LW). Main coach parking at George Lane Car Park (SN8 4BX).

Instagram: @VisitMarlborough

Facebook: @MarlboroughTC

[www.marlborough-tc.gov.uk/visitors](http://www.marlborough-tc.gov.uk/visitors)

01672 512487

## Visit Corsham



**Whatever the season,  
Corsham has it all**

Stunning heritage, glorious countryside,  
mouth-watering places to eat and drink,  
and an abundance of independent shops.

Discover Wiltshire's hidden treasure  
- just 8 miles from Bath and  
4 miles from the M4 (J17).

[www.visit-corsham.co.uk](http://www.visit-corsham.co.uk)



## Bradford on Avon



Bradford on Avon is perfectly set in the dramatic Avon valley; it is a combination of river, canal, and architecture of true character. From small weavers' cottages to grand clothiers' houses; handsome public buildings to medieval barns, ancient places of worship and meandering alleyways all waiting to be explored.

Easily accessible by coach, car, or train and only 6 miles from the World Heritage City of Bath, Bradford on Avon is the perfect place for your group to visit.

- Blue Badge guided tours available to book
- Coach parking close to town centre and the canal
- Online details for groups, include coach parking information, what's on calendar of events, local shops, group friendly restaurants and accommodation.

Book online at [www.bradfordonavon.co.uk/plan-your-visit/travel-trade](http://www.bradfordonavon.co.uk/plan-your-visit/travel-trade)

Email [katie@bradfordonavontowncouncil.gov.uk](mailto:katie@bradfordonavontowncouncil.gov.uk)  
or call 01225 864 240 and ask to speak to the  
Events & Tourism Officer, Katie Ponsford.

[www.bradfordonavon.co.uk/plan-your-visit](http://www.bradfordonavon.co.uk/plan-your-visit)



# Local Guides

## TOUR OPERATORS AND TRANSPORT

### GUIDES ONLY

#### AMESBURY HERITAGE TOURS & HISTORY TALKS

07793 366429

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



#### TOURS 2 ORDER

07827 715353

[graham@tours2order.com](mailto:graham@tours2order.com)

[www.tours2order.com](http://www.tours2order.com)

#### WILTSHIRE WALKS

Mobile walking guide app includes over 200 walks in and around Wiltshire. Download on the iTunes or Google Play app store.  
[www.localwalks.co.uk/wiltshire-walks](http://www.localwalks.co.uk/wiltshire-walks)

#### MAD MAX MINIBUS TOURS

07990 505970

[maddy@madmaxtours.co.uk](mailto:maddy@madmaxtours.co.uk)

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

#### STONEHENGE & AVEBURY WITH OLDBURY TOURS

07947 488665

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

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

#### STONEHENGE & SALISBURY GUIDED TOURS

0845 519 8248

[tours@stonehengegetravel.co.uk](mailto:tours@stonehengegetravel.co.uk)

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

#### SOUTHERN TOUR

01722 222222

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

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

#### THE STONEHENGE TOUR

01202 338420

[enquiries@thestonehengegetravel.co.uk](mailto:enquiries@thestonehengegetravel.co.uk)

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



### DRIVER GUIDE WITH GROUP TRANSPORT (large car, minibus, coach)

#### BRITAIN'S BEST HERITAGE TOURS

01985 840049

[hello@bbhtours.co.uk](mailto:hello@bbhtours.co.uk)

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

### CAR HIRE

#### AUTO EUROPE

01233 225114

[reservations@autoeurope.co.uk](mailto:reservations@autoeurope.co.uk)

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

#### VEEZU

01793 701701

Taxi and private hire platform  
tap-and-go download the app at  
[www.veezu.co.uk/download](http://www.veezu.co.uk/download)

### TRANSPORT ONLY FOR GROUPS

(eg car, taxi, minibus, coach, train)

#### SALISBURY REDS

01202 338420

[talk2us@salisburyreds.co.uk](mailto:talk2us@salisburyreds.co.uk)

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

#### 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)

**FIND OUT MORE**



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



# Retail Therapy

**Whether you're looking for designer brands or high street names, independent outlets or shopping malls, farm shops or markets, you'll find everything you want in Wiltshire!**

The **McArthurGlen Designer Outlet Swindon** housed in the tastefully converted Grade II listed buildings of Brunel's former Great Western Railway works makes a great day out. Over 100 stores to choose from and a huge range of high street and designer labels. Up to 60% off recommended retail prices and an additional 10% discount for groups who pre-book; plus join the McArthurGlen Loyalty Club for even more savings.

All around Wiltshire, numerous small, family-run outlets continue to thrive. Offering a relaxed and unhurried shopping experience as they've been doing for generations.

For stylish stores in a cosmopolitan setting, the quintessentially English towns of **Marlborough** and **Bradford on Avon** are popular choices. As is **Corsham**, where many of the Bath stone buildings on High Street are independent businesses. In Salisbury you'll find galleries, studios and workshops.

First prize for the longest running market goes to Trowbridge, Wiltshire's county town, where stallholders have been trading since the year 1200. These days, it's on a Wednesday. Hot on its heels, history-wise, is Salisbury's Charter Market, which has been coming to the city on Tuesdays and Saturdays (except the third Tuesday in October) for nigh on 800 years.

Other bustling market towns include Amesbury (Wednesday), Bradford on Avon (Thursday), Calne (Friday), Chippenham (Friday and Saturday), Corsham (Tuesday), Devizes (Thursday), Highworth (Saturday), Marlborough (Wednesday and Saturday), Warminster (Friday), and Wroughton (Friday). For up-to-date details of these and other markets go to [visitwiltshire.co.uk/markets](http://visitwiltshire.co.uk/markets)



McArthurGlen Designer Outlet Swindon

Over 100 brands  
Always up to 60% off

**SHOP  
EAT  
SAVE  
REPEAT**

DestinationJOY

**Swindon  
Designer Outlet**

PLAN YOUR VISIT  
[swindondesigneroutlet.com](http://swindondesigneroutlet.com)



# Refreshment Stops Food & Drink

**From the freshest of local produce to a wealth of traditional specialities handed down the generations, you'll find plenty to whet your appetite in Wiltshire. Luckily, life moves at a gentle pace here, so you'll have time to savour the gastronomic delights conjured up by food and drink producers around the county.**

Start your day by tucking into a hearty Wiltshire breakfast. Then linger over elevenses. Treat yourself to afternoon tea. While away the hours over a long lunch or dinner.

We pulled together a selection of restaurants, cafés, pubs, hotels and attractions that are keen to attract travel trade/group business. We recommend you call in advance to check that they are able to accommodate your group.

## The Bridge Tea Rooms

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



Double Winners of The Tea Guild's Top UK Tea Place and the Home of West Country Afternoon Teas. Judged as 'near perfect' and awarded The UK's Top Tea Place by the prestigious UK Tea Guild The Bridge Tea Rooms offers the very best in traditionally British Afternoon Teas, lunches and light meals.

Breakfast served from 10am til 11.30am, Afternoon Teas and Lunches are served between 11.30am and 4.30pm.

**Booking at table can be done by visiting  
[www.thebridgetearooms.co.uk/bookings](http://www.thebridgetearooms.co.uk/bookings)  
or calling 01225 865537**

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



Holiday Inn, Salisbury



Salisbury Cathedral Refectory

### Amesbury Area

- Army Flying Museum (Middle Wallop)
- Cholderton Rare Breeds Farm Park and Bluestone Vineyards
- Hawk Conservancy Trust
- Holiday Inn Salisbury-Stonehenge
- The Stonehenge Inn

### Bradford on Avon Area

- The Bridge Tea Rooms
- Iford Manor Gardens



Refreshment stop

### Chippenham Area

- Best Western Angel Hotel, Chippenham

### Cricklade Area

- Cricklade House Hotel

### Calne Area

- Bowood House & Gardens
- Bowood Hotel, Spa and Golf Resort

### Lacock Area

- The Stables Cafe

### Malmesbury Area

- The Old Bell Hotel

### Marlborough Area

- Avebury

**Please note:** on-site parking may be limited and advance booking is required for groups.

### Trowbridge

- Parade House (pre-book only)

### Salisbury Area

- The Bell Tower Tea Rooms
- The Refectory
- Legacy Rose & Crown,
- The Stones Hotel
- Milford Hall Hotel

### Swindon Area

- McArthurGlen Designer Outlet Swindon
- REME Museum, Lyneham
- STEAM – Museum of the Great Western Railway
- Studley Grange Garden and Leisure Park

### Warminster Area

- Stourhead Restaurant
- Old Bell Hotel



Cream tea



Bridge Tea Rooms

## Quick Stops

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

- Army Flying Museum
- Avebury
- Boscombe Down Aviation Collection
- Bowood House & Gardens
- The Brush & Broom Restaurant at Hillbrush
- Cholderton Rare Breeds Farm Park
- Coffee Gems
- Crofton Beam Engines
- Crop Circle Exhibition & Centre
- Fisherton Mill
- Hawk Conservancy Trust
- Iford Manor Gardens
- Lacock Abbey, Village & Fox Talbot Museum
- Larmer Tree Gardens
- McArthurGlen Designer Outlet Swindon
- The Rifles Berkshire & Wiltshire Museum
- Roman Baths
- Salisbury Cathedral & Magna Carta
- The Salisbury Museum
- Stourhead
- St Peter's Church, Marlborough
- Studley Grange Garden and Leisure Park
- Swindon & Cricklade Railway
- Wilton Windmill



# Group Friendly Accommodation

For additional refreshment stops refer to pages 36 and 37.

With so much to see and do around the county, why not extend your visit by adding an overnight stay? In Wiltshire you'll find plenty of group-friendly places to stay, with something to suit every taste and pocket. All within easy reach of our timeless wonders, timeless places, timeless pleasures and timeless nature.



## What next?

We've highlighted suitable accommodation for the trade to contract in the areas they are located. Please contact them directly for further information about trade rates, availability and to make a booking.

For additional places to stay please visit **Wiltshire's Maps and Guides**.

## Meal stops

Many accommodation providers offer quick and easy lunch or tea options for groups.

**The Stones Hotel** and **Holiday Inn Salisbury Stonehenge** are located on the outskirts of Salisbury. There is plenty of free coach parking and it is perfect for groups to meet, eat and drink.

**The Old Bell Hotel** in Warminster is a charming 14th century coaching Inn. It makes a great 'meal stop' for groups as it's a stone's throw from Longleat so could be easily combined with a Longleat House visit. There free town centre parking.

**Milford Hall Hotel**, an IHG Hotel, is situated near the centre of Salisbury. Recently refurbished the restaurant has various menus to suit both individual travellers and groups.

Find out more in our Wiltshire Maps and Guides



## Well-known hotel chains

Holiday Inn, Hilton, Mercure, Legacy and Best Western are well represented in Wiltshire and will often have larger numbers of rooms and excellent trade rates.

## Boutique & smaller hotels

Independently owned, boutique-style accommodation offers a more individual experience and often will suit smaller groups or FIT's.

## Self-catering

Self-catering cottages can be a great idea for families and friends groups.

## Something a little different?

If you like to be at one with the great outdoors there are camping, glamping, caravan and motor home pitches, as well as canal boats, log cabins, canvas lodges, eco pods and shepherd's huts.

## On a budget?

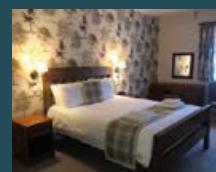
Many places to stay will offer discounted rates for groups, as well as free accommodation for your coach driver and/or group leader. A youth hostel can also be an excellent and economical choice. For details of other options see [www.visitwiltshire.co.uk/accommodation](http://www.visitwiltshire.co.uk/accommodation)



## Welcome to our traditional town centre coaching inn

We are open **ALL DAY, EVERY DAY**, for food & drinks

- On-site customer parking
- Coffees, teas, pastries & cakes
- Cream Teas
- Thai Chilli restaurant
- Pub Classics menu
- Traditional Sunday lunches
- Excellent en-suite accommodation
- Dog-friendly



42 Market Place  
Warminster  
BA12 9AN

[f oldbellwarminster](https://www.facebook.com/oldbellwarminster)

[oldbellwarminster](https://www.instagram.com/oldbellwarminster)

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



Located in the Cathedral City of Salisbury, the beautifully appointed Hotel has benefitted from a £1m refurbishment with luxury bedding, a stylish bar restaurant serving mouth watering fare - be it for a quick bite, breakfast, lunch or dinner. With ample free onsite car/coach parking, we offer fantastic packages for tour groups & stop over lunches.

Call 01722 782020  
[www.thestoneshotel.co.uk](http://www.thestoneshotel.co.uk)



## A modern Group Friendly Hotel

with 103 bedrooms, the perfect choice for an extraordinary tour.



The nearest hotel to **Stonehenge** beside the **A303**, easy access from **London**, the **West Country** and to the picturesque county of **Wiltshire**. **Free parking** and **Wi-Fi** throughout. Our **Solstice Bar and Grill** can provide a quick refreshment stop, breakfast, lunch or dinner.



Call **0345 241 3535**  
reservations@hisalisbury-stonehenge.co.uk  
hisalisbury-stonehenge.co.uk





# MH

MILFORD HALL HOTEL

- Stunning full refurbishment completed 2024
- Located in the heart of Salisbury
- Georgian Manor House boasts 48 luxurious bedrooms
- 21 Ground floor bedrooms with walk-in Shower
- Serving the finest quality food using local ingredients
- Brand new dazzling Garden Bar
- Walking distance to Salisbury Cathedral, historic Market Square, and so much more....!
- Short distance to Stonehenge, Wilton House and many more amazing attractions

Milford Hall Hotel, 206 Castle Street, Salisbury, Wiltshire SP1 3TE  
T: 01722 417411 E: reception@milfordhallhotel.com  
www.milfordhallhotel.com



+44 1666 822344

info@oldbellhotel.com | @oldbell\_hotel  
Abbey Row, Malmesbury SN16 0BW, United Kingdom

## THE LEGACY ROSE AND CROWN

The Rose & Crown, Harnham Road, Salisbury, SP2 8JQ  
01722 328 615 www.roseandcrownsalisbury.co.uk



Nestled on the banks of the River Avon sits the four-star Legacy Rose & Crown. A picturesque hotel with 34 guest bedrooms, dating back to the 13th century, and offering unrivalled views of the tranquil meadows towards Salisbury Cathedral.

The bedrooms in the historic building boast period features along with modern amenities, whilst the River's Edge restaurant offers delectable all-day dining.

Group leaders and trip organisers can take advantage of bespoke packages and benefits.



34 BEDROOMS

1 RESTAURANT

3 FUNCTION ROOMS

ON-SITE PARKING

| LOCATION                                   | WEBSITE  | TELEPHONE     | NO. OF ROOMS <sup>1</sup> | COACH PARKING                            |
|--|--|---------------|---------------------------|--|
| <b>Amesbury Area</b>                       |  |               |                           |  |
| <b>Holiday Inn - Salisbury Stonehenge</b>  | hisalisbury-stonehenge.co.uk                     | 0345 241 3535 | 103                       | On site                                  |
| <b>Stonehenge Hostel</b>                   | stonehengehostel.co.uk                           | 01980 629379  | 70 beds <sup>2</sup>      | At Cholderton Rare Breeds Farm next door |
| <b>Bradford on Avon Area</b>               |  |               |                           |  |
| Widbrook Grange Hotel                      | widbrookgrange.co.uk                             | 01225 864750  | 9                         | On site                                  |
| Woolley Grange Hotel                       | woolleygrangehotel.co.uk                         | 01225 864705  | 25                        | On site                                  |
| <b>Calne Area</b>                          |  |               |                           |  |
| <b>Bowood Hotel, Spa &amp; Golf Resort</b> | bowood.org                                       | 01249 822228  | 43                        | On site                                  |
| <b>Castle Combe Area</b>                   |  |               |                           |  |
| Manor House Hotel                          | exclusive.co.uk/the-manor-house                  | 01249 782206  | 50                        | Call for details                         |
| <b>Chippenham Area</b>                     |  |               |                           |  |
| <b>Angel Hotel <sup>3</sup></b>            | angelhotelchippenham.co.uk                       | 01249 652615  | 50                        | On site                                  |
| Lucknam Park Hotel & Spa                   | lucknampark.co.uk                                | 01225 742777  | 43                        | On site                                  |
| <b>Cricklade Area</b>                      |  |               |                           |  |
| Cricklade House Hotel                      | crickladehotel.co.uk                             | 01793 750751  | 45                        | On site                                  |
| <b>Malmesbury Area</b>                     |  |               |                           |  |
| <b>The Old Bell Hotel</b>                  | oldbellhotel.co.uk                               | 01666 822344  | 34                        | Call for details                         |
| Whatley Manor Hotel & Spa                  | whatleymanor.com                                 | 01666 822888  | 23                        | On site                                  |
| <b>Salisbury Area</b>                      |  |               |                           |  |
| Riverside Hotel                            | riversidesalisbury.co.uk                         | 01722 338 388 | 31                        | On site                                  |
| Merchants House Hotel                      | themerchantshousehotel.co.uk                     | 01722 326600  | 37                        | Millstream Coach Park                    |
| <b>Milford Hall Hotel</b>                  | milfordhallhotel.com                             | 01722 417411  | 45                        | On site                                  |
| <b>Rose &amp; Crown Hotel <sup>4</sup></b> | legacy-hotels.co.uk                              | 01722 328615  | 34                        | On site                                  |
| <b>The Stones Hotel</b>                    | thestoneshotel.co.uk                             | 01722 782020  | 44                        | On site                                  |
| White Hart Hotel <sup>5</sup>              | mercure.com                                      | 01722 327476  | 68                        | On site                                  |
| <b>Warminster Area</b>                     |  |               |                           |  |
| <b>Old Bell Hotel</b>                      | oldbellwarminster.co.uk                          | 01985 216611  | 15                        | Call for details                         |
| <b>Swindon</b>                             |  |               |                           |  |
| DoubleTree by Hilton Swindon               | hilton.com/en/hotels/swihndi-doubletree-swindon/ | 01793 881777  | 171                       | On site                                  |

### Notes relating to the table above:

<sup>1</sup> Please note: rooms may be a mix of singles, doubles, twins, triples etc <sup>2</sup> Rooms are often in bunk form – please check at the time of booking

<sup>3</sup> Best Western / Best Western Plus Hotels <sup>4</sup> Legacy Hotels <sup>5</sup> Mercure Hotels





Flower Festival, Salisbury Cathedral

**Wiltshire is a perfect year-round destination for groups. As it's only 90 minutes or less from London – and within two hours of the south coast, the Midlands and Wales – it's easily accessible too.**

We'd love you to choose Wiltshire for your next group visit or outing, so our aim is to make your job as easy as possible. Together with our partners we provide you with a range of tools to help you sell our beautiful county to your customers.

#### 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:

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

#### Benefits for Group Leaders and Coach Drivers

The following are just some of the added extras often available for group leaders and coach drivers. Be sure to request details of what is on offer at the time of booking:

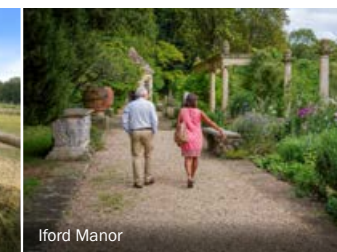
- Free or discounted accommodation for overnight visits
- Free or discounted refreshments or meal vouchers
- Free or discounted entry to attractions
- Free coach parking and/or easy access drop off points
- Places where coach drivers can rest while waiting for their group
- Free fact-finding trips in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



Bradford on Avon Tithe Barn



Cholderton Rare Breeds Farm Park



Iford Manor



Mompesson House

#### Commissionable Product

If you are an operator and looking for commissionable product please email [info@visitwiltshire.co.uk](mailto:info@visitwiltshire.co.uk) for advice.

#### Familiarisation Visits

Experience Wiltshire for yourself with an educational familiarisation visit, designed to improve your product knowledge and give you a taste of what Wiltshire has to offer. Open to coach operators, tour operators, travel agents, group travel organisers and the trade press.

VisitWiltshire is now offering eligible businesses a bespoke self-drive itinerary development service to assist you with, and introduce you to, a variety of tourism businesses suitable for groups/FIT to be contracted by the travel trade.

Complete the **WILTSHIRE FAM VISIT ENQUIRY FORM**, ensuring you give at least one month's' notice of your visit.

#### Itinerary Planning, Photos and Editorial

We are always happy to provide photos and editorial for you to use in promoting your own tours, and offer an itinerary planning service to help you make the most of your visit to Wiltshire – just let us know what places and/or themes are of interest and we will do the rest.

#### Newsletter

Our regular groups' newsletters are a great way to stay in touch and keep up to date with all the latest news – sign up today.

#### VisitWiltshire Website

Covering everything from coach parking and itinerary ideas to accommodation and attractions suitable for groups, plus our travel trade toolkit and so much more, our website is packed with useful information. So if you are planning on bringing groups to Wiltshire, take a look at [visitwiltshire.co.uk/groups](http://visitwiltshire.co.uk/groups)

#### Travel Trade Information

We have put together trade specific information from a range of Wiltshire businesses and destinations who look forward to welcoming your groups and FIT visitors.

Find out more at [www.visitwiltshire.co.uk/groups](http://www.visitwiltshire.co.uk/groups)



## Plan Your Visit to Wiltshire

### Getting Here is Easy

Where you can choose eco-friendly travel and transport. Whether you are travelling by car, coach, train, air or sea, Wiltshire is easily accessible. Buses or trains can bring you directly into towns and villages like Salisbury, Westbury, Chippenham and Pewsey. And once you've arrived, there are many organisations that run bus tours to local attractions like Stonehenge and Avebury. Wiltshire is largely rural and almost half of the county is designated as an Area of Outstanding Natural Beauty, so you can also be sure to find lots of options for exploring the gorgeous countryside and quaint English villages by foot or by bike. For more details go to [visitwiltshire.co.uk/plan-your-visit](http://visitwiltshire.co.uk/plan-your-visit)

### Support local conservation charities

While you're visiting Wiltshire, why not visit one of the attractions run by one of our local wildlife or conservation trusts? These organisations work hard to protect and support the landscapes and wildlife that make Wiltshire so special.

**Wiltshire Wildlife Trust** runs many nature reserves in the local area. **The Kennet & Avon Canal Trust** look after the lovely waterways of the Kennet & Avon Canal, home to wildlife such as herons, dragonflies, water voles and kingfishers. **The Hawk Conservancy Trust** just over the border in Hampshire works to conserve birds of prey and their habitats.



Snakeshead Fritillaries

## FIND OUT MORE

For local information, please contact one of the Information Centres below.

| Map Ref  | Map Ref  |
|--|--|
| <b>Amesbury Community &amp; Visitor Centre</b> E4  | <b>Marlborough Town Council</b> C4   |
| EVCP Main car park in Amesbury on the A345<br>☎ 01980 622525<br><a href="http://www.amesburytowncouncil.gov.uk">www.amesburytowncouncil.gov.uk</a>   | ☎ 01672 512487<br><a href="http://www.marlborough-tc.gov.uk">www.marlborough-tc.gov.uk</a>   |
| <b>Bradford on Avon Town Council</b> D2  | <b>Melksham Tourist Information Centre</b> C2  |
| ☎ 01225 865797<br><a href="http://www.bradfordonavon.co.uk">www.bradfordonavon.co.uk</a>   | <b>Mere Information Centre</b> F2  |
| <b>Calne Visitor and Community Information Centre</b> C3   | <b>Royal Wootton Bassett</b> B2  |
| ☎ 01249 814000<br><a href="http://www.calne@calne.gov.uk">www.calne@calne.gov.uk</a>   | <b>Salisbury Information Centre</b> C3   |
| <b>Castle Combe</b> C2   | ☎ 01722 342860<br><a href="http://www.visitsalisbury.co.uk">www.visitsalisbury.co.uk</a>   |
| <b>Chippenham Town Council</b> C2  | <a href="http://www.salisburycitycouncil.gov.uk">www.salisburycitycouncil.gov.uk</a>   |
| ☎ 01249 446699<br><a href="http://www.chippenham.gov.uk">www.chippenham.gov.uk</a>   | <b>Swindon Information Centre</b> B4   |
| <b>Corsham Area Information Centre</b> C2  | <b>Tidworth Town Council</b> D2  |
| EVCP Post Office Lane (Long Stay) Car Park<br>SN13 0EZ<br><a href="http://www.corsham.gov.uk/visit">www.corsham.gov.uk/visit</a>   | <b>Tisbury Information Centre</b> F2   |
| <b>Cricklade Visitor Information Point</b> B3  | ☎ 01747 260088<br><a href="http://www.tisbury-wiltshire-pc.gov.uk">www.tisbury-wiltshire-pc.gov.uk</a>   |
| EVCP Fairview Fields Car Park - just off the A419 by the rugby club, Cricklade Leisure Centre<br>☎ 01793 751394<br><a href="http://www.crickladetowncouncil.gov.uk">www.crickladetowncouncil.gov.uk</a>                        | <b>Trowbridge Information Centre</b> D2  |
| <b>Devizes</b> D3  | EVCP Oradle Bridge Retail Park, County Way, Lovemead Car Park, Duke Street, Bythesea Road, 94 Newtown; 110-122 Bythesea Road; 32-33 Bythesea Road; 5 Station Approach; County Way, 12 Westbury Road<br>☎ 01225 765072 (Option 3)<br><a href="http://www.trowbridge.gov.uk">www.trowbridge.gov.uk</a> |
| ☎ 01380 800400<br><a href="http://www.devizes-tc.gov.uk">www.devizes-tc.gov.uk</a>   | <b>Vale of Pewsey</b> D4   |
| <b>Lacock</b> C2   | <a href="http://www.visitpewseyvale.co.uk">www.visitpewseyvale.co.uk</a>   |
| <b>Ludgershall Town Council</b> D5   | <b>Warminster Community Hub</b> E2   |
| ☎ 01264 391629<br><a href="http://www.ludgershall-tc.gov.uk">www.ludgershall-tc.gov.uk</a>   | EVCP Morrisons Car Park, BA12 9NT x 2; Central Car Park BA12 9BP x 2; Longbridge Service Station BA12 7DS x 2<br>☎ 01985 218548<br><a href="http://www.warminstercommunityhub.co.uk">www.warminstercommunityhub.co.uk</a>  |
| <b>Malmesbury Tourist Information Centre</b> B2  | <b>Westbury Visitor Centre</b> D2  |
| EVCP 2 devices and 4 connectors at Aldi SN16 9JL<br>☎ 01666 822143<br><a href="http://www.discovermalmesbury.life">www.discovermalmesbury.life</a><br><a href="http://www.exploremalmesbury.com">www.exploremalmesbury.com</a> | <b>Wilton Town Council</b> F3  |

EVCP Electric Vehicle Charging Points  
Railway Station

## Places To Visit and Things To Do

All attractions featured below are members of the **Wiltshire Association of Visitor Attractions.**

| AROUND WILTSHIRE                              | Map Ref |
|---|---------|
| Allington Farm Café                           | C2      |
| Amesbury                                      | E4      |
| Amesbury History Centre                       | E4      |
| Atwell-Wilson Motor Museum                    | C3      |
| Avebury                                       | C4      |
| Basset Down Complex                           | B3      |
| Bishopstrow Hotel and Spa                     | E2      |
| Bluestone Vineyard                            | E4      |
| Bowood House & Gardens                        | C3      |
| Bradford on Avon                              | D2      |
| Calne   | C3      |
| Carvers Hill Estate and Winery                | C4      |
| Castle Combe                                  | C2      |
| Castle Combe Circuit                          | C2      |
| Chalk Valley Festival                         | F3      |
| Chippenham Museum                             | C2      |
| Chippenham Pitstop                            | C2      |
| Cholderton Rare Breeds Farm Park              | E4      |
| Corsham                                       | C2      |
| Cotswold Water Park                           | A3/B3   |
| Cricklade                                     | B3      |
| Crofton Beam Engines                          | D4      |
| Crop Circle Exhibition and Information Centre | D4      |
| Cumberwell Park Gold Club                     | D2      |
| Devizes                                       | D3      |
| Highworth                                     | B4      |
| Honeystreet Boats                             | E4      |
| Iford Manor Gardens                           | D2      |
| Lacock  | C2      |
| Lacock Abbey, Village & Fox Tailbot Museum    | C2      |
| Langford Lakes, Wiltshire Wildlife Trust      | E3      |
| Larmer Tree                                   | F2      |
| Longleat                                      | E2      |
| Lower Moor Farm, Wiltshire Wildlife Trust     | B3      |
| Lucknam Park Equestrian Centre                | C2      |
| Ludgershall                                   | D5      |
| Malmesbury                                    | B2      |
| Marlborough                                   | C4      |
| McArthurGlen Designer Outlet Swindon          | B4      |
| Melksham                                      | C4      |
| The Merchant's House                          | C2      |
| Mere  | F2      |
| New Forest Cycling Tours                      | D3      |
| Old Wardour Castle                            | F2      |
| PGL Liddington                                | B4      |
| Parade House                                  | D2      |
| Pewsey  | D4      |
| Rein and Shine                                | B4      |
| REME Museum                                   | B3      |
| Rick Stein, Marlborough                       | C4      |
| Royal Wootton Bassett Town Hall Museum        | B3      |
| St Michael's Church                           | B3      |
| St Peter's Church, Marlborough                | C4      |
| STEAM - Museum of the Great Western Railway   | B4      |
| Stone Daisy Brewery and Witchmark Distillery  | F2      |
| Stonehenge                                    | E4      |
| Stourhead                                     | E1      |
| Studley Grange Garden and Leisure Park        | B4      |
| Swindon & Cricklade Railway                   | B4      |
| The Arc - Climbing Academy                    | C2      |
| The National Self Build & Renovation Centre   | B4      |
| Ten Hides Distillery                          | C2      |
| The Pound Arts Centre                         | C2      |
| Tidworth                                      | D4      |
| Tisbury                                       | F3      |
| The Hall                                      | D2      |
| Treasure Trails                               | Various |
| Trowbridge                                    | D2      |
| Wadworth Brewery                              | D3      |
| Warminster                                    | E2      |
| Westbury                                      | D2      |
| Wilton  | F3      |
| Wilton Windmill, near Marlborough             | D5      |
| Wiltshire Museum                              | D3      |
| Wiltshire Outdoor Learning Team               | Various |
| Wiltshire's White Horses                      | Various |
| <b>SALISBURY</b>                              | Map Ref |
| Boscombe Down Aviation Collection             | F4      |
| Fisherton Mill   Gallery   Café   Studios     | F4      |
| Mompesson House                               | F4      |
| Old Sarum                                     | F4      |
| The Rifles Berkshire & Wiltshire Museum       | F4      |
| River Bourne Community Farm                   | F4      |
| Salisbury                                     | F4      |
| Salisbury Art Scene                           | F4      |
| Salisbury Cathedral & Magna Carta             | F4      |
| Salisbury Escape Rooms                        | F4      |
| The Salisbury Museum                          | F4      |
| Salisbury Racecourse                          | F4      |
| Salisbury Reds                                | F4      |
| St Thomas's Church                            | F4      |
| The Stonehenge Tour                           | F4      |
| Wiltshire Creative                            | F4      |
| <b>ON THE WILTSHIRE BORDERS</b>               | Map Ref |
| American Museum & Gardens                     | C1      |
| Army Flying Museum                            | E5      |
| Bombay Sapphire Distillery                    | D5      |
| Cotswold Wildlife Park                        | Off A4  |
| Hawk Conservancy Trust                        | E5      |
| Keimscott Manor                               | A4      |
| Roman Baths                                   | C1      |
| Westonbirt, The National Arboretum            | B2      |





*It's time for...*

# Wiltshire



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