

It's time for

WILTSHIRE

Travel Trade Guide



visitwiltshire.co.uk

2020 and Beyond

In 2020 Salisbury Cathedral celebrates 800 years of enterprise, culture and innovation, marking the creation of this medieval masterpiece with a city-wide programme of events and activities. The Old Bell Hotel celebrates its 800th birthday too. Castle Combe Circuit its 70th. Edington Music Festival its 65th and Cotswold Wildlife Park its 50th. And with festivals and events at the heart of the Wiltshire experience there'll be plenty more to enjoy, around the county and throughout the year.

With over 500 fabulous courses to choose from, **Marlborough College Summer School** provides an outstanding programme for all ages. **Solsticefest** returns for a 12th exciting year. While **Wyvern Theatre's** season of music, comedy, drama and more is guaranteed to offer plenty of appeal. For details of these and many more arts and entertainment opportunities, turn to the **Highlights** and **Key Events** sections of this guide, or go to visitwiltshire.co.uk/whats-on

Looking ahead to summer 2021, **Wessex Museums** will be taking a fresh look at the life and literature of Victorian novelist and poet Thomas Hardy.

Since its launch in 2018, the **Great West Way®** has gone from strength to strength. Offering an extraordinary variety of English experiences, this exciting touring route between London and Bristol is about so much more than simply getting from A to B. The Great West Way is for those who want to explore further and delve deeper. The curious traveller, for whom the journey is as important as the destination. Along the Great West Way the world-renowned rubs shoulders with the yet-to-be-discovered and as your visitors explore its endless twists and turns, they'll encounter the very essence of England. Find out more on pages 12-15 of this guide, or go to GreatWestWay.co.uk

Around a quarter of the **Great West Way** lies within Wiltshire, home of rolling green downs, ancient woodlands and bustling market towns. Timeless monuments and contemporary luxury. Local ales and picnics in

the park. Mysterious and enigmatic, the **Stonehenge and Avebury World Heritage Site** has a magnetism that has drawn people to it for centuries. Other attractions that should feature on your itinerary include the stately homes and gardens at **Bowood**, **Stourhead** and **Lydiard Park**, **Great Chalfield Manor** and **Iford Manor Gardens**. Museums such as **REME**, telling the story of the Royal Electrical and Mechanical Engineers. Animal attractions including **Cholderton**, **Longleat** and **Studley Grange**. Fine examples of our industrial heritage can be found at **STEAM Museum**. While **McArthurGlen Designer Outlet** offers designer brands at discounts of up to 60%.

Uncover layer upon layer of history as you discover **Salisbury Cathedral and Magna Carta, Mompesson House and Old Sarum**. Take time to explore charming market towns such as **Bradford on Avon** 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.

Travel trade visitors can expect a warm welcome from accommodation providers across Wiltshire. Whether you are a tour operator or a group travel organiser, an FIT professional or a specialist in small or large groups, this is the perfect destination for your next day trip, short break or longer excursion. Wiltshire is just 90 minutes from London, an hour from the south coast, and two hours from the Midlands or Wales. Everywhere along the Great West Way is easily accessible too. For details go to visitwiltshire.co.uk/plan-your-visit or greatwestway.co.uk/plan-your-way

So be sure to include Wiltshire in your travel plans for 2020 – there's always time for Wiltshire.

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YouTube VisitWiltshire

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

For our inspirational series of Wiltshire films see 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

Front cover photo: Kennet & Avon Canal at Bradford on Avon (© Neville Stanikk)

Highlights



#Salisbury2020

800th ANNIVERSARY CELEBRATIONS

In 2020, eight centuries after its first foundation stone was laid, **Salisbury Cathedral** is celebrating its 800th anniversary with a programme of events and activities throughout the year. Highlights include Sarum Lights, a spectacular sound and light show inside and outside the Cathedral; a summer-long exhibition of contemporary art including works by Henry Moore and Grayson Perry; and a feast for all the senses at a stunning six-day flower festival in Salisbury Cathedral.

www.salisburycathedral.org.uk

REOPENING OF THE MUSEUM

TROWBRIDGE MUSEUM

August 2020

Following two years of renovation and expansion, we re-open to the public in August 2020. Exciting new features include a state-of-the-art learning hub, a library and research facility, interactives and sensory experiences.

www.trowbridgemuseum.co.uk



WARTIME BRITAIN

REME MUSEUM

Saturday 9 & Sunday 10 May 2020

To celebrate the 75th anniversary of VE day we will have period vehicles on display, reenactors, and an arena event of artillery guns driving in and firing their artillery pieces, so be prepared for some very loud bangs!

www.rememuseum.org.uk



FOOD & MUSIC FESTIVAL

LONGLEAT

Saturday 4 & Sunday 5 July 2020

This early-summer Food & Drink Festival has a spectacular makeover for 2020, with even more extraordinary live music acts gracing the stage, alongside a bustling Market Street of delicious food and drink stalls, celebrity chef demonstrations, Viscountess Weymouth's Luxury Afternoon Teas, and more. www.longleat.co.uk



STAR OF THE SCREEN

IFORD MANOR GARDENS

Make 2020 the year you visit these award-winning, Grade I listed gardens largely designed by Harold Peto when Iford was his home – fresh from their role as a key location in the cinema version of *The Secret Garden* starring Colin Firth and Julie Walters (releasing April 2020). www.ifordmanor.co.uk



Key Events



YOUR STONEHENGE: 150 years of personal photos

Stonehenge December 2019-August 2020

Take a trip down memory lane at this new special exhibition. Featuring holiday snaps from as early as 1875, it provides a fascinating and fun insight into how people have visited Stonehenge through the decades.

www.english-heritage.org.uk/stonehenge



SPIRIT AND ENDEAVOUR

Salisbury Cathedral

Wednesday 1 April-Sunday 25 October 2020

A major exhibition of contemporary art featuring 20 iconic and important pieces by notable artists such as Henry Moore and Grayson Perry. Private art tours available for pre-booked groups. www.salisburycathedral.org.uk



MARLBOROUGH COLLEGE SUMMER SCHOOL

Marlborough College

Sunday 12 July-Saturday 8 August 2020

With over 500 courses for all ages, Marlborough College Summer School's programme is updated every year to keep things fresh and exciting.

www.summerschool.co.uk



SKY SAFARI

Longleat

Friday 11-Sunday 13 September 2020

This year the biggest annual hot air balloon festival in Europe will be bigger, bolder and balloon-ier than ever, as the skies come to life with all the colours of the rainbow. www.longleat.co.uk



SWINDON RAILWAY FESTIVAL

STEAM - Museum of the Great Western Railway

Saturday 5 & Sunday 6 September 2020

An annual celebration of steam railways combining some of the best and largest model railway layouts in the country with STEAM Museum's famous locomotives and interactive exhibits. www.steam-museum.org.uk



GREEN MAN FESTIVAL

Bradford on Avon Saturday 16 May 2020

A fantastic day of folk dance and music; at least 28 dance groups performing at six town centre locations, that's about 230 dancers and 60 musicians led by our 10ft giant Jack in the Green. www.bradfordonavon.co.uk



TASTE OF CORSHAM FOOD FESTIVAL

Corsham

Saturday 13 June 2020

An interactive food and drink experience with artisan market stalls, sampling tents, food and drink sellers, master classes, guest speakers and entertainment.

www.corsham.gov.uk



Inspired? Mompesson House and the Creative Arts

Mompesson House, Salisbury

Saturday 7 March-Sunday 1 November 2020

Highlighting pieces from the collection, this exhibition explores how Mompesson has inspired and continues to inspire creativity.

www.nationaltrust.org.uk/mompesson-house



OPEN AIR THEATRE

Lydiard Park

Romeo and Juliet: Friday 24 July 2020

The Jungle Book: Friday 7 August 2020

The Three Musketeers: Friday 21 August 2020

www.lydiardpark.org.uk



SCULPTURE EXHIBITION

Avebury Manor & Garden

Saturday 5 September-Sunday 11 October 2020

Why not visit the garden at Avebury Manor and discover works of art from different sculptors?

www.nationaltrust.org.uk/avebury



SOLSTICEFEST

Stonehenge Campsite & Glamping Pods

Thursday 18-Sunday 21 June 2020

A four-day mini-festival celebrating the Solstice season in the relaxed and magical atmosphere of Salisbury Plain.

www.solsticefest.co.uk



RHODODENDRON AND WOODLAND GARDENS

Bowood House & Gardens

Mid April-June 2020

Over 30 spectacular acres of azaleas, magnolias and rhododendrons offering breathtaking colour and beauty.

www.bowood.org

BOOK A Wiltshire TOUR

HISTORY & HORTICULTURE TOUR

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

WILTSHIRE'S SECRETS TOUR

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

THE SALISBURY, STONEHENGE AND AVEBURY TOUR

Visiting Salisbury? Then this tour is a must! Your guide will take you through the history of beautiful Salisbury Cathedral, 'mysterious' Stonehenge and 'magical' Avebury stone circle. With stops at Alton Barnes White Horse, West Kennet Long Barrow and Silbury Hill, you will visit some of Wiltshire's 'historical treasures'.

Collection can be arranged from airports, hotels and even London – for details call **Salisbury, Stonehenge & Sarum Tours** on **01722 333333**. Find out more and book at visitwiltshire.co.uk/shop



Mammoth Screen

> Filming Poldark in Corsham

FILM & TV LOCATIONS OF WILTSHIRE TOUR

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

> Bombay Sapphire Distillery



A TASTE OF WILTSHIRE TOUR

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



> Boscombe Down Aviation Collection

ARMED FORCES AND THE STORY OF TRANSPORT TOUR

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



SPECIAL Interest TOURS

LONGLEAT

Discover Longleat House and Grounds with a number of fascinating tours, exclusively for groups. Choose from the Longleat House Exclusive Tour; the Mystery Tour; or the Scandalous History Tour. Book via groups@longleat.co.uk or telephone 01985 844328. www.longleat.co.uk/groups



SALISBURY CATHEDRAL

If you have a head for heights book a tour to the base of Britain's tallest spire and enjoy spectacular views of the largest close in the country and its surrounding water-meadows. Or join an expert guide on a visit to the Cathedral's 15th century library with its fascinating collection of ancient books, a graffiti tour showcasing medieval carpentry markings, a tour of the stained glass inside, or a visit to the works yard where stonemasons carve or explore the Cathedral Close. Pre-booked groups only – email groups@salcath.co.uk or telephone 01722 512190. www.salisburycathedral.org.uk



BOWOOD

Groups can enjoy an exclusive guided tour of Lord and Lady Lansdowne's Private Walled Garden, set within the beautifully landscaped 'Capability' Brown parkland. Explore the Georgian family home with a House Tour, which includes the story of Dr Priestley's discovery of oxygen. From mid-April through to June, make the most of the Woodland Gardens, with 30 acres of bluebells, azaleas, magnolias and rhododendrons. For more information please call 01249 812102 or visit www.bowood.org



AVEBURY

Stone circle tour: Find out all about the largest stone circle in the world on this volunteer-led guided tour. West Kennet Avenue tour: Walk the length of this spectacular megalithic stone row for roughly 800m. Our volunteer guide will explain all about this enigmatic structure. Archaeologist-led tour: A bespoke tour of the Avebury World Heritage Site with a National Trust archaeologist. Contact: avebury@nationaltrust.org.uk for details. www.nationaltrust.org.uk/avebury



WYVERN THEATRE

See behind the curtain and explore the backstage secrets of show business on a Tea and Tour package. Tread the boards and view the auditorium from the stars' point of view. Then relax over a delicious afternoon tea. Email sarah@wyverntheatre.org.uk to book, or telephone 01793 524481. www.swindontheatres.co.uk

REME MUSEUM

Throughout the year, specifically for groups, we will be offering two new options that can be combined with a visit to the main Museum: a tour of the Reserve Collections (80 British and foreign military armoured and wheeled vehicles, including some prototypes that never came into service) at a separate hanger, 5-minutes' drive away; and a behind-the-scenes talk with the Archives team, to see and hear about their chosen 20 most interesting items. www.rememuseum.org.uk



IFORD MANOR GARDENS

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

BLUESTONE VINEYARDS

Guided vineyard walks and wine tastings for individuals and groups from £15pp. Tailored wine tour packages, extended wine tastings and indulgent afternoon teas available, and we also host weddings. For more information and to book visit www.bluestonevineyards.co.uk



Great West Way®



We invite you to explore the Great West Way. An exciting new 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 Areas of Outstanding Natural Beauty: the Chilterns, the **Cotswolds** and the **North Wessex Downs**, and the **UNESCO World Heritage Sites of Stonehenge and Avebury**, Kew Gardens, **Blenheim Palace** and **Bath**.

Visitors can enjoy **Newbury's** canalside pubs and restaurants. Discover **Reading's** Museum and Abbey Quarter. Trawl **Hungerford's** antique shops and fairs then sample seasonal produce at **Cobbs Farm Shop & Kitchen**. Take a pleasure cruise along the **Royal River Thames**. Admire sumptuous Georgian gowns at the **Fashion Museum**. Follow in the footsteps of prehistoric man at **Cheddar Gorge and Caves**. 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 **Alder Ridge Vineyard**. Or soak in the UK's only natural hot springs at **Thermae Bath Spa**. Watch the Changing of the Guard at **Windsor Castle**. Sample award-winning real ale at **West Berkshire Brewery**. Stroll through 15,000 extraordinary trees at **Westonbirt, The National Arboretum**. Lose themselves in the hedge maze at **Hampton Court Palace**. Or tour a delightful **National Trust** property.



> The Jane Austen Festival



> Changing of the Guard

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. **The Royal Crescent Hotel & Spa** in Bath is a Georgian gem and we also have 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

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.

London. It will take them to places they've always dreamed of seeing, and secret spots that even some locals have yet to discover.

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 £24 per person.

You can buy online at **at GWR.com**, from **VisitBritainShop.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**

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

WILTSHIRE

on the Great West Way®



> McArthurGlen
Designer Outlet Swindon

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 in the footsteps of **Poldark** 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**; shop till you drop at **McArthurGlen Designer Outlet Swindon**; stroll around 'Capability' Brown parkland at **Bowood House and Gardens**; take up a new hobby on a course at **Marlborough College Summer School**; tour the Palladian House



> Stonehenge

at **Lydiard Park**; see a show at **Wyvern Theatre & Arts Centre**. Within easy reach of the Great West Way 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 **The Red Lion** and **Legacy Rose**



> Kennet & Avon Canal



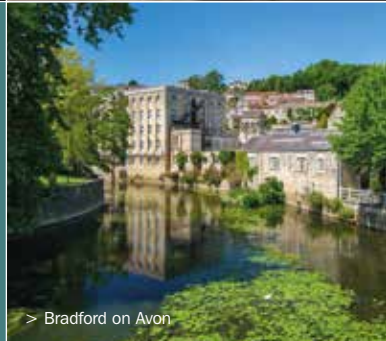
& **Crown** hotels in Salisbury, **The Old Bell Hotel** in Malmesbury, or **The Bridge Tea Rooms** in Bradford on Avon. An authentic English pub experience is equally hard to beat. So allow time for your visitors to settle down at one of Wiltshire's many traditional inns. If their Great West Way adventure includes an overnight stay, they'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 your visitors can be here, enjoying authentic English experiences and creating lasting memories.

Discover an essential strand of England's story at **GreatWestWay.co.uk**



> Lacock



> Bradford on Avon

INSPIRATIONAL Itineraries

A ROYAL JOURNEY
ALONG THE

Great West Way®

4
DAYS

> St George's Chapel, Windsor Castle

Following a road commissioned by King Charles I, nowhere is as quintessentially English or thoroughly royal as the Great West Way. Here's how to enjoy a royal journey along the route:

Day 1: Hampton Court Palace

Home to King Henry VIII and all six of his wives, **Hampton Court Palace** was a royal residence until 1737. Visit the sumptuous Baroque apartments, then stroll through 60 acres of beautiful riverside gardens. From here, head to **Runnymede** to visit the Magna Carta Memorial and Kennedy Memorial. Then take a 2½ hour **French Brothers** boat trip along the **Royal River Thames**, admiring Windsor Castle from on board.

Overnight: Stay in Windsor at either **Sir Christopher Wren Hotel** – located right on the River Thames, within walking distance of all Windsor's attractions.

Or **Castle Hotel Windsor MGallery by Sofitel** – having begun life in 1528 as The Mermaid, in the 1700s it was awarded the first of its eight Royal Warrants.

Day 2: Windsor

Start the day with a **Tours2Order** walking tour, before visiting **Windsor Castle**, the oldest and largest inhabited castle in the world. Queen Victoria spent most of her time there and it is Queen Elizabeth II's favourite weekend home. St George's Chapel within the grounds of the Castle was the setting for the wedding of the Duke and Duchess of Sussex. Tour the State Apartments and Chapel, then drive to Malmesbury for an overnight stay.

Overnight: Stay in Malmesbury at either **The Old Bell Hotel** – family-owned, it is reputed to be England's oldest. Or **Whatley Manor Hotel & Spa** – a beautiful English manor house in a picture perfect setting.

Day 3: Malmesbury and Berkeley Castle

Explore **Malmesbury**, England's oldest borough, including the 12th century Abbey where you will find the tomb of Athelstan, first king of all England. Then move on to **Berkeley Castle** – given to the family in 1153 by Henry II, it has received royal guests ever since and is open to visitors from April to October.

Overnight: There are plenty of hotels to choose from in Bristol – see visitbristol.co.uk/accommodation/hotels

Day 4: Bristol

Visit **Brunel's SS Great Britain**, launched by Prince Albert in 1843 and visited by Queen Victoria when it was docked in London in 1845. Then enjoy a drink at **Prince Street Social**, a welcoming modern-style restaurant and bar, before heading home.



> French Brothers Cruise



> The Long Walk, Windsor



> Hampton Court Palace

EXPECT THE UNEXPECTED

Swindon

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



2
DAYS

> Studley Grange

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: Swindon Area (eg **Cricklade House Hotel** or **Doubletree by Hilton Hotel**).

Day 2

AM: First stop today is historic **Lydiard 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 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. Then pick up a souvenir at the craft village. Time permitting, take a detour to **REME Museum** in Lyneham to discover the history of the Royal Electrical and Mechanical Engineers.

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

Overnight: Swindon area.

Salisbury

AGELESS BEAUTY, CAPTIVATING HISTORY

- Salisbury Cathedral
- The Salisbury Museum
- Mompesson House
- The Rifles Berkshire & Wiltshire Museum
- St Thomas's Church
- Old Sarum • Fisherton Mill

1+
DAYS

> Market Place

Day 1

AM: Begin your day with a visit to **Salisbury Cathedral** in its 800th anniversary year. Highlights include Britain's tallest spire and the finest original 1215 Magna Carta.

Pre-book a tower tour for wide-ranging views across the city.

After elevenses at one of several cafés in the Close, visit any of the other attractions there to uncover layer upon layer of history:

The Salisbury Museum, with its world-class archaeology collections. The National Trust's **Mompesson House**, a glorious Queen Anne townhouse. The Rifles Berkshire & Wiltshire Museum: part military

museum, part historic house and part riverside garden.

Lunch: Salisbury Area

PM: Discover another of the Close attractions, visit St Thomas's Church to see the UK's largest surviving Doom Painting, or explore the Iron Age hillfort of **Old Sarum**. Within the city centre you will also find a range of unique, independent shops, including Fisherton Mill with its gallery, café and artist studios. On Tuesdays and Saturdays (except the third Tuesday in October) you can experience the hustle and bustle of the popular Charter Market, and if you visit towards the end of the year,

Salisbury's enchanting Christmas Fayre will be in full swing.

Evening: Choose from a wide range of entertainment options at Salisbury Arts Centre, Salisbury Playhouse and City Hall Salisbury.

Overnight: If you have time, extend your visit with an overnight stay (eg **Red Lion Hotel** or **Rose & Crown Hotel**) to take in Boscombe Down Aviation Collection, River Bourne Community Farm, Salisbury Racecourse or **Cholderton Rare Breeds Farm and Bluestone Vineyards**.

Guided tours are available from several companies, including **Salisbury, Stonehenge and Sarum Tours**.

WILTSHIRE'S Timeless Wonders

2
DAYS

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

> Silbury Hill

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 20).

Lunch: Amesbury or Salisbury areas (eg **The Stonehenge Inn & Carvery**).

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: Salisbury or Amesbury areas (eg **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 **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

3+
DAYS

- Abbey House Gardens • Great Chalfield Manor
- Bowood • Iford Manor Gardens • Stourhead
- Longleat • Larmer Tree • Wilton House

> Stourhead

Day 1

AM: Your day begins in medieval Malmesbury, at the 5-acre Abbey House Gardens.

Lunch: Malmesbury area.

PM: Choose between the charming Arts & Crafts garden at **Great Chalfield Manor** near Melksham. Or the magnificent pastoral landscape at **Bowood House and Gardens**, created by master landscaper 'Capability' Brown.

Overnight: Calne or Melksham areas (eg **Bowood Hotel & Spa**).

Day 2

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

Lunch/Afternoon Tea: Bradford on Avon area (eg **The Bridge Tea Rooms**).

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: Warminster or Salisbury areas (eg **Stonehenge Campsite and Glamping Pods** or **Red Lion Hotel**).

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: Wilton or Salisbury areas (eg **Legacy Rose & Crown Hotel**).

PM: Explore the 22 acres of parkland and gardens at Wilton House, also believed to be influenced by 'Capability' Brown. For those with more time, Chavenage House and Westonbirt, the National Arboretum are just across the county border in the Cotswolds.

WILTSHIRE

Picture Perfect

- Mompesson House
- Wilton House • Fonthill Lake
- Old Wardour Castle • Stourhead
- Great Chalfield Manor
- Lacock • Corsham
- Castle Combe
- Chavenage House

3+
DAYS> *Pride & Prejudice*, Wilton House

Day 1

AM: Your day starts with a visit to two locations from *Sense & Sensibility*: **Mompesson House** in Salisbury, and magnificent Wilton House which also featured in *The Crown*, *The Young Victoria* and *Pride & Prejudice*.

Lunch: Wilton or Tisbury areas.

PM: Travel on to **Old Wardour Castle**, as seen in *Robin Hood Prince of Thieves*, pausing briefly to view Fonthill Lake where scenes from *Chocolat* were filmed.

Overnight: Warminster Area.

Day 2

AM: Begin with a visit to the breathtaking gardens at **Stourhead**, which film buffs will recognise as another setting from *Pride & Prejudice*.

Lunch: Enjoy lunch here, then travel north, passing the Westbury White Horse on your way.

PM: Spend the afternoon at **Great Chalfield Manor** near Melksham, a location from both *Poldark* and *Wolf Hall*.

Overnight: Chippenham area (eg **Best Western Plus Angel Hotel**).

Day 3

AM: This morning's destination is the stunning National Trust village

of **Lacock**, where scenes from *The White Princess*, *Downton Abbey*, *Cranford* and some of the *Harry Potter* films were shot.

Lunch: Lacock or Corsham.

PM: While away the afternoon in **Corsham**, where the High Street represented 18th century Truro in the first series of *Poldark*. Then, if you are able to stay an extra night, travel via the quintessentially English village of Castle Combe – as seen in *Dr Thorne*, *War Horse*, *The Wolf Man*, *Stardust* and *Dr Dolittle* – to end your tour just across the county border at Chavenage House, which starred as Trenwith in *Poldark*.

MAGNIFICENT
Industrial
Heritage

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

3
DAYS

> Wilton Windmill

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. Trowbridge Museum (reopening August 2020 after extensive renovation and expansion) has a nationally important collection relating to West Country wool.

Lunch: Trowbridge or Bradford on Avon areas.

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: Bradford on Avon or Melksham areas.

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: Malmesbury or Swindon.

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

Overnight: Swindon or Devizes areas.

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: Head to Crofton Beam Engines near Marlborough to discover magnificent 200-year-old working steam engines. On Sundays and Bank Holiday Mondays you can also visit Wilton Windmill nearby. Time permitting, a visit to **The Merchant's House** in Marlborough makes a fascinating addition to your itinerary.

Local Guides

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A Starring Role

Wiltshire locations can be spotted in many big screen movies and TV costume dramas. A few are listed here – to find out more go to visitwiltshire.co.uk/film

Stunning **Iford Manor Gardens** can be seen in a re-make of **The Secret Garden** (April 2020).

Filming for the final TV series of **Downton Abbey** (2015) took place in **Lacock**, which co-starred, with **Bradford on Avon**, in the big screen version (2019).

Corsham stood in for 18th century Truro in series one of **Poldark** (2015), while **Great Chalfield Manor** appeared in series two (2016).



> *Poldark*, Corsham



> *War Horse*, Castle Combe

Lacock Abbey and **Great Chalfield Manor** featured in the BBC's **Wolf Hall** (2015).

Scenes from **Harry Potter & The Half Blood Prince** (2009) and **Harry Potter & The Chamber of Secrets** (2002) were filmed at **Lacock Abbey**.

Both **Wilton House** and **Stourhead** can be seen in the cinema version of **Pride & Prejudice** (2005).

While **Mompesson House** and **Wilton House** starred in **Sense & Sensibility** (1995).

Other productions featuring Wiltshire locations include **Tomb Raider** (2018), **The Crown** (2017), **Transformers: The Last Knight** (2017), **The White Princess** (2017), **Dr Thorne** (2016), **Thor: The Dark World** (2013), **War Horse** (2011), **The Wolf Man** (2010), **Creation** (2009), **The Young Victoria** (2009), **Lark Rise to Candleford** (2008-2011), **The Other Boleyn Girl** (2008), **Cranford** (2007), **Stardust** (2007) **Chocolat** (2000), **Robin Hood**, **Prince of Thieves** (1991), **Far From the Madding Crowd** (1967) and **Dr Dolittle** (1966).

> Bowood House & Gardens



Whether you're here for a day, a weekend or longer, no visit to Wiltshire would be complete without experiencing our timeless wonders. Join **Salisbury Cathedral** in 2020 as it celebrates the 800th anniversary of the laying of its foundations. 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**, **Great Chalfield Manor**, **Iford Manor Gardens**, **Lydiard**

Park and **Stourhead**. **Longleat**, with its Elizabethan house, safari park and more. Charming mansions such as **Mompesson House**. **Old Sarum**, which evolved from a Neolithic community into the original site of Salisbury. Impressive **Old Wardour Castle**.

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**. Hunt for bargains at **McArthurGlen Designer Outlet Swindon**. Learn about army history at **REME Museum**. Discover Wiltshire's industrial heritage at **STEAM – Museum of the Great Western Railway**. See outstanding



archaeology at **The Salisbury Museum** and **Wiltshire Museum**. Or watch conservation in action at **The Merchant's House** in **Marlborough**.



You'll also find a range of fascinating museums specialising in everything from textiles, aircraft and motor vehicles to the history of brushware.

There are plenty of fascinating places to visit on the Wiltshire borders, too. At **Cheddar Gorge and Caves** you can follow in the footsteps of early man, walk along Britain's highest inland limestone cliffs, and admire stunning stalactites and stalagmites in the caverns below.

For further ideas and inspiration go to: visitwiltshire.co.uk/groups



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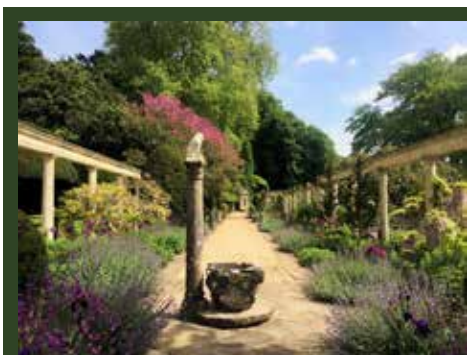
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Connections with history made in Wiltshire

Visit Lacock, Stourhead and Avebury for days out full of new discoveries and explore unspoilt Wiltshire countryside.

These are the places that make us.
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Cause to Celebrate!

#Salisbury2020



In 2020 Salisbury Cathedral and the city commemorate one of the most remarkable moves in medieval history: the relocation of the Cathedral and its community from Old Sarum to its present site.

A year of celebrations is planned to mark the spirit and endeavour required to pull off this incredible feat. From the craftsmen who constructed the medieval masterpiece with its 123m high spire to the citizens who built a thriving commercial centre around it, in 2020 the city recognises the vision that transformed what was a modest hamlet into one of the most influential cities in Britain by the early 1300s.

Highlight events include an immersive light and sound show **Sarum Lights** from 18-22 February, a major art exhibition **Spirit and Endeavour** with works by 20 contemporary artists including Henry Moore and Grayson Perry from 1 April-25 October and **Confluence: a Festival of Flowers** from 15-20 September.

An exciting range of special interest tours is available to pre-booked groups at the Cathedral including behind the scenes tours of their works yard, where visitors can watch talented stonemasons using the same traditional craft skills as those used to build the Cathedral 800 years ago.

Situated at the gateway to the south west and with Stonehenge only 8 miles away, there has never been a better time to visit this jewel in the Wiltshire countryside!

For more information email groups@salcath.co.uk or call 01722 512190. www.salisburycathedral.org.uk

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> Salisbury Cathedral Tower Tour

10 top reasons TO VISIT WILTSHIRE

Whether you're planning your first visit to Wiltshire or your twenty-first, we've come up with some suggestions for making the most of your time here. You'll find new stories around every corner:

- With award-winning attractions, great food and drink, excellent shopping and top-notch arts venues, **Salisbury** is the perfect fusion of ancient and modern. **Salisbury Cathedral** boasts Britain's tallest spire and best preserved original 1215 Magna Carta. Take a Tower Tour for fabulous views and look out for celebrations throughout 2020 marking the 800th anniversary of the laying of its foundations.



> Westbury White Horse

- 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.



> Stonehenge Visitor Centre

- 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 landscape falls within an **Area of Outstanding Natural Beauty** – rural England at its very best.



> Lacock Abbey

- 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.

- 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.

Christmas IN Wiltshire

Christmas in Wiltshire is a very special time, as our historic towns and villages receive an extra sprinkling of festive magic. Here are a few highlights of particular interest to groups – for more details of these and many other seasonal events go to visitwiltshire.co.uk/whats-on

Longleat's winter wouldn't be complete without the renowned

Festival of Light, which is confirmed to return for its 7th year on selected dates from 7 Nov 2020 to 3 Jan 2021.

The illuminating lantern spectacle will see hundreds of silk-strewn scenes and digital installations embellishing the ornate Longleat Estate, bringing the spirit of the festive season to lustrous light. As part of the Festival of Light, on New Year's Eve and New Year's Day there will be spectacular fireworks displays lighting up the evening sky. www.longleat.co.uk/groups

At **McArthurGlen Designer Outlet Swindon** you can tuck into delicious street food as you do your Christmas shopping, enjoy the beautiful decorations and magical Christmas activities. Pre-book your group to receive a group pack including a 10% discount card and £5 gift card lunch voucher for coach drivers. For more details and many other seasonal events go to www.swindondesigneroutlet.com

National Trust properties join in the festive celebrations too. From Sat 21 Nov 2020 to Sun 3 Jan 2021* Christmas warmth and cheer at **Avebury** include beautiful decorations at Avebury Manor, warming dishes and festive aromas in the café, and Christmas gift

opportunities at the National Trust shop. (*Manor closed Wednesdays; whole property except stone circle closed 24-26 Dec.) www.nationaltrust.org.uk/avebury

Christmas events at **Lacock** will run throughout Dec 2020 (closed 25 and 26 Dec). As well as traditional decorations and a crackling log fire in the Abbey's Great Hall, visitors can enjoy the Christmas tree festival in the Cloister, hear traditional Victorian carols and follow a family trail through the village and grounds. www.nationaltrust.org.uk/lacock

From Wed 25 Nov-Sun 20 Dec 2020 (Wed-Sun only) **Mompesson House** in Salisbury will be decorating the ground floor rooms for Christmas, with a festive trail for children, plus mince pies and mulled wine in the garden tea-room. www.nationaltrust.org.uk/mompesson-house

The garden at **Stourhead** is open all year, but from 21 Nov-23 Dec 2020 a selection of ornately decorated rooms at Stourhead House show how the Hoare family celebrated Christmas. Three course lunches can be pre-booked for groups. In the evening throughout December, a magical after-dark illuminated trail awaits you in the

garden. See website for details. www.nationaltrust.org.uk/stourhead

Witness **Salisbury Cathedral's** spectacular **Darkness to Light Advent Procession**, as 1,300 candles light up the Cathedral – daily from Fri 27-Sun 29 Nov 2020. 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 - email groups@salcath.co.uk or telephone 01722 512190 for details. www.salisburycathedral.org.uk

During Nov and Dec (dates tbc) **Salisbury Christmas Fayre** will feature colourful stalls swathed in twinkling lights, offering everything from traditional festive foods to hand-crafted gifts. Browse the traditional wooden chalets, listen to live music, and enjoy seasonal treats in the food and drink quarter. www.christmasinsalisbury.co.uk

From the beginning of Dec **Wyvern Theatre's** ever-popular annual pantomime takes to the stage for a four-week run. Special group rates are available and the Wyvern also hosts a selection of festive hospitality events. www.swindontheatres.co.uk



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> Wiltshire Music Centre



> Salisbury Playhouse



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Today life is hectic. Too hectic. 24/7 this, 5G that. Sometimes you need to press pause and let time stand still. Thanks to Wiltshire's diverse and thriving arts scene, nothing could be easier. Top-notch venues provide a wealth of inspired and inspiring performances, while show-stopping festivals and events showcase the county's endless imagination and ingenuity.

In Wiltshire we've got creativity down to a fine art and 2020 is set to be another bumper year for all things artistic. You'll find carnivals, fairs and folk festivals. Theatre, comedy and dance. Classical, jazz and world music. Not to mention writing and reading, talks and tours, history and philosophy... and Christmas celebrations that are second to none.

The Pound arts centre in Corsham is a popular venue with a year-round programme of shows, exhibitions and films. Wiltshire Music Centre

in Bradford on Avon hosts over 120 events every year, attracting musicians of international renown. In Salisbury, the Playhouse, Arts Centre and International Arts Festival have joined forces under the banner of Wiltshire Creative to form an impressive pan-arts organisation which – alongside City Hall Salisbury's three seasons of live entertainment – makes for a truly exciting arts offering.

Among the stars of the show is Swindon's **Wyvern Theatre & Arts Centre**. Named after a mythical, dragon-like beast believed to have been the heraldic device of the Kings of Wessex, its programme of concerts, comedy, drama, dance and musical theatre is sure to appeal to groups.

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

Marlborough College



SCHOOL'S IN FOR SUMMER

Whether you wish to learn a new skill or escape in a favourite pastime, Marlborough College Summer School from 12 July to 8 August 2020 has it covered.

A packed programme of courses followed by eclectic evening entertainment makes for one of

Europe's largest multi-generational learning events. With over 500 courses for adults and young people encompassing creative arts, literature, history, science, body and mind, sport and country pursuits there really is something for everyone.

Attend Summer School from Monday to Friday as a day student or make

your experience truly immersive and stay throughout. Full board accommodation is available within the College, which is conveniently located for Marlborough's famous High Street and the Wiltshire countryside.

To request a brochure phone 01672 892388 or visit www.summerschool.co.uk



The **Wyvern Theatre** in Swindon is named after the mythical wyvern which was once the emblem of the kings of Wessex. It was opened on 7 September 1971 by Queen Elizabeth II and Prince Philip.

The Wyvern is Wiltshire's largest theatre. Its auditorium has

635 seats and every seat is designed to be no further than 70ft from the stage.

The venue offers a mixed programme of live music concerts, comedy, dance, drama, musical theatre and local amateur

productions, as well as its annual Christmas pantomime.

The Wyvern also hosts a number of themed dining events and party nights throughout the year, all held in their event space The Spotlight Room, which is available for private hire. www.swindontheatres.co.uk

Timeless Towns & 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. The following work with VisitWiltshire to welcome groups and the travel

trade, particularly during the quieter, shoulder months – see below for coach parking details or go to visitwiltshire.co.uk/groups for further information.



AMESBURY

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



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.



CALNE

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



CRICKLADE

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



CHIPPENHAM ➡

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



CORSHAM

Call 01249 702130 to arrange prior to visit.

BRADFORD ON AVON ➡

Four coach spaces Station Car Park **BA15 1DQ**. Additional coach parking Moulton Drive **BA15 1UF**.

To book Meet and Greet service visit www.bradfordonavon.co.uk or call 01225 864240.

CASTLE COMBE

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



DEVIZES

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



MELKSHAM ➡

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



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**.



TROWBRIDGE ➡

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



VALE OF PEWSEY ➡

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



LACOCK

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



MALMESBURY

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



SWINDON ➡

Drop off/pick up points at the Bus Station in Newbridge Square, **SN1 1EA**, and Shaw Ridge Leisure Park, Whitehill Way, **SN5 7DW**. Coach parking at the Swindon Truck Stop, **SN3 4HD**. Additional coach parking at The County Ground, **SN1 2ED** on non-match days – advance booking essential. If visiting McArthurGlen Designer Outlet, coach parking is available on site, **SN3 4ER** – telephone 01793 507600 48 hours in advance.



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**.



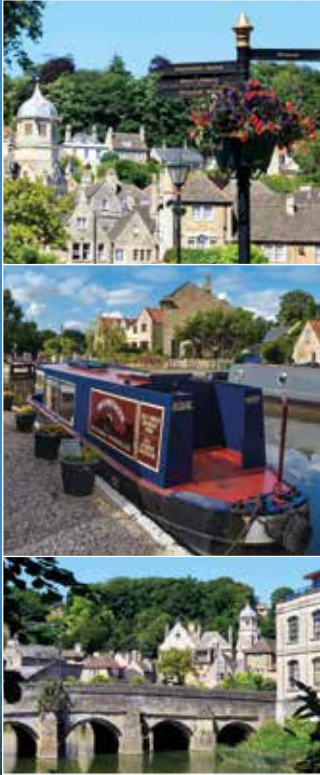
MARLBOROUGH

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



WILTON

Wilton Shopping Village **SP2 0RS**.



Bradford on Avon



Stroll through the town and you will walk through time, the Romans, Georgians and Victorians have all left their mark – each creating a chapter in Bradford on Avon's remarkable story.

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 close to the World Heritage City of Bath, Bradford on Avon is the perfect place for your group to visit.

- Free meet and greet service
- Blue Badge guided tours available to book
- Coach parking close to town centre and the canal
- Simple and easy online booking service
- Online details for groups, include coach parking information, group friendly restaurants and accommodation

Book online at www.bradfordonavon.co.uk/plan-your-visit/travel-trade/

Or call 01225 865797 and ask to speak to the Tourism Officer. www.bradfordonavon.co.uk



Salisbury

The perfect historic city

Set amidst glorious countryside, Salisbury is a quintessentially English city, where medieval magnificence meets contemporary culture.

Dazzling **Salisbury Cathedral** is home to the tallest spire in Britain and the finest original 1215 **Magna Carta** manuscript. In 2020 Salisbury Cathedral and the city commemorate the 800th anniversary of the Cathedral's relocation from Old Sarum to its present site with a year of celebrations marking the spirit, endeavour and vision required to pull off this astonishing feat. Highlights include Sarum Lights, an immersive light and sound show from 18-22 February; a major art exhibition from 1 April-25 October; and a festival of flowers from 15-20 September. For further details go to salisburycathedral.org.uk

Other attractions within the Cathedral Close include **Mompesson House**, Arundells, **The Salisbury Museum** and



> Old Sarum

The Rifles Berkshire & Wiltshire Museum. Nearby is the Parish Church of St Thomas. On the outskirts of the city you'll find **Old Sarum**, the original site of Salisbury. While River Bourne Community Farm, Boscombe Down Aviation Collection, Salisbury Racecourse and **Stonehenge** are on the doorstep too.

Alongside layer upon layer of fascinating history, Salisbury offers an exciting annual line-up of festivals and events and a first-rate programme of music, dance, theatre, comedy and more. Cosy pubs and inns abound, together

with tempting tea rooms, coffee shops and restaurants. Familiar high street stores are joined by an excellent range of independent retailers. There are regular markets throughout the year, and an ever-popular Christmas Fayre.

Salisbury is the perfect blend of ancient and modern. Go to visitsalisbury.co.uk for details of everything on offer for groups in 2020, including shopping, food and drink, accommodation, attractions and events.

Salisbury: traditional and original.

#Salisbury2020

AMESBURY

A small market town that has Stonehenge (2 miles) and Woodhenge (1.5 miles), all within its Parish. Historic Amesbury is an attractive town sitting on the River Avon, now known to be the oldest continuous living settlement in this country, dating back over 8500 years BC.

Amesbury has ample parking, two coach spaces, public toilets, and its own weekly market. A new History Centre will open in the summer of 2020, housing one of Britain's largest Mesolithic collections, it will tell an amazing story, along with much more about Amesbury's History. Amesbury has hotels, bed and breakfasts, independent shops, restaurants and inns - the town is a great stopping point for travellers and visitors to Stonehenge and south Wiltshire. The Town is also one of the most convenient places to stop on the A303, being some 75 miles from London and the home of Stonehenge.

The town offers many interesting walks both in the Stonehenge Landscape and close to the River Avon. Stonehenge is of course the closest attraction to Amesbury and the 2 mile walk across the historic landscape is both invigorating and interesting.

Just to the north is Woodhenge - a neolithic site which was first recognised through aerial photographs taken in 1925, it is an equally interesting site to visit. Closer to the town is Lords Walk, which offers the combination of a unique view of the River Avon, as well as a walk along the old Lime Tree Way, which historically lead to the Abbey.

A visit to the 10th century church of St Mary and St Melor is a unique experience. Housed within is a 15th century clock that is believed to have been built for the Benedictine Abbey.




Come and discover Wiltshire's hidden treasure
History, heritage, arts and crafts, great places to eat and drink and lots of independent shops – plus Poldark was filmed here too.

Visit Corsham
www.corsham.gov.uk/visit

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







THE GEORGE HOTEL AMESBURY
16TH CENTURY COACHING INN
19 HIGH STREET, AMESBURY
Tel: 01980 622108



The George Hotel is located in the small township of Amesbury and just 5 minutes' drive from Stonehenge.

The George is a 13th Century Coaching Inn that maintains many of its original features and includes modernised accommodation for guests.

Enjoy a stay at the George Hotel and relax in the wonderful lounge bar or eat in our in-house Ala Carte Restaurant.

Opposite the Hotel is a coach drop off point or the town's local car park is located only 500 yards away. We cater for large groups, coach parties etc. The George can accommodate a quick bite to eat and refreshments.

For further information please contact The George Hotel directly on 01980 622 108 or alternatively via email: georgehotel@dominionhospitality.co.uk

Bridge Tea Rooms



Afternoon tea is a fine art at The Bridge Tea Rooms. Recognised as excellent by the UK Tea Guild and twice awarded winners of 'The UK's Top Tea Place'. Friendly staff in Victorian dress serve light meals, cakes, sandwiches and a wide range of afternoon teas. All housed in a former blacksmith's cottage dating from 1502.

Open Monday-Sunday 10am-5pm.
Afternoon Teas served from 12 noon till 5pm.

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

01225 865537

www.thebridgetearooms.co.uk

Britford Farm Shop & Café



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

Please call for opening times or to make a reservation.

Bridge Farm, Lower Road, Britford, Salisbury,
Wiltshire SP5 4DY

01722 413400 | www.britfordfarmshop.co.uk

Stonehenge Pub Group

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

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

Telephone 01722 790236 (option 3)
or visit www.stonehengepubgroup.co.uk





Refreshment Stops

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.

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

AMESBURY AREA

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

BRADFORD ON AVON AREA

- The Bridge Tea Rooms, Bradford on Avon
- Iford Manor Gardens

CALNE AREA

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

CRICKLADE AREA

- Cricklade House Hotel

LACOCK AREA

- The Stables Tea-room, Lacock

MALMESBURY AREA

- The Old Bell Hotel, Malmesbury

MARLBOROUGH AREA

- Avebury

SALISBURY AREA

- The Bell Tower Tea Rooms, Salisbury Cathedral
- Britford Farm Shop and Café
- The Red Lion Hotel, Salisbury
- The Refectory, Salisbury Cathedral
- Rose & Crown Hotel, Salisbury
- The Swan at Stoford

SWINDON AREA

- Lydiard Park, Lydiard Tregoze
- McArthurGlen Designer Outlet Swindon (various outlets)
- REME Museum, Lyneham
- STEAM – Museum of the Great Western Railway, Swindon
- Studley Grange Garden and Leisure Park, Wroughton
- Wyvern Theatre, Swindon

WARMINSTER AREA

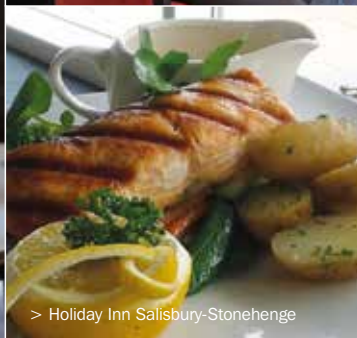
- Longleat, near Warminster (various outlets)
- Stourhead Restaurant



> The Red Lion Hotel



> The Shelburne Bar, Bowood Hotel



> Holiday Inn Salisbury-Stonehenge



> Britford Farm Shop



> The Stonehenge Inn

TRAVEL TRADE GUIDE

QUICK STOPS

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

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

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

FUN-PACKED Activities

> Marlborough College Summer School

Whether your group's ideal break is calming, comforting, refreshing, or bursting with high adrenalin excitement, Wiltshire will put back what the rest of the week takes out.

With almost half its breathtaking landscape falling within an **Area of Outstanding Natural Beauty**, Wiltshire is perfect for outdoor pursuits. Walkers and cyclists are particularly well-served with over 8,200 paths to explore. So pull on your boots or pump up your tyres and head out on a voyage of discovery.

Other opportunities to make the most of the great outdoors include a canoe trip or a horseback safari, a day's fishing or a round of golf. Those with a head for heights can drift peacefully over Wiltshire's timeless landscape in a hot air balloon or send their heart rate soaring on a tandem skydive. While intrepid explorers can reach parts of Salisbury Plain inaccessible to many vehicles with an off-road driving experience.

You can test your nerve on the go-karting track. Immerse yourself in spine-chilling laser combat. Unleash your inner Sherlock Holmes and search for clues on a treasure trail. Pit your wits against the clock in a real-life escape game. Brush up your language skills. Master new culinary techniques. Kick up some dust with a spin around the rally field. Team up with an expert tour guide to unearth the secrets of the past. Try your hand at archery, climbing, paddle boarding and zip wiring. Or simply relax with a luxurious treatment in one of our spas.

From 3 years old to 90 years young, courses at **Marlborough College Summer School** span the generations. Music and dance, science and technology, body and mind – traditional favourites and inspiring new subjects combine every year in an exciting programme that has something to offer all ages and interests.



> Castle Combe



> Exploring the North Wessex Downs



> Salisbury, Stonehenge & Sarum Tours

With such an enormous range and variety of activities to choose from, if you're tired of the everyday, it's time for Wiltshire.

For further details go to
visitwiltshire.co.uk/activities

Discover your past, "the personal way"

Travel back over 10,000 years in time with your own personalised tour of some of Britain's hidden gems



**SALISBURY
STONEHENGE
& SARUM
TOURS**

Unit 7 & 8 Whittle Road,
Churchfields Industrial Estate,
Salisbury,
Wiltshire SP2 7YS
Tel: 01722 333333
www.salisburystonehenge-tours.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

Rose & Crown Hotel

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.

Legacy Rose & Crown Hotel, Harnham Road,
Salisbury, SP2 8JQ | 08444 119 046
www.legacy-hotels.co.uk/hotels/rose-crown-hotel-salisbury-wiltshire



Places to Stay



> Legacy Rose & Crown Hotel

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 accommodation, with something to suit every taste and pocket. All within easy reach of our timeless wonders, timeless places, timeless pleasures and timeless nature.

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

WELL-KNOWN HOTEL CHAINS

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



> Bowood Hotel

BOUTIQUE & SMALLER HOTELS

Independently owned, boutique-style accommodation offers a more individual experience.

SELF-CATERING

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

SOMETHING A LITTLE DIFFERENT?

If you like to be at one with the great outdoors we have 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 of our places to stay 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.

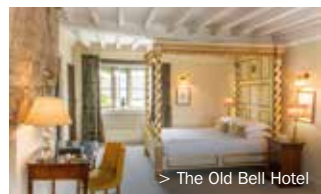
For details of other options see visitwiltshire.co.uk/accommodation

WHAT NEXT?

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



> Glamping Pod at Stonehenge Campsite

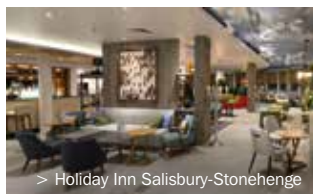


> The Old Bell Hotel

LOCATION	WEBSITE	TELEPHONE	NO. OF ROOMS ¹	COACH PARKING
Amesbury Area				
Amesbury: Holiday Inn Salisbury-Stonehenge	hisalisbury-stonehenge.co.uk	0345 241 3535	103	On site
Cholderton: Cholderton Youth Hostel ²	choldertonyouthhostel.co.uk	01980 629379	70 beds ²	At Cholderton Rare Breeds Farm next door
Bradford on Avon Area				
Bradford on Avon: Leigh Park Country House Hotel ³	leighparkhotel.co.uk	01225 864885	38	On site
Bradford on Avon: The Swan Hotel	theswanbradford.co.uk	01225 868686	12	Call for details
Bradford on Avon: Widbrook Grange Hotel	widbrookgrange.co.uk	01225 864750	20	On site
Bradford on Avon: Woolley Grange Hotel	woolleygrangehotel.co.uk	01225 864705	25	On site
Calne Area				
Calne: The Lansdowne Hotel	lansdownestrand.co.uk	01249 812488	25	Call for details
Derry Hill: Bowood Hotel, Spa & Golf Resort	bowood.org	01249 822228	43	On site
Chippenham Area				
Chippenham: Angel Hotel ⁴	angelhotelchippenham.co.uk	01249 652615	50	On site
Coleerne: Lucknam Park Hotel & Spa	lucknampark.co.uk	01225 742777	43	On site
Cricklade Area				
Cricklade: Cricklade House Hotel	crickladehotel.co.uk	01793 750751	45	On site
Malmesbury Area				
Malmesbury: The Old Bell Hotel	oldbellhotel.co.uk	01666 822344	34	Call for details
Malmesbury: Whatley Manor Hotel & Spa	whatleymanor.com	01666 822888	23	On site
Melksham Area				
Beanacre: Beechfield House Hotel	beechfieldhouse.co.uk	01225 703700	24	On site
Royal Wootton Bassett Area				
Royal Wootton Bassett: The Angel Hotel	theangelhotelwoottonbassett.co.uk	01793 851161	17	Call for details
Salisbury Area				
Berwick St James: Stonehenge Campsite & Glamping Pods	stonehengecampsite.co.uk	07786 734732	Capacity 8-20	On site
Salisbury: Grasmere House Hotel	grasmerehotel.com	01722 338388	38	On site
Salisbury: Milford Hall Hotel & Spa	milfordhallhotel.com	01722 417411	45	On site
Salisbury: Peartree Serviced Apartments	stayatpeartree.com	01722 322055	16	Millstream Coach Park
Salisbury: The Red Lion Hotel ³	the-redlion.co.uk	01722 323334	60	Millstream Coach Park
Salisbury: Rose & Crown Hotel ⁴	legacy-hotels.co.uk	01722 328615	32	On site
Salisbury: Sarum College	sarum.ac.uk/group-stays	01722 424800	40	Millstream Coach Park
Salisbury: The Stones Hotel	thestoneshotel.co.uk	01722 782020	44	On site
Salisbury: White Hart Hotel ⁵	mercure.com	01722 327476	68	On site
Swindon Area				
Swindon: Marriott Hotel	swindonmarriott.co.uk	01793 512121	156	On site
Warminster Area				
Bishopstrow: The Bishopstrow Hotel and Spa	bishopstrow.co.uk	01985 212313	32	On site



> The Red Lion Hotel



> Holiday Inn Salisbury-Stonehenge

Notes relating to the table above:
¹ Please note: rooms may be a mix of singles, doubles, twins, triples etc

² Rooms are often in bunk form – please check at the time of booking

³ Best Western / Best Western Plus Hotels

⁴ Legacy Hotels

⁵ Mercure Hotels

Wiltshire on the Great West Way®



> Caen Hill Locks

Around a quarter of the exciting Great West Way runs through Wiltshire, along routes that brought druids to Stonehenge, drovers to market and pilgrims to Salisbury Cathedral. In Wiltshire, as with anywhere along the Great West Way, you are never more than a few minutes from an extraordinary attraction or an authentic experience. Ancient or modern. Town or country.

To find out how to uncover Wiltshire's secrets and discover an essential strand of England's story, see pages 14-15 of this guide or go to GreatWestWay.co.uk/traveltrade



The Old Bell Hotel

The Old Bell Hotel sits proudly next to the 12th century Abbey in the centre of the historic, vibrant and charming Wiltshire market town of Malmesbury. England's oldest hotel has recently been restored to the height of elegance, glamour and English charm. Located in the heart of Wiltshire, the family-owned hotel and restaurant is a romantic haven for first class travellers, social butterflies, coffee connoisseurs, gin experts and lovers of historic quirkiness.

To complete the experience personable hosts, enchanting interiors, an historic setting and options for private dining make this the perfect Country House hotel in this vibrant town centre. Celebrate our 800th birthday in 2020 with us.

The Old Bell Hotel, Malmesbury, SN16 0BW
01666 822344 | info@oldbellhotel.com
www.oldbellhotel.co.uk

The Red Lion Hotel



The Red Lion nestles in the heart of this ancient city, just a few steps from the vibrant Market Place. Europe's oldest purpose-built hotel, it housed the stone masons of the Cathedral in the 13th century. But don't be misled – we may be old, but we have a great modern

twist, as seen in the design of our bedrooms. In the warmer months our stunning Mediterranean courtyard garden is a great place to relax with a drink. In winter, log fires blaze, warming guests who have come in from shopping at our twice weekly market and now sit enjoying

what we believe to be one of the finest traditional English cream teas available anywhere.




Milford Street, Salisbury,
Wiltshire, SP1 2AN
01722 323334
<https://the-redlion.co.uk>

Each of the 12 bedrooms is unique in terms of shape and size, but all are en suite and well-appointed, with many little extras. Seating up to 30 guests our restaurant serves an



The hotel welcomes groups and coach parties for coffee stops, lunches and afternoon teas by prior arrangement. Options include light lunches, carveries, traditional menus and Thai menus – please see our website for details.



 theswanbradford
 StaySwan
 swanbradford



Helping you sell Wiltshire

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

Bookable Tours

It's now easier than ever to bring your group to Wiltshire, thanks to our range of bookable tours and packages put together by VisitWiltshire. Check out the 'Book a Wiltshire Tour' section on pages 8-9 of this guide, then book via the relevant contact for your chosen itinerary. If you can't find exactly what you are looking for there, bespoke requirements can be individually priced and packaged.

Commissionable Product

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



> STEAM - Museum of the Great Western Railway



> Stourhead



> Cholderton Rare Breeds Farm Park



> The Merchant's House

Events and Exhibitions

VisitWiltshire's flagship annual **Travel Trade Marketplace** event will take place in November 2020 (details tbc). This event is suitable for tour operators and wholesalers to meet with supplier products with a view to packaging and selling VisitWiltshire/Great West Way programmes.

Other popular events and exhibitions to be attended by VisitWiltshire and its partners during 2020 include:

- 15-19 January: Vakantiebeurs, Utrecht, Netherlands
- 25 January: Excursions, Alexandra Palace, London
- 28 January: BIM (Britain & Ireland Marketplace), Hilton on Park Lane, London
- 4-8 March: ITB Berlin, Berlin, Germany

We'd love to meet you, so do come along and say hello!

Familiarisation Visits

VisitWiltshire has an ongoing programme of educational familiarisation visits, designed to improve your product knowledge and give you a taste of what Wiltshire has to offer. Open to coach operators, tour operators, travel agents, group travel organisers and the trade press, they usually take place in spring and autumn and will introduce you to a variety of tourism products suitable for the travel trade, both groups and FIT. To find out more and register your interest to attend our next one, email us on groups@visitwiltshire.co.uk

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 topics are of interest to you and we will do the rest.



> Lacock

Newsletter

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

VisitWiltshire Website

Covering everything from coach parking and itinerary ideas to accommodation and attractions suitable for groups, plus bookable tours, trade contacts and 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](https://www.visitwiltshire.co.uk/groups)

ATTRACTION MAP REFERENCES

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

AREA/ATTRACTION	MAP REF
WILTSHIRE ATTRACTIONS	
A'Beckett's Vineyard	D3
Abbey House Gardens	B2
Amesbury History Centre (reopening summer 2020)	E4
Atwell-Wilson Motor Museum	C3
Avebury	C4
Bowood House & Gardens	C3
Calne Heritage Centre	C3
Canal & River Trust	D3
Castle Combe Circuit	C2
Chippenham Museum	C2
Cholderton Rare Breeds Farm Park & Bluestone Vineyards	E4
Cotswold Water Park	A3/B3
Crofton Beam Engines	D4
Crop Circle Exhibition and Information Centre	D4
Great Chalfield Manor & Garden	D2
Iford Manor Gardens	D2
Kennet and Avon Canal Trust, Bradford on Avon	D2
Kennet and Avon Canal Trust, Devizes	D3
Lacock Abbey, Village & Fox Talbot Museum	C2
Langford Lakes, Wiltshire Wildlife Trust	E3
Larmer Tree	F2
Longleat	E2
Lower Moor Farm, Wiltshire Wildlife Trust	B3
Lydiard House & Park	B4
McArthurGlen Designer Outlet Swindon	B4
The Merchant's House	C4
Museum of Computing	B4
Old Wardour Castle	F2
REME Museum	B3
Roves Farm	B4
Royal Wootton Bassett Town Hall Museum	B3
St Peter's Church, Marlborough	C4
STEAM – Museum of the Great Western Railway	B4
Stonehenge	E4
Stourhead	E1
Studley Grange Garden and Leisure Park	B4
Swindon & Cricklade Railway	B4
Treasure Trails	Various
Trowbridge Museum (reopening August 2020)	D2
Vintage Classics	C2
Visit Hillbrush	F2
Wilton House	F3
Wilton Shopping Village	F3
Wilton Windmill, near Marlborough	D5
Wiltshire Museum	D3
Wiltshire's White Horses	Various
Wiltshire Wildlife Trust	Various

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

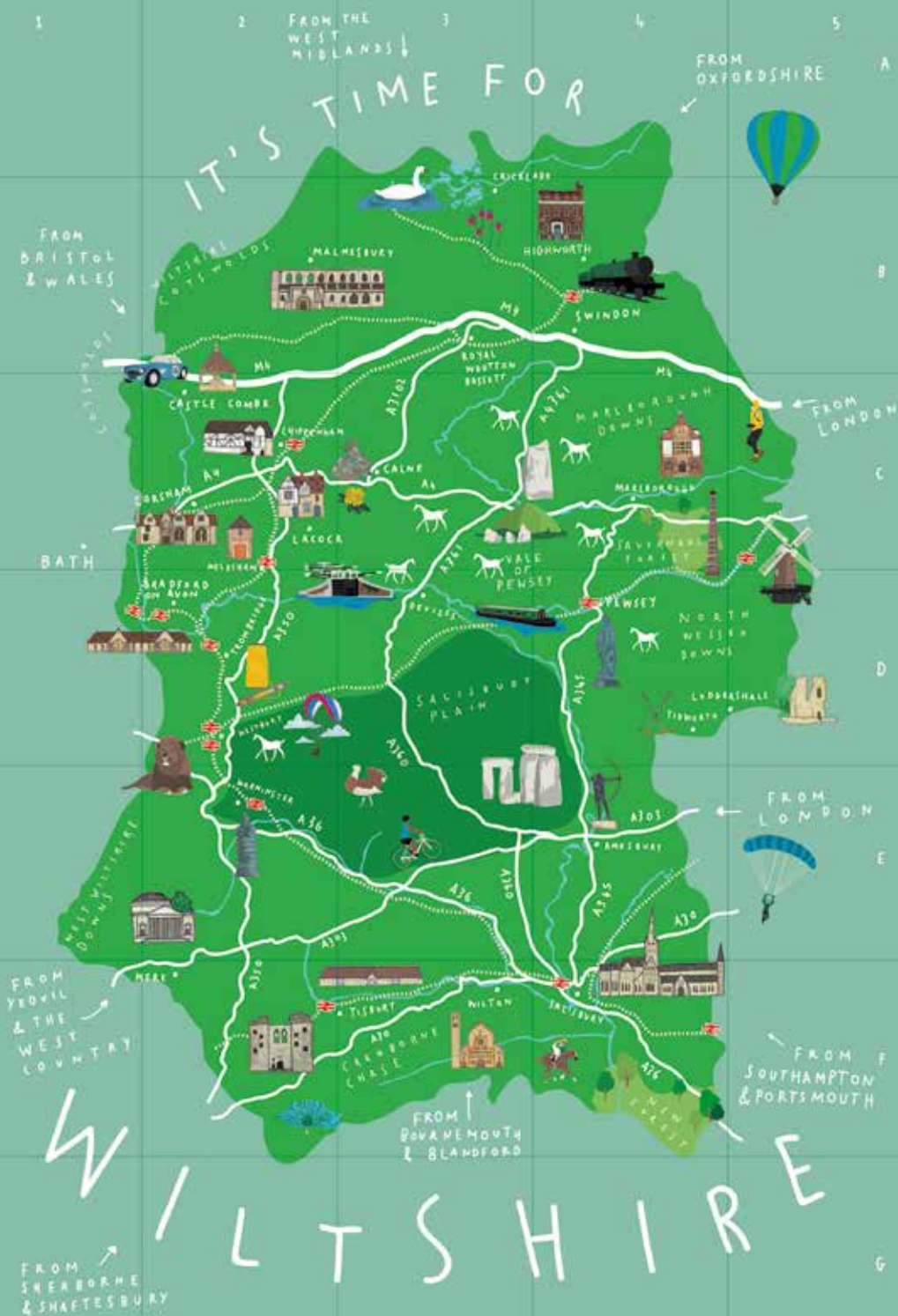
AREA/ATTRACTION	MAP REF
SALISBURY ATTRACTIONS	
Arundells	F4
Boscombe Down Aviation Collection	F4
Fisherton Mill Gallery Café Studios	F4
Mompesson House	F4
Old Sarum	F4
The Rifles Berkshire & Wiltshire Museum	F4
River Bourne Community Farm	F4
Salisbury Cathedral & Magna Carta	F4
The Salisbury Museum	F4
Salisbury Racecourse	F4
St Thomas's Church	F4
The Stonehenge Tour	F4
ATTRACTIONS ON THE WILTSHIRE BORDERS	
Army Flying Museum	E5
Bombay Sapphire Distillery	D5
Chavenage House	B2
Cheddar Gorge	Off D1
Cotswold Wildlife Park	Off A4
Fashion Museum	C1
Hawk Conservancy Trust	E5
Haynes International Motor Museum	Off F1
Holburne Museum	C1
Kelmscott Manor (currently closed for renovations)	A4
Monkey World	Off G2
Roman Baths	C1
Royal Signals Museum	Off G2
Victoria Art Gallery	C1
Westonbirt, The National Arboretum	B2

GENERAL INFORMATION

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