It’s time for
WILTSHIRE
Travel Trade Guide

visitwiltshire.co.uk
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.
Highlights

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

August 2020

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www.trowbridgemuseum.co.uk
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

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

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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
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’.

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.

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 ‘WFilm’.

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 ‘WTaste’.

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 ‘WTransport’.

groups@visitwiltshire.co.uk
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

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

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

> Changing of the Guard

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
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 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.
& 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

groups@visitwiltshire.co.uk
The Long Walk, Windsor

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

**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:** 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 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.
**Salisbury**

**AGELESS BEAUTY, CAPTIVATING HISTORY**

**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.

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**Swindon**

**EXPECT THE UNEXPECTED**

**2 DAYS**

**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.
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 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

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.

visitwiltshire.co.uk/groups
WILTSHIRE

Picture Perfect

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.

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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. 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.
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.
GUIDES ONLY

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TOURS & HISTORY TALKS
07793 366429
info@amesburyhistoricaltours.co.uk

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07873 212941
info@salisburycityguides.co.uk
www.salisburycityguides.co.uk

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07827 715353
graham@tours2order.com
www.tours2order.com

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www.heritage-holidays.org.uk

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david@heritage-holidays.org.uk
www.heritage-holidays.org.uk

LIBERTY CAR TOURS
07989 387660
mike@libertycartours.co.uk
www.libertycartours.co.uk

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

AROUND & ABOUT BATH
08000 747949
hello@aroundandaboutbath.com
www.aroundandaboutbath.com

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01225 683058
russellsofbath@gmail.com
www.russellsofbath.com

LION TOURS
07769 668668
paul@liontours.co.uk
www.liontours.co.uk

MAD MAX MINIBUS TOURS
07990 505970
maddy@madmaxtours.co.uk
www.madmaxtours.co.uk

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PRACTICAL CAR & MOTORHOME RENTAL
01249 750500
chippenham@practical.co.uk
www.practical.co.uk

VINTAGE CLASSICS
01225 703377
info@vintage-classics.co.uk
www.vintage-classics.co.uk

GROUND HANDLERS
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TRAVEL LTD
01432 277666
normanallen@group-travel.com
www.group-travel.com

LION TOURS
07769 668668
paul@liontours.co.uk
www.liontours.co.uk

MAD MAX MINIBUS TOURS
07990 505970
maddy@madmaxtours.co.uk
www.madmaxtours.co.uk

ROMAN BATH PRIVATE HIRE
01225 484346
info@romanbathprivatehire.co.uk
www.romanbathprivatehire.co.uk

SALISBURY’S CHEQUERED HISTORY GUIDES
01722 320928
salcheqbb@gmail.com
www.salisburyhistorytours.co.uk

SOUTH WEST HERITAGE TOURS
07739 667543
southwestguide@gmail.com
www.southwestdriverguide.co.uk

STONEHENGE & AVEBURY WITH OLDbury TOURS
07947 488665
info@oldburytours.co.uk
www.oldburytours.co.uk

STONEHENGE & SALISBURY GUIDED TOURS
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tours@stonehengetravel.co.uk
www.stonehengetravel.co.uk

THE STONEHENGE TOUR
01202 333820
enquiries@thestonehengetour.info
www.thestonehengetour.info

SOUTH WESTEN RAILWAY
0345 700 0125
Please use online contact form on our website: www.swr.co.uk

WALKING HOLIDAYS

ALISON HOWELL’S FOOT TRAILS
01747 820626
enquire@foottrails.co.uk
www.foottrails.co.uk

FOOTPATH HOLIDAYS
01985 840049
enquiries@footpath-holidays.co.uk
www.footpath-holidays.com

VISITWILTSHIRE
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).


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

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).


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
DISCOVER MORE AT BOWOOD

House & Gardens
Private Walled Garden • Woodland Gardens
Guided Tours and Group Rates available

Open dates: 1st April to 1st November 2020

VISIT BOWOOD.ORG
CALL 01249 812 102

Bowood House & Gardens, Calne, Wiltshire, SN11 9NF
Abbey House Gardens
Malmesbury

A spectacular 5-acre garden beside the 12th century Abbey Church in the centre of medieval Malmesbury. Open April to October. Groups welcome, please contact us for further information and to book.

07795 418197
01666 827650
info@abbeyhousegardens.co.uk
www.abbeyhousegardens.co.uk

Iford Manor Gardens

The Cartwright-Hignett family at Iford Manor, near Bath, welcome visitors to their internationally renowned Grade 1 Listed gardens, as featured in the upcoming cinematic remake of ‘The Secret Garden’. Formerly home to Harold Peto from 1899-1933.

Open April to September
Out of hour visits and tours available
Coaches & groups by appointment
Please e-mail us for details
WINNER—Little Treasure of Britain 2017 Group Travel Awards

www.ifordManor.co.uk | info@ifordmanor.co.uk | +44 (0)1225 863146

Arundells

Historic house, art collection and beautiful two-acre garden leading down to the river.

Just a few minutes walk from Salisbury Cathedral and coach drop-off points. Former home of Sir Edward Heath: Prime Minister, statesman, sailor and musician. Groups welcome for self-guided visits or tours with our experienced guides. Free entry for driver/leader and discounts for large groups.

Please ring to discuss your requirements.
01722 326546 | info@arundells.org
www.arundells.org

The Merchant’s House

Set on the wide high street of the vibrant market town of Marlborough, which is bursting with history and character, is the house of Thomas Bayly, a prosperous silk merchant. It was rebuilt following the great fire of Marlborough in 1653. A fine timber and brick building was constructed, its interior panelled, with nationally acclaimed, unique wall paintings and a commanding oak staircase. Continuing conservation makes this a special visitor attraction.

132 High Street, Marlborough, SN8 1HN
01672 511491 | www.themerchantshouse.co.uk

VISITWILTSHIRE

visitwiltshire.co.uk/groups
GREAT CUSTOMER SERVICE
Your tour guests will be well looked after and can make use of the café, bar, education centre and events barn (bookable).

PRE-BOOKING & PARKING
Pre-bookable for coaches or smaller groups only, with meals, snacks and bespoke tours available, pricing on request. There is plenty of room for parking coaches and drivers are warmly welcomed with a hot drink and meal voucher.

FOOD & GIFTS
The café serves delicious home-cooked food, barista coffee, cream & afternoon teas and the farm gift shop is stocked with local souvenirs and giftware.

TAILORED GUEST EVENTS
Team building and tailored guest events can be made by arrangement.

ACCOMMODATION
Our comfortable and friendly youth hostel also provides ideal large and small group accommodation. For school and student groups, leader rooms are available.

CALL SUE, TOURS & EVENTS MANAGER: 01980 629438

For Bookings & Enquiries
01980 629438 | events@choldertoncharliesfarm.com
Visit: www.choldertoncharliesfarm.com
McArthurGlen Designer Outlet Swindon

Located within the listed buildings of the old Great Western Railway Works, McArthurGlen Designer Outlet Swindon is a unique destination for those looking for an immersive shopping experience. Browse luxury, well-loved brands including Levi’s, Ted Baker, Nike, Reiss and more for up to 60% less before you relax and unwind at one of our many cafés and restaurants such as Wagamama, Pizza Express, Carluccio’s and Starbucks.

Within 50 miles of Bath and Bristol, less than an hour from London by train and on the edge of the Cotswolds, Swindon Designer Outlet is a great place to meet and spend time with friends and family. Along with fantastic savings all year round, discover seasonal events such as Black Friday, Late Night Shopping and a magical Christmas period. Keep the kids entertained too on the Hooter Express train, and in our interactive play area! There’s something for everyone at Swindon Designer Outlet…

Connections with history

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

These are the places that make us.

nationaltrust.org.uk/wiltshire
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
EXPLORE A LOST CITY
Stand in the footprint of the original Salisbury Cathedral.

Nr Salisbury, Wiltshire SP1 3SD

YOUR STORY STARTS HERE
Travel back 5,000 years to discover the world of your ancestors.

Nr Amesbury, Wiltshire SP4 7DE

Pre-booking essential call 0370 333 0604 or email bookstonehenge@english-heritage.org.uk

The English Heritage Trust is a charity, no. 1140351, and a company, no. 07447221, registered in England.
A very modern and interactive museum with seven fascinating galleries to explore, plus two temporary exhibitions each year. Large exhibits include a scout helicopter and the 62T Challenger Armoured Repair and Recovery Vehicle.

Exclusive group options include a visit to the reserve collections hanger and a session with the Museum Archivist.

Large free car park. Excellent Crowns Café for hot and cold refreshments.

Open Tue-Sun, 10am-4:30pm.

www.rememuseum.org.uk | 01249 894869
enquiries@rememuseum.org.uk

**Thomas Hardy**

**HIS STORY RETOLD**

**Four chapters… four museums**

Take a fresh look at the life and literature of the Victorian novelist and poet who found his inspiration in the Wessex landscapes. His story will be retold in exciting new ways by our museum collections, from period costumes to personal letters, art to archaeology.

The four exhibitions open in summer 2021 at The Salisbury Museum, Wiltshire Museum, Poole Museum and Dorset Museum.

For group tickets, tours, itineraries, email wessexmuseums@bcpcouncil.gov.uk

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Situated just outside Swindon, close to the M4, Studley Grange is ideal for ‘comfort breaks’, as an enjoyable addition to your journey, or even part of your holiday. Find beautiful gifts, plants and horticultural items in our Garden Centre. Discover the natural beauty of tropical butterflies, whilst walking amongst them, see a range of exotic animals and reptiles in the zoo and learn where your food comes from out on the farm. Visit the craft village for an individual shopping experience and Butterfly Café for delicious freshly prepared food. Studley Grange is the perfect day out for all the family; for more information visit www.studleygrange.co.uk
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.

• 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.

• 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.

• 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 firework displays lighting up the evening sky.

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-Nov 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

groups@visitwiltshire.co.uk
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
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

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.

CHIPENHAM
Sadlers Mead Car Park SN15 3PA.

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

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.

CORSHAM
Call 01249 702130 to arrange prior to visit.

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.

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.

WILTON
Wilton Shopping Village SP2 0RS.

groups@visitwiltshire.co.uk
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

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

groups@visitwiltshire.co.uk
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.

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 towns 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 622108 or alternatively via email: georgehotel@dominionhospitality.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

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
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
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).
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.

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.

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
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.

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

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®

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
Situated by the river in the centre of Bradford on Avon, this charming inn dates back to the 16th century and is full of character, combining tradition with a contemporary twist.

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 exciting range of Thai food, as well as a pub classics menu. We have our own private car park and are only a short walk from the station.

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.

The Swan Hotel, 1 Church Street, Bradford on Avon, Wiltshire, BA15 1LN
01225 868686
stay@theswanbradford.co.uk
www.theswanbradford.co.uk

The Swan Hotel, Bradford on Avon

groups@visitwiltshire.co.uk
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.
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
- 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.

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

groups@visitwiltshire.co.uk
ATTRACTION MAP REFERENCES

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

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

AREA/ATTRACTION | MAP REF
--- | ---
A’Beckett’s Vineyard | D3
Abbey House Gardens | B2
Arundells | F4
Armouries | E4
Atwell-Wilson Motor Museum | C3
Avebury | C4
Bowood House & Gardens | C3
Caine Heritage Centre | C3
Canal & River Trust | D3
Castle Combe Circuit | C2
Chippenham Museum | C2
Cholderton Rare Breeds Farm Park & Bluestone Vineyards | E4
Costwold Water Park | A3/B3
Crofton Beam Engines | D4
Crop Circle Exhibition and Information Centre | D4
Great Chalfield Manor & Garden | D2
Tford Manor Gardens | D2
Kennet and Avon Canal Trust, Bradford on Avon | D2
Kempton Park | D3
Lacock Abbey, Village & Fox Talbot Museum | C2
Lacock Abbey, Village & Fox Talbot Museum | C2
Langford Lakes, Wiltshire Wildlife Trust | E3
Larmer Tree | F2
Longleat | F2
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
Tоборот Ridge | Various
Trowbridge Museum (reopening August 2020) | D2
Vintage Classics | C2
Visit Hillbrush | F2
Wilton House | F3
Wiltsome (reopening summer 2020) | D4
Wiltsome, near Marlborough | D5
Wiltshire Museum | D3
Wiltshire’s White Horses | Various
Wiltshire Wildlife Trust | Various

GENERAL INFORMATION

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