

*It's time for...*

# Wiltshire

TRAVEL TRADE GUIDE

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



Take time out from the everyday.  
Escape to Wiltshire. You'll be here in no time.

# Explore

## THE TIMELESS BEAUTY OF WILTSHIRE

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

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

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

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

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

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

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

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

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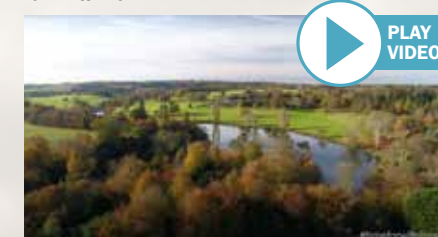
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## Wiltshire at your fingertips

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

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



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

**Front cover photos:** top left Longleat, top right Salisbury Cathedral, bottom left Bowood, bottom right Stourhead.

## Get Social

Share your Wiltshire stories using [#timeforwiltshire](https://www.visitwiltshire.co.uk/timeforwiltshire)



### Access for All

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

### GENERAL INFORMATION

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# Highlights

## TOP PICKS AND IDEAS

If you're looking for reasons to visit Wiltshire, we've highlighted some exciting places that can be included in group tour programmes or contracted as part of a Wiltshire itinerary. All offer group discounts, pre-bookable specialist tours and experiences.

### TRADITIONAL ORIGINAL - SALISBURY

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

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

**The Salisbury Museum** tells the story of Salisbury and the surrounding area – a landscape that has been the cradle of continuous human achievement for over half a million years. Discover world-class collections in this award-winning independent museum housed in a magnificent Grade I listed medieval building.

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

**New for 2027** Salisbury marks 800 years since receiving its Royal Charter (1227 – 2027), the moment that confirmed the city's rights, identity and the establishment of the historic Charter Market. From May to November 2027, the city will host a programme of events, performances, exhibitions, talks, workshops, trails and community projects, celebrating Salisbury's heritage, creativity and future.



Salisbury Cathedral



Longleat



Bowood House &amp; Gardens

### SPECTACULAR STately HOMES & GARDENS

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

**Bowood House & Gardens** is home to the Lansdowne family since 1754 and set within 'Capability' Brown landscape gardens. The Georgian house with its rich and fascinating history, is surrounded by an Italian-inspired Terrace Garden, award-winning Walled Gardens and a colourful Arboretum.

In 2026, there will be two new exhibitions for visitors to discover. Bowood House will feature an exhibition on "1776: Secrets, Spies and the American Revolution", to commemorate the 250th anniversary of the Declaration of Independence. Visitors will also be able to admire the 'Lifecycle of Plants' exhibition of botanical paintings of plants from the Bowood Gardens and Arboretum by the Bath Society of Botanical Artists. In 2027, a Bowood House exhibition will focus on Georgian Women and the Garden Exhibition will feature 'Bowood in Bloom: A Botanical Portfolio' by Amicus Botanicus.

**Longleat** is celebrating a 60th anniversary (1966 – 2026) as the first Drive-Through Safari Park outside of Africa. Alongside this is the Elizabethan Stately Home and immersive activities and attractions across the estate. Longleat will host a range of exciting events throughout the year including Icons of the Sky with stunning hot air balloon launches and The Festival of Light at Christmas.

### NATIONAL TRUST IN WILTSHIRE

Discover New Highlights in Wiltshire - Step into history at **Mompesson House**, where a new exhibition room is offering visitors a fresh way to experience this elegant Queen Anne townhouse in Salisbury's Cathedral Close. Meanwhile, at **Stourhead**, explore 'The Last Tree', a powerful new art exhibition inspired by the world-famous landscape garden's timeless connection with nature. Perfect for groups, both sites offer inspiring heritage, art, and garden experiences in one unforgettable Wiltshire itinerary.

16th-century **Avebury Manor** (which has been closed for years after devastating floods) is reopening with a new visitor offer in 2026.



Avebury Manor

# Special Interest TOURS AND PACKAGES

Wiltshire's attractions offer a range of specialist tours and visitor experiences. We recommend contacting attractions directly to discuss your specific requirements, as pre-booking is recommended and many standard tours can be tailored for specific groups or FIT visitors. Specialist tours can often be combined with catering options, making them ideal for tour programmes or inclusion within a wider Wiltshire itinerary. Please note that minimum and maximum group sizes and seasonal pricing may apply.



Stourhead

**Stourhead** is an internationally significant 18thC. picturesque garden, temples, grottoes and a Palladian villa, set within 2,650 acres of ancient Wessex landscape. Pre-book a specialist tour of the House & Gardens (prior to public opening); a Walled & Fruit Garden tour with a NT gardener or a Premium Horticultural Garden Tour experience with a renowned local garden writer. Catering packages are available in Spread Eagle Inn or National Trust restaurant. Stop for a browse in the shop, plant centre, gallery, bookshop and farm shop, and now with EV charging too.

The **Stonehenge & Avebury World Heritage Site** is celebrating 40 years of inscription as a UNESCO World Heritage Site in 2026. Step into the heart of Stonehenge on a once-in-a-lifetime, expert-led experience. English Heritage has launched the Stonehenge Explorer Tour, offering visitors a unique opportunity to explore the wider prehistoric landscape, visiting the nearby Woodhenge and Durrington walls. Accompanied by expert guides visitors will learn about the importance of the historical landscape and the people who lived there. Tour highlights include accompanying staff as they carry out conservation checks, see behind the scenes, learn how English Heritage care for the monument, and an unforgettable up-close experience inside the stone circle. This once-in-a-lifetime experience brings the stories and secrets of Stonehenge to life like never before.



Stonehenge



Old Bell Hotel, Malmesbury

**The Old Bell Hotel**, nestled in the market town of **Malmesbury**, is conveniently located adjacent to the 12th Century Abbey, one of the oldest and significant religious sites in England. It's also a short walk to the famous Abbey House Manor Gardens. This cousin property is currently undergoing renovations, but the gardens can be toured by groups with prior arrangements.

**Witchmark Distillery** is a Certified B Corporation, set in the Wiltshire countryside near Salisbury, offering a new English Whisky Distillery experience. In 2027 their single malt whisky, currently maturing on site as Witchmark New Make Spirit, will be ready. Tastings will be available following Distillery Tour Experiences, which begin and end in the beautifully restored Grade II listed barn. Visitors will learn about the whisky-making process, how the malted barley-based spirit that underpins the whisky, gins, and vodka is produced, and learn about the history of the ancient witch marks that inspire the brand. The Witchmark Distillery combines heritage, sustainability, and innovation, making it a standout destination for visitors seeking a premium English distillery experience.



Witchmark Distillery

Exclusive **Longleat House & Gardens** tickets are available. Visits can include an expert-led guided tour and access to the formal gardens. Luxury bespoke Longleat House tours also available such as intimate special interest tours with bespoke focus e.g. art, furniture and many literary connections within the 7 libraries of 44,000 books etc. **Longleat House** pre-booked guided tour can be added to a Day Ticket for small additional fee. This gives you access to a knowledgeable guide, and exclusive access to the upper floor. This tour will give your group plenty of time to view some of the most exquisite rooms such as the Great Hall, the Libraries, the dining rooms and corridors. Additionally luxury experiences such as VIP Animal Encounters and catering packages are also available.



Longleat House

**Wadworth Brewery**, Devizes have launched new tours & experiences for visitors to discover the rich heritage and brewing expertise of Wadworth through the years. Take a two and a half hour guided historic pub tour or explore the state-of-the-art new brewhouse to learn about the brewing process. Enjoy tastings of traditional ales and Folly Road craft beers. Tailored experiences also available.



Wadworth Brewery



REME Museum

**The REME Museum** is a modern, interactive military museum that tells the story of the Royal Electrical and Mechanical Engineers. You can explore the 8 galleries on a self-guided based or if you're looking for a more informative experience, there are a number of optional add-on experiences that can be pre-booked including guided tours, Behind-the-scenes viewing of the REME Archives and a tour of the private hangar, home to the UK's largest collection of military repair and recovery vehicles.

**Bowood House & Gardens** is perfectly primed to welcome groups and FIT. Garden Tours with exclusive access of all 4 acres of the Walled Garden are available weekdays prior to opening. Or book an exclusive morning guided tour of Bowood's Gardens, featuring the Walled Garden with its four distinctly different one-acre squares.



Bowood House

A truly special experience as the guides tailor each tour to suit the season and the flowers in bloom, from the trailing wisteria to a wall of climbing roses. Tour packages include admission to the House & Gardens, tour guide and a 10% discount in the Terrace Shop and catering outlets.

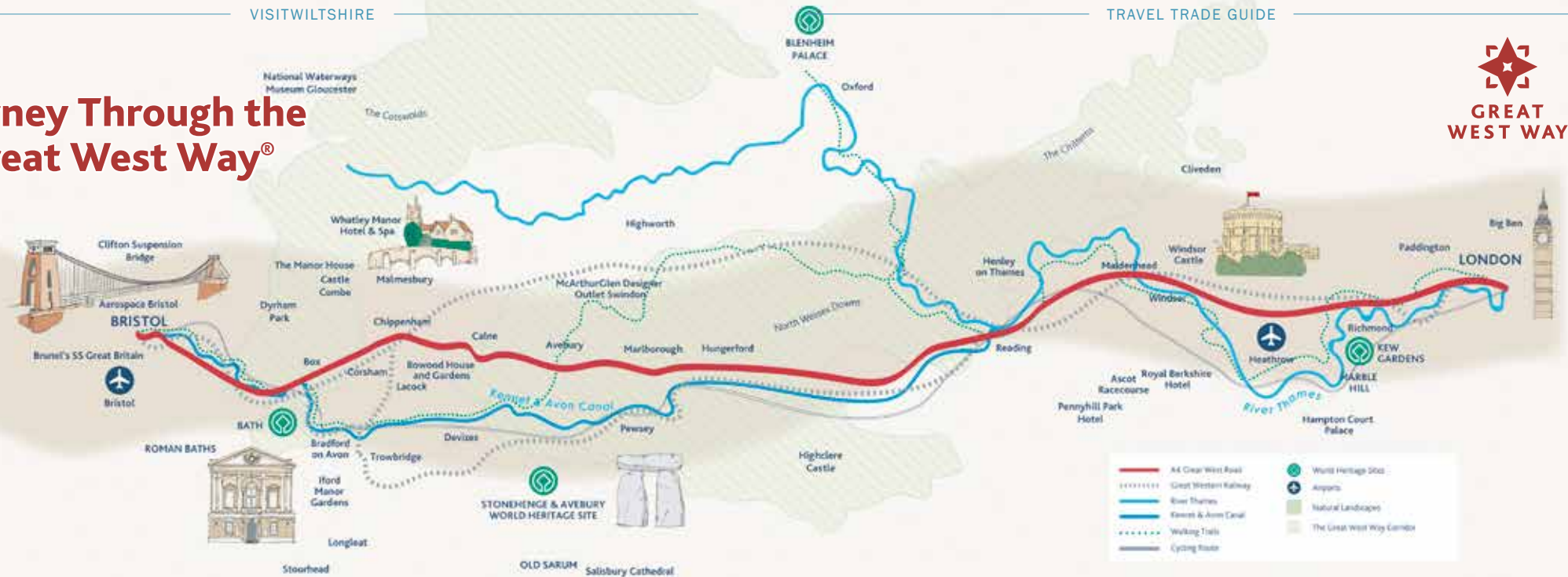
Salisbury Cathedral



**Salisbury Cathedral** offer a range of pre-booked specialist small group 'behind-the-scenes tours' such as Tower tours, Library tours, Stonemasonry Works Yard tours, Vestry tours and Graffiti tours. New tours include Magna Carta US Connections & Textile Treasures. Groups can also pre-book a guided tour of the Cathedral and/or an

Introductory talk. Throughout the year visitors can enjoy a range of free, informal weekly demonstrations to find out more about the Magna Carta, medieval clock, stained glass windows, meet the stonemasons and vestments and vergers.

# Journey Through the Great West Way®



RHS Garden Wisley

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

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

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

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

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

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

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

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

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

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



## Great West Way Discoverer pass

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

### What's included:

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

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

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

So book a Great West Way Discoverer pass today and make the most of your Great West Way adventure. Find out more visit **Great West Way Discoverer Pass** or **GWR.com**

# WILTSHIRE

## on the Great West Way®

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

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

Much of the Great West Way's appeal lies in its extraordinary variety. The **Stonehenge and Avebury World Heritage Site** may well feature on your itinerary. But allow time to discover Wiltshire's lesser known attractions too: relax aboard a narrowboat on the **Kennet & Avon Canal**; explore the interactive immersive displays at the **REME Museum**; stroll around 'Capability'



Avebury

Brown parkland at **Bowood House & Gardens**; discover the natural beauty of tropical butterflies at **Studley Grange Garden and Leisure Park**. There's plenty of vineyard, wineries and distillery tours available, so be sure to check out Carvers Hill Estate, near Marlborough, **Bluestone Vineyard** near Salisbury and Witchmark Distillery near Fonthill Bishop - the latter will have its new English whisky available for tasting in 2027. Take a pit stop to grab a bargain and shop till you drop at **Designer Outlet** Swindon.

Within easy reach of the Great West Way is **Longleat** - take a stroll on the wild side in the **Safari Park** or book a tour of **Longleat House**. Also within easy reach of the route is The Hawk Conservancy on the Hampshire border - a great day out to see world class flying displays of beautiful birds of prey. Journey south to Salisbury to the medieval city which has do much to offer. Take a tower tour at **Salisbury Cathedral** and wander around the beautiful Cathedral Close where you'll also find **Salisbury Museum**. Or catch a show at **Salisbury Playhouse**, one of the UK's leading producing theatres.

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

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

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

  
GREAT  
WEST WAY®



Malmesbury



Corsham Peacock



Lacock Abbey

## TOP TIPS – Don't Miss



Check out the new **Wiltshire Connect** on-demand bus service, linking rural communities and major attractions such as **Stourhead** and **Longleat** from Warminster station. Operating six days a week with affordable fares. Download the Wiltshire Connect app and book up to 7 days in advance or as little as 30 minutes notice.

# SUGGESTED Itineraries



## Salisbury 800

Celebrate | Create | Contribute

**Salisbury** has been welcoming visitors since 1227 and to commemorate the 800-year anniversary of its Royal Charter in 2027, the city will host a vibrant programme of cultural events, exhibitions, performances and experiences celebrating Salisbury's heritage, creativity and future. Check out the suggested itinerary below and What's On Salisbury 800.

### DAY 1

**AM:** Start your day with a tour of **Salisbury Cathedral**, a breathtaking example of Early English Gothic architecture. The Chapter House contains the finest of four original 1215 Magna Carta manuscripts and specialist tours are available to pre-book.

Stop for lunch at **Fisherton Mill** with its gallery, cafe and artist studios.

**PM:** Head into the city centre with its range of unique, independent shops. On Tuesday and Saturdays, the Charter Market will be in full swing (except the third Tuesday in October).

For evening entertainment – check out **Wiltshire Creative** and what's on at **Salisbury Playhouse**.

### DAY 2

**AM:** Head back to The Cathedral Close to explore **Salisbury Museum**, where you can discover world-class collections spanning half a million years. Galleries include the Wessex Gallery of Archaeology, with the Amesbury Archer – a significant early Bronze Age burial; Constable and the Fine Art Collection with Constable's 'View of Salisbury from Harnham' and over 4,000 pieces of English pottery and porcelain in the Potted History of Britain.

Stop for lunch at **The Salisbury Museum's Café** or **Salisbury Cathedral's Refectory**.

**PM:** Step into history at **Mompesson House**, with its new exhibition room offering visitors a fresh way to experience this elegant Queen Anne townhouse in Salisbury's Cathedral Close. Be sure to stop for a quintessential English cup of tea in their tearoom.

For evening entertainment – check out what's on at **City Hall**.



- Salisbury Cathedral
- Fisherton Mill
- Salisbury Playhouse
- Salisbury Museum
- Mompesson House
- City Hall
- The Rifles Berkshire and Wiltshire Museum
- Arundells
- Stonehenge

3  
DAYS

### DAY 3

**AM:** Discover the fascinating history at **The Rifles Berkshire and Wiltshire Museum**. Recently re-opened after major redevelopment, the museum features three permanent galleries, a temporary exhibition space and shop. New themed displays 'ordinary people, extraordinary courage,' tells stories of soldiers from the regiments of Berkshire and Wiltshire from the 18th century to the present day.

If time allows head next door to **Arundells** - private home of former Prime Minister Sir Edward Heath.

Stop for lunch at **The Rifles Café** or **Salisbury Cathedral's Refectory**.

**PM:** Stake a tour with **Heritage & Stone Tours** to visit the **World Heritage Site of Stonehenge**. Stone Circle Experiences or Explorer Tours available to pre-book.

**Salisbury Hotels:** There is plenty of choice of trade accommodation in and around Salisbury. In the city centre you'll find **Legacy Rose & Crown**, **Milford Hall Hotel**, and **Mercure White Hart Hotel**. In the surrounding areas are **Stonehenge Hostel**, **Holiday Inn Salisbury Stonehenge**, and **The Stones Hotel**.

## Swindon

### EXPECT THE UNEXPECTED

#### DAY 1

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

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

**PM:** Avid shoppers can hunt for bargains at **Designer Outlet Swindon**, on the same site as STEAM, where over 90 stores sell a range of designer and high street labels at discounts of up to 60%. While train buffs can continue the steam theme at Swindon & Cricklade Railway, nearby.

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

#### DAY 2

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

**Lunch:** Swindon area.

**PM:** Be transported to the tropics as you take a magical walk through hundreds of the world's most beautiful



Studley Grange

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

2  
DAYS

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

**Overnight:** Swindon area.

## Magnificent

### INDUSTRIAL HERITAGE

#### DAY 1

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

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

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

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

#### DAY 2

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

**Lunch:** Swindon.

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

**Overnight:** Swindon or Devizes areas.



Wilton Windmill

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

3  
DAYS

#### DAY 3

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

**Lunch:** Devizes or Marlborough areas.

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

## Wiltshire's TIMELESS WONDERS

### DAY 1

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

**Lunch:** Amesbury or Salisbury areas.

**PM:** Head to **The Salisbury Museum** – home to one of Europe's most extensive collections of finds from Stonehenge, as well as the Monkton Deverill Gold Torc and the grave of the Amesbury Archer – to discover more of the World Heritage Site's story.

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

### DAY 2

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



2  
DAYS

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

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

**Lunch:** Calne or Devizes areas.

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

## Breathtaking HOMES & GARDENS

### DAY 1

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

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

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

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

### DAY 2

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

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

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

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



3+  
DAYS

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

### DAY 3

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

**Lunch/Afternoon Tea:** Salisbury.

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

## Top Film & TV LOCATIONS IN WILTSHIRE

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

### DAY 1

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

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

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

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

### DAY 2

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

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

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

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

### DAY 3

**AM:** Visit **Longleat House & Safari Park** which has been used for a number of popular tv and film productions including the Bollywood production of Mohabbatein and is the location for the BBC's Animal

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



Filming of Rivals, in Corsham

5+  
DAYS

Park series. The House also featured in Rosamunde Piicher's The Four Seasons.

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

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

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

### DAY 4

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

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

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

### DAY 5

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

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

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



Avebury Stone Circle

# 10 top reasons TO VISIT WILTSHIRE

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



Kennet &amp; Avon Canal

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



Magna Carta

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



Marlborough

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

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

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

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



Stonehenge



Alton Barnes White Horse

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.



Woodford Valley

# Great Days Out



Longleat House and grounds



Bowood House &amp; Gardens

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

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

Visitor can explore the English Heritage sites including **Old Sarum**, which evolved from a Neolithic community into the original site of Salisbury and the impressive **Old Wardour Castle**.

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

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

There are plenty of museums to visit for a great day out. Learn about army history at **REME Museum** - a modern, interactive military museum that tells the story of the Royal Electrical and Mechanical Engineers. Or encounter the Amesbury Archer and exceptional finds from Stonehenge at the **Salisbury Museum**.

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

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

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



Old Sarum



REME Museum



Salisbury Museum

# Step back in time

**2026 is the perfect time to bring your group to Longleat and experience the history, heritage and habitat as the first Drive-Through safari outside of Africa celebrates its 60th anniversary!**

Today the Estate is home to more than 120 species, many of which range from critically endangered to vulnerable, and conservation remains at the heart of the celebrated attraction, which has been in the same family since the 16th century. It was a visionary approach by the 6th Marquess to create a safari in the Wiltshire countryside which has been enjoyed by generations, and it remains an incredible experience today.

Longleat is now home to three different safari experiences – walking, boat and drive-through and



they all combine conservation with epic events. Explore the Elizabethan stately home with guided tours, roam the safari on board your coach to discover the array of animals, or curate your perfect day out at Longleat.

In 2026, its flagship events Icons of the Sky and The Festival of Light

return, alongside a new weekend of motoring excellence, the Motor Show Weekender and school holiday activities.

Make history in 2026 - contact the dedicated groups team at Longleat, to discuss your next visit, bespoke tours and experiences are also available – [groups@longleat.co.uk](mailto:groups@longleat.co.uk)



## TOP TIPS – Don't Miss Wiltshire Gardens

**Be sure to check out Wiltshire's wonderful gardens with new features and perfect for your next itinerary:**

**Bowood House & Gardens** Calne. New Garden Exhibition 2026 'The Lifecycle of Plants' by The Bath Society of Botanical Artists featuring paintings of plants from the Bowood Gardens and Arboretum. Garden tours and exclusive access of Walled Garden. Beautiful Woodland Garden open April to June.

**Iford Manor Gardens** Bradford on Avon. Award-winning, Grade I listed garden with designs that blend Italian, Byzantine, Ancient Roman and Oriental Garden inspirations, together with architecture and classical sculpture. Garden tours and private small group visits.



Iford Manor Gardens

**Stourhead House & Gardens** Stourton. Opened in the 1740s and is described as 'a living work of art'. Stourhead features a world-famous landscape garden with a magnificent lake, classical temples, mystical grottoes, and rare trees. Stourhead House presents an Italian Grand Tour experience, Regency library, Chippendale furniture, and inspiring art. Garden tours and group discounts available.

### **Avebury Manor Garden**

The Manor House was once lived in by Alexander Keiller, whose archaeological work helped to understand Avebury's past. Avebury Manor is very 'hands-on' where you can sit in the chairs, read a book, lie on the beds or sit at the dining table. The many garden 'rooms' reflect the style of the house.

**Plus just over the border - don't miss: American Museum & Gardens** Claverton Down. Includes a recently planted American garden, Mount Vernon Garden, a reconstruction of part of George Washington's garden in Virginia, the Arboretum, originally planted in the 19th C. and an original Italianate Garden, designed by a Victorian owner of Claverton Manor. Garden tours available.



## Stourhead, Wiltshire

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

**Group discounts and bespoke tours available**



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

01747 841152

# Report for Duty

## FOR A GREAT DAY OUT



Located just outside **MOD Lyneham** in north Wiltshire, the award-winning **REME Museum** offers an opportunity to uncover the fascinating history of military engineering.

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

The REME Museum's interactive galleries feature everything from rare recovery vehicles to a tiny toothbrush made by a Prisoner of War. Starting on the beaches of Normandy, journey through time and uncover tales of skill, innovation and



bravery. From the REME Officer who saved Volkswagen from the ruins of war, to the intrepid mechanic who powered the first overland crossing of Antarctica.

Our temporary exhibitions explore new themes and untold stories. Dive into the story of REME's support for Britain's airborne troops during World War Two in exhibition 'With Spanners Descending: REME's Airborne War', open until December 2026.

Why not plan your visit on a special event day? Try our 1940s living history event, Wartime Britain, celebrate Britain's Armed Forces at our Extravaganza or admire vehicle miniatures at our Model Show. Check our website for details.

### Group Exclusives

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

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

### Fully Equipped

The museum strives to be fully accessible and meet every visitor's needs. Full accessibility information is available on our website. Let us know

during booking if you have specific access requirements.

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

Free public WiFi throughout the museum building and grounds.

Dedicated coach parking with drop-off outside the museum entrance. Coach drivers get free entry.

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

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



Library



Woodland Garden

Groups save up to 20%

Exclusive Tours available at House & Gardens



Terrace Garden



Walled Garden

**Group Visits**  
Bowood House & Gardens

**Open dates:**  
27<sup>th</sup> March – 1<sup>st</sup> November 2026

Group visits, with the option to include guided tours.

Various group benefits to include **FREE General Admission** for the Group Organiser.  
*(Min of 15 people per group)*

**Woodland Garden**  
A separate self-guided Spring visitor attraction, to see bluebells, azaleas, magnolias and rhododendrons.

[Book Online](#)

## INSPIRING GROUP VISITS

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

Exclusive group discounts and benefits

Light and spacious 120-seat restaurant

Fully accessible

Located near Andover, Hampshire, just off A303

[www.hawk-conservancy.org](http://www.hawk-conservancy.org)



**DON'T MISS OUR AFTERNOON TEAS**



**HAWK CONSERVANCY TRUST**

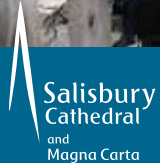
*Where the sky's the limit*

CHARITY NO: 1092349

## Explore Behind-the-Scenes AT SALISBURY CATHEDRAL



Discover our range of specialist tours



For special group rates:  
groups@salcath.co.uk | 01722 555 120

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- Soft play
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- Independent Shops & Crafts

Just off M4 Junc 16

www.studleygrange.co.uk

## TOP TIPS – Don't Miss

Must-see highlights at **The Salisbury Museum** include the Stonehenge and Wessex Gallery of Archaeology, where visitors can encounter the Amesbury Archer and exceptional finds from Stonehenge, alongside the Pitt-Rivers Wessex Collection. Art lovers can admire John Constable's *A View of Salisbury from Hamham*, on public display from June 2026 to mark the artist's 250th anniversary, shown with works by J. M. W. Turner and Rex Whistler. The Potted History of Britain showcases over 4,000 ceramics, including celebrated Wedgwood designs, while Salisbury's Story and the Natural History collection reveal the city's heritage and natural past through remarkable objects spanning thousands of years. Exclusive behind-the-scenes tours available to pre-book.



## The SALISBURY MUSEUM

### EXPLORE

internationally acclaimed collections from Salisbury, Stonehenge and South Wiltshire in an award-winning museum

Open every day from 10am – 5pm

Medieval Grade I listed building  
Cafe with cathedral views  
Group discounts and private tours

www.salisburymuseum.org.uk

## TOP TIPS – Don't Miss



At the Hawk Conservancy, just over the Wiltshire border in Hampshire, visitor can enjoy three daily flying displays, talks and activities. With plenty of time between timetabled displays, explore the Trust's 22 acres of stunning countryside at a gentle pace. Beautiful woodlands and wildflower meadows and over 130 fascinating birds of prey. Suitable for a whole or half day visit or quick stop-offs to include refreshments in the on-site Feathers Restaurant.

WHICH WAY NEXT?

Join the Great West Way Official Operator Programme and begin your next adventure at [GreatWestWay.co.uk/traveltrade](http://GreatWestWay.co.uk/traveltrade)

Contact [flowallace@GreatWestWay.co.uk](mailto:flowallace@GreatWestWay.co.uk) to find out more.

GREAT WEST WAY

## OLD SARUM

### EXPLORE A LOST CITY

Stand in the footprint of the original Salisbury Cathedral

Search 'Old Sarum' to book your visit



## STONEHENGE

A place of ancient mystery

Search 'Stonehenge' to book your visit





# STONEHENGE Farmhouse

Trade discounts available for group & tour bookings

Countryside group accommodation for up to 70 guests just minutes from **Stonehenge** and Salisbury



Stay at **Stonehenge Farmhouse**, set within the grounds of **Cholderton Rare Breeds Farm**, **Bluestone Vineyards** and **Vine View Barn**. Enjoy farm experiences, vineyard tours and tastings, and a peaceful **Wiltshire** escape.

### STAY



Flexible group, education & tour accommodation

### VISIT



Free entry to Cholderton Rare Breeds Farm

### TASTE



Tours & tastings at Bluestone Vineyards

### CELEBRATE



Rustic weddings & private events at Vine View Barn

- Ample free coach & car parking
- Ensuite room options
- Indoor & outdoor communal areas
- Catering packages for breakfast, takeaway lunches & dinners
- Free wifi
- Onsite café & bar
- 40 acres of farm, vineyards & woods to explore
- Sociable bunk room accommodation

Ideal for: Tour groups | Educational visits | School trips | Activity groups | Walking groups



Perfectly located for Wiltshire itineraries

## Stonehenge Farmhouse

Amesbury Road, Cholderton, Salisbury, Wiltshire SP4 0EW

**STONEHENGEFARMHOUSE.COM**

info@stonehengefarmhouse.com

+44 (0) 1980 629438



# Activity and Arts

## Timeless pleasures to enjoy today

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

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

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

The **Wiltshire Music Centre** in Bradford on Avon hosts regular concerts in its 300-seater hall attracting internationally renowned musicians. The **International**

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

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

**WILTSHIRE CREATIVE**

Follow us @wiltshirecreative

Instagram, Twitter, Facebook, YouTube icons

Salisbury Arts Centre | Salisbury International Arts Festival | Salisbury Playhouse

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



Salisbury Arts Centre

# Celebrate the Seasons in Wiltshire

Each season brings its own joys in Wiltshire, from the budding promise of spring through the languid days of summer, the crisp colour of autumn to the sparkle of winter. Let's take a look at how visitors can enjoy every time of the year. For specific events and festival dates and details please take a look at What's On.

## Spring

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

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

Marlborough downs



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

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

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

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



Bradford on Avon - summer

## Summer

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

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

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

## Autumn

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

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

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

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

## Winter

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

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

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

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

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

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



Longleat Christmas

# Timeless Towns

## & VILLAGES

Find out more in our Wiltshire Towns and Villages Map



### AMESBURY

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



### CRICKLADE

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



### 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.  
**EVCP:** various central locations.



### CHIPPENHAM

Sadlers Mead Car Park **SN15 3PA**.  
**EVCP:** various central locations.



### BRADFORD ON AVON

4 coach spaces Station Car Park **BA15 1DQ**. Additional coach parking Moulton Drive **BA15 1UF**. **EVCP:** various central locations.



### CASTLE COMBE

Keep Castle Combe car free. It's better by bus - Catch the 95a from Chippenham to Castle Combe. Village not accessible for coaches, limited car parking available.  
**Visit Castle Combe Responsibly.**



### CORSHAM

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

Wiltshire has many historic towns and villages waiting to be discovered. Surrounded by its timeless landscape, they all have something unique to offer: fascinating history and heritage, stylish independent shops and colourful markets, tempting pubs and restaurants, or great entertainment. Wiltshire welcomes groups to our picturesque towns and villages, particularly during the quieter, shoulder months – see below for coach parking and Electric Vehicle Charging Points (EVCP).



### DEVIZES

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.  
**EVCP:** various central locations.



### DOWNTON

Historic church, river walks, ancient open spaces. Car parks: The Borough (SP5 3LY) and Moot Lane (SP5 3LP). Not suitable for coaches.  
**3 x EVCP:** The Bull Hotel (SP5 3HL).

### LACOCK

Hither Way Car Park **SN15 2LG**. Follow signs for National Trust Car Park. **EVCP:** various central locations.



### MALMESBURY

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



### MARLBOROUGH

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



### ROYAL WOOTTON BASSETT

Free parking for 2 hours on High Street. Or park at Borough Fields **SN4 7AX** with 2 **EVCP**. Coaches drop off in High Street, Sainsbury's or Aldi.



### SALISBURY

Awarded Confederation of Passenger Transport UK Coach Friendly Status. 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**.

**EVCP:** various central locations.

### SWINDON

Drop off/pick up points at the Bus Station in Newbridge Square, **SN1 1EA**. Coach parking at the Swindon Truck Stop, **SN3 4HD**. If visiting Frasers Plus Swindon Designer Outlet, coach parking is available on site, **SN3 4ER** – telephone 01793 507600 48 hours in advance.

**EVCP:** 2 slow chargers in Whalebridge car park. 2 fast chargers in Brunel North, plus 4 on Civic campus.

# Timeless Towns & VILLAGES

Find out more in our Wiltshire Towns and Villages Map



## TROWBRIDGE

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



## VALE OF PEWSEY

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



## WARMINSTER

Drop off at Central Car Park, off Station Road **BA12 9BT**. Coach parking available.  
**EVCP**: Morrisons Car Park, BA12 9NT x2; Central Car Park, BA12 9BP x2; Longbridge Service Station, BA12 7DS x2.

## TOP TIPS – Don't Miss



Discover Malmesbury's packed history, sights and stories on a Guided Walk with a local history expert. From May to September you can join regular public walks and all year round you can book tailored private walks for FIT or groups.

To book a private walk, contact Malmesbury Tourist Information Office on 01666822143 or email [tic@malmesbury.gov.uk](mailto:tic@malmesbury.gov.uk)

## Bradford on Avon



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

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

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

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

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

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



## Marlborough



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

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

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

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

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

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



Instagram: @VisitMarlborough  
Facebook: @MarlboroughTC

[www.marlborough-tc.gov.uk/visitors](http://www.marlborough-tc.gov.uk/visitors)  
01672 512487

# Visit Corsham

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



## Whatever the season, Corsham has it all

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

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



# Local Guides

## TOUR OPERATORS AND TRANSPORT

### GUIDED / SELF-GUIDED TOURS

#### AMESBURY HERITAGE TOURS & HISTORY TALKS

07793 366429  
[info@amesburymuseum.co.uk](mailto:info@amesburymuseum.co.uk)

#### TOURS 2 ORDER

07827 715353  
[graham@tours2order.com](mailto:graham@tours2order.com)  
[www.tours2order.com](http://www.tours2order.com)

#### WILTSHIRE WALKS

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

#### TREASURE TRAILS

19 self-guided walking trails in Wiltshire.  
 01872 263692  
[enquiries@treasuretrails.co.uk](mailto:enquiries@treasuretrails.co.uk)  
[www.treasuretrails.co.uk/collections/wiltshire](http://www.treasuretrails.co.uk/collections/wiltshire)

[FIND OUT MORE](#)

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

#### BRITAIN'S BEST HERITAGE TOURS

01985 840049  
[hello@bbhtours.co.uk](mailto:hello@bbhtours.co.uk)  
[www.bbhtours.co.uk](http://www.bbhtours.co.uk)



#### HERITAGE & STONE TOURS

[info@stonehenge-heritagetours.com](mailto:info@stonehenge-heritagetours.com)  
[www.stonehenge-heritagetours.com](http://www.stonehenge-heritagetours.com)

#### STONEHENGE & SALISBURY GUIDED TOURS

0845 519 8248  
[tours@stonehengegetravel.co.uk](mailto:tours@stonehengegetravel.co.uk)  
[www.StonehengeTravel.co.uk](http://www.StonehengeTravel.co.uk)

#### THE STONEHENGE TOUR

01202 338420  
[enquiries@thestonehengegetour.info](mailto:enquiries@thestonehengegetour.info)  
[www.thestonehengegetour.info](http://www.thestonehengegetour.info)

### WALKING & CYCLING TOURS

#### DRIVE AND STROLL

Walking tours with transport.  
[enquire@driveandstroll.co.uk](mailto:enquire@driveandstroll.co.uk)  
[driveandstroll.co.uk](http://driveandstroll.co.uk)

#### WILD MTB ADVENTURES CYCLING TOURS

07976 688437  
[hello@wildmtbadventures.com](mailto:hello@wildmtbadventures.com)  
[wildmtbadventures.com](http://wildmtbadventures.com)

### CRANBORNE CHASE ESCAPES

E-bike Adventures  
 07790 901 382  
[hello@cranbornechase.com](mailto:hello@cranbornechase.com)  
[www.cranbornechase.com](http://www.cranbornechase.com)

### FOOT TRAILS WALKING TOURS

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

### CAR HIRE

**AUTO EUROPE**  
 01233 225114  
[reservations@autoeurope.co.uk](mailto:reservations@autoeurope.co.uk)  
[www.autoeurope.co.uk](http://www.autoeurope.co.uk)

### TRANSPORT ONLY FOR GROUPS

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

#### SALISBURY REDS

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

#### GREAT WESTERN RAILWAY

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

#### SOUTH WESTERN RAILWAY

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

### SUSTAINABLE TRAVEL

Sustainable travel in Wiltshire is made easy through strong partnerships with Great Western Railway (GWR) and South Western Railway (SWR) networks in the county. They offer affordable, low-carbon journeys from London Paddington / Waterloo to the South & South West of England. Key rail routes connect visitors to Salisbury, Westbury, Warminster, Swindon, Hungerford, Pewsey etc. ideal for both FIT travellers and small groups, who can benefit from Group Save discounts and the Great West Way Discoverer pass.

Sustainable connectivity is further enhanced by the new Wiltshire Connect on-demand bus service, linking rural communities and major attractions. See page 11 for details.



## Heritage & Stone Tours

Private Bespoke Tours and Airport Transfers  
 with our professional Driver-Guides



Cotswolds

Salisbury

Stonehenge

Avebury

[www.stonehenge-heritagetours.com](http://www.stonehenge-heritagetours.com)

[info@stonehenge-heritagetours.com](mailto:info@stonehenge-heritagetours.com)



# Retail Therapy

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

Our award for the most unusual shopping location goes to... Avebury! Probably not the first place that comes to mind when planning a little retail therapy. Yet here, within the world's largest prehistoric stone circle, you'll find not one, but two charming businesses: The Henge Shop and Elements of Avebury.

Not far geographically, but a million miles away in atmosphere, **Designer Outlet Swindon** makes a great day out for all the family. Over 90 stores to choose from... A huge range of high street and designer labels... Up to 60% off recommended retail prices... All housed in the tastefully converted Grade II listed buildings of Brunel's former Great Western Railway works. Other retail opportunities in Swindon include the traditional stores of Old Town and shopping malls in the modern city centre.

All around Wiltshire, numerous small, family-run outlets continue to thrive. Offering a relaxed and unhurried shopping experience as they've been doing for generations. In Devizes, for example. Hilltop Malmesbury. Or Tisbury - which more than makes up for its lack of size with a unique selection of interesting, independent shops. For stylish stores in a cosmopolitan setting, the quintessentially English towns of **Marlborough** and **Bradford on Avon** are popular choices. As is **Corsham**, where many of the Bath stone buildings on High Street are independent businesses, providing irresistible retail opportunities.

PA Oxley near Calne is a treasure trove of antique clocks and barometers. In Salisbury you'll find galleries, studios and workshops at Fisherton Mill.

As befits a county famous for its local produce there are farm shops aplenty - Allington Farm Shop near Chippenham, for example. Wiltshire is also home to markets of every shape and size. Indoor, outdoor and farmers' markets... continental and Christmas markets... vintage, artisan and foodie markets... we've got them all. What better way to spend an hour or two than browsing the many stalls, where every imaginable item is on offer. Top quality fruit and vegetables. Meat, fish, cheese and eggs. Haberdashery, clothing, jewellery and more.

First prize for the longest running market goes to Trowbridge, Wiltshire's county town, where stallholders have been trading since the year 1200. These days, it's on a Wednesday. Hot on its heels, history-wise, is Salisbury's Charter Market, which has been coming to the city on Tuesdays and Saturdays (except the third Tuesday in October) for nigh on 800 years. Other bustling market towns include Amesbury (Wednesday), Bradford on Avon (Thursday), Calne (Friday), Chippenham (Friday and Saturday), Devizes (Thursday), Highworth (Saturday), Marlborough (Wednesday and Saturday), Pewsey (Tuesday), Warminster (Friday), and Wroughton (Friday). For up-to-date details of these and other markets go to [visitwiltshire.co.uk/markets](http://visitwiltshire.co.uk/markets)



Three Dagers Farm Shop

Chippenham



Bradford on Avon Market

## TOP TIPS – Don't Miss



Fisherton Mill, in Salisbury. Built in 1880 as a grain mill is the south of England's largest independent gallery with an award-winning onsite café & artist studios. It is a haven for discerning shopaholics and foodies alike. Set over two floors the Mill retains many original features which add to the atmosphere.



Marlborough



**Set within the beautifully restored former Great Western Railway Works in Swindon, Frasers Plus Designer Outlet Swindon offers a distinctive shopping experience in a truly historic setting.**

This striking Grade II listed building, once at the heart of Britain's railway engineering story, has been thoughtfully transformed into a light-filled retail destination where industrial character sits comfortably alongside modern design.

Today, visitors can explore more than 90 fashion and lifestyle brands, enjoying savings of up to 60% off RRP. The line-up includes globally recognised names such as Tommy Hilfger, Calvin Klein and Levi's, alongside British favourites including John Lewis Home Outlet.



The spacious, covered mall retains many original architectural features, creating a unique backdrop for browsing, dining and relaxing. A wide choice of cafés and restaurants makes it easy to pause and refuel, whether stopping briefly or making a day of it.

Easily accessible from the M4, Designer Outlet Swindon combines heritage, style and value - adding a contemporary dimension to any visit to Wiltshire.

**Designeroutletswindon.com**  
**01793 507600**



# Refreshment Stops Food & Drink

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

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

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

## The Bridge Tea Rooms

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



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

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

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

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

**wagamama**  
when katsu  
is calling



find your local +  
join us on the bench

food \* life



### Trowbridge

- Parade House (pre-book only)

### Salisbury Area

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

### Swindon Area

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

### Warminster Area

- Stourhead Restaurant
- Old Bell Hotel



Cream tea

### Chippenham Area

- Best Western Angel Hotel,  
Chippenham

### Cricklade Area

- Cricklade House Hotel

### Calne Area

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

### Lacock Area

- The Stables Cafe

### Malmesbury Area

- The Old Bell Hotel

### Marlborough Area

- Avebury

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



Bridge Tea Rooms

## Quick Stops

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

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

# Group Friendly Accommodation

For additional refreshment stops refer to pages 36 and 37.

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



Milford Hall Hotel

## Well-known hotel chains

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

## Boutique & smaller hotels

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

## Self-catering

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

## Something a little different?

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

## On a budget?

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

## What next?

We've highlighted suitable accommodation for the trade

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

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

## Meal stops

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

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

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

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

Find out more in our **Wiltshire Maps and Guides**

## LATEST ACCOMMODATION News



Legacy Rose &amp; Crown

**Legacy Rose & Crown**, Salisbury, is set on the picturesque banks of the River Avon. This historic 13th-century coaching inn offers an authentic English experience, combining heritage charm with modern comfort. Recent upgrades include fully refurbished twin room bathrooms, a new function bar opening onto the riverside garden (ideal for group events) and a ground-floor bedroom with full disabled access. With its welcoming atmosphere, convenient location, and elegant facilities, the hotel provides an excellent place to stay for those seeking quality accommodation in a quintessentially English riverside setting.

**Milford Hall Hotel**, Salisbury, has rebranded as **voco Salisbury** after a multi-million-pound refurbishment. The hotel is now part of IHG's premium voco Hotels brand and has undergone a transformation of its rooms, public areas, restaurant, and bar, while aiming to keep its historic character.

The new **Corsham House** boutique hotel in Corsham, run by the Beckford Group Hotels, opening 2026. Corsham House is a wine-led townhouse, offering an all-day buzz and bustle between Bath & the Cotswolds. Sociable Brasserie dining with a terrace; a Beckford Bottle Shop and 14 beautiful bedrooms upstairs. Plus, another new hotel and restaurant opening in 2026 by the Beckford Group is **Teffont House**, located in a rural hideaway in the idyllic Nadder Valley, a country hotel and restaurant with 17 bedrooms and glorious gardens near Salisbury.



Milford Hall Hotel

The Bird Group, which operates Roseate Hotels & Resorts, has acquired **Beechfield House** in Wiltshire. This acquisition is the latest addition to the Roseate collection of luxury hotels in the UK. The new owners plan to restore the property responsibly maintaining its quality and guest experience.

**Woolley Grange Hotel**, a Jacobean manor on the edge of the Cotswolds near Bath. Recently reopened following an extensive renovation, it offers a fresh yet authentic countryside experience. This transformation includes beautifully redesigned rooms and suites, elegant dining spaces, a revitalised spa with new treatment rooms and an outdoor hot tub and sauna. The refurbishment also introduces an accessible room, ensuring comfort and ease for all guests. Blending heritage character with contemporary style, Woolley Grange is an ideal retreat for relaxed escapes, gatherings, and curated itineraries in the Wiltshire countryside.



Woolley Grange Hotel



Corsham House

## The Stones Hotel Salisbury

The Stones Hotel is located on the outskirts of the historic Cathedral City of Salisbury, just a stone's throw from the World Heritage Site of Stonehenge and close to the A303. The hotel offers the perfect countryside retreat.

Following a recent £1.5 million refurbishment, this independent hotel is an ideal destination for both leisure and business guests. Offering superior bed linen and toiletries, along with refreshed public areas including a stylish restaurant and bar, we guarantee a memorable stay.

Our hotel offers eight versatile function rooms, making it an excellent venue for conferences, weddings and special events for up to 200 guests. Guests can unwind on the outdoor terrace or enjoy a drink at the lively gin bar during the summer.

We are proudly Green Certified and committed to sustainable and environmental responsible practices. Like generating energy through our biomass, as well as providing environmentally friendly drinking water filtered on site from our natural water supply underground.

For added convenience, the hotel offers complimentary on-site coach and car parking, as well as two on-site EV charging points, ensuring a smooth and hassle-free experience for group organisers and guests alike.

### Visit us

The Stones Hotel Highpost, SP4 6AT

01722 782020

@thestoneshotel

enquiries@thestoneshotel.co.uk

Head to our website for more information

www.thestoneshotel.co.uk



Discover the comfort and contemporary style of the closest hotel to the iconic Stonehenge. Ideally located on the A303 in the heart of picturesque Wiltshire, England.

The **Holiday Inn Salisbury Stonehenge** offers 103 modern, airconditioned guestrooms and is easily accessible from the M3 motorway, London, the Midlands and the West country.

Relax in thoughtfully designed accommodation suited to both leisure and business guests.

Enjoy freshly prepared dishes or unwind with drinks in the Solstice Bar & Grill, proudly serving **Starbucks®** coffee.

With complimentary onsite coach and car parking, including 18 onsite EV charging points with Tesla® superchargers and excellent transport links, the Hotel is an ideal spot for groups, Individual short breaks and corporate stays.

Solstice Park, Mid Summer Pl, Salisbury SP4 7SQ  
T: 0345 241 3535 E: Viviane.Rocha@thestoneshotel.co.uk



## MH MILFORD HALL HOTEL



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

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



## Stay at England's Oldest Hotel

In the vibrant market town of Malmesbury



Enjoy Traditional Afternoon Tea  
Tour Abbey House Manor Gardens

Call: 01666 822344

Email: info@oldbellhotel.com

Web: www.oldbellhotel.co.uk



TheOldBellHotel



oldbell\_hotel



## Welcome to our traditional town centre coaching inn

- We are open **ALL DAY, EVERY DAY**, for food & drinks
- On-site customer parking
- Coffees, teas, pastries & cakes
- Cream Teas
- Thai Chilli restaurant
- Pub Classics menu
- Traditional Sunday lunches
- Excellent en-suite accommodation
- Dog-friendly



42 Market Place  
Warminster  
BA12 9AN



oldbellwarminster

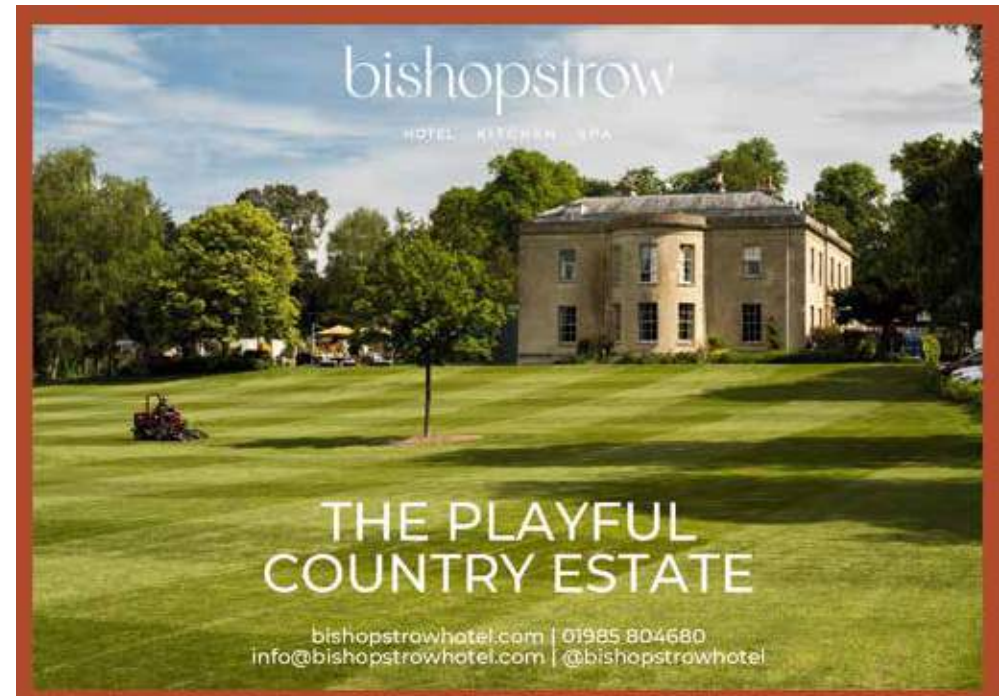


oldbellwarminster

www.oldbellwarminster.co.uk

## bishopstrow

HOTEL KITCHEN SPA



## THE PLAYFUL COUNTRY ESTATE

bishopstrowhotel.com | 01985 804680  
info@bishopstrowhotel.com | @bishopstrowhotel

**THE ANGEL HOTEL CHIPPENHAM**

Perfect for Leisure stays, Breakfast, Lunch, Dinner, Afternoon Tea

★ ★ ★ HOTEL IN THE HEART OF WILTSHIRE

Easy access to Bath, Bristol and places of interest such as Lacock Abbey, Longleat and Bowood House

- 50 Contemporary Bedrooms • Complimentary Parking • High Speed Wifi • Marketplace Restaurant • Bar And Garden

Best Western Plus Angel Hotel,  
8 Market Place, Chippenham, SN15 3HD  
WWW.ANGEL-HOTEL-CHIPPENHAM.COM

Tel: 01249 652615 | reception@angelhotelchippenham.co.uk

**THE LEGACY ROSE & CROWN SALISBURY**

33 BEDROOMS RESTAURANT

3 FUNCTION ROOMS ONSITE PARKING

Nestled on the banks of the River Avon, the four-star Legacy Rose & Crown is a charming 13th-century hotel with 33 bedrooms and stunning views across the meadows to Salisbury Cathedral. Historic character blends with modern comfort, complemented by all-day dining at the River's Edge restaurant and bespoke packages for group organisers.

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

# Find out more

## IN OUR WILTSHIRE MAPS & GUIDES



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

**Notes relating to the table above:**

<sup>1</sup> Please note: rooms may be a mix of singles, doubles, twins, triples etc <sup>2</sup> Rooms are often in bunk form – please check at the time of booking  
<sup>3</sup> Best Western / Best Western Plus Hotels <sup>4</sup> Legacy Hotels <sup>5</sup> Mercure Hotels



Flower Festival, Salisbury Cathedral

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

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

#### **Exclusive Offers for Groups**

Special offers are one of the ways in which attractions, accommodation providers and other businesses around Wiltshire extend a warm

welcome to groups. So keep an eye out for the following and remember to confirm details when you book:

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

#### **Benefits for Group Leaders and Coach Drivers**

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

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



Bradford on Avon Tithe Barn



Cholderton Rare Breeds Farm Park



Drive and Stroll



Mompesson House

#### **Commissionable Product**

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

#### **Familiarisation Visits**

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

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

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

#### **Itinerary Planning, Photos and Editorial**

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

#### **Newsletter**

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

#### **VisitWiltshire Website**

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

#### **Travel Trade Information**

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

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

# Plan Your Visit to Wiltshire

## Getting Here is Easy

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

## Support local conservation charities

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

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



Snakeshead Fritillaries

# FIND OUT MORE

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

Map Ref	Map Ref
<b>Amesbury Community &amp; Visitor Centre</b> E4	<b>Marlborough Town Council</b> C4
EVCP Main car park in Amesbury on the A345 ☎ 01980 622525 <a href="http://www.amesburytowncouncil.gov.uk">www.amesburytowncouncil.gov.uk</a>	☎ 01672 512487 <a href="http://www.marlborough-tc.gov.uk">www.marlborough-tc.gov.uk</a>
<b>Bradford on Avon Town Council</b> D2	<b>Melksham Tourist Information Centre</b> C2
☎ 01225 865797 <a href="http://www.bradfordonavon.co.uk">www.bradfordonavon.co.uk</a>	<b>Mere Information Centre</b> F2
<b>Calne Visitor and Community Information Centre</b> C3	<b>Royal Wootton Bassett</b> B2
☎ 01249 814000 <a href="http://www.calne@calne.gov.uk">www.calne@calne.gov.uk</a>	EVCP 2 charging points Borough Fields Car Park SN4 7AX <b>Salisbury Information Centre</b> C3
<b>Castle Combe</b> C2	☎ 01722 342860 <a href="http://www.visitsalisbury.co.uk">www.visitsalisbury.co.uk</a>
<b>Chippenham Town Council</b> C2	<a href="http://www.salisburycitycouncil.gov.uk">www.salisburycitycouncil.gov.uk</a>
☎ 01249 446699 <a href="http://www.chippenham.gov.uk">www.chippenham.gov.uk</a>	<b>Swindon Information Centre</b> B4
<b>Corsham Town Council</b> C2	<b>Tidworth Town Council</b> D2
EVCP Post Office Lane (Long Stay) Car Park SN13 0E2 ☎ 01249 702130 <a href="http://www.visit-corsham.co.uk">www.visit-corsham.co.uk</a>	<b>Tisbury Information Centre</b> F2
<b>Cotswold Lakes Visitor Centre</b> A3	☎ 01747 260088 <a href="http://www.tisbury-wiltshire-vc.gov.uk">www.tisbury-wiltshire-vc.gov.uk</a>
EVCP 2 charging points at De Vere Cotswold Water Park Hotel <a href="http://www.cotswoldlakes.com/visitor-information/">www.cotswoldlakes.com/visitor-information/</a>	<b>Trowbridge Information Centre</b> D2
<b>Cricklade Visitor Information Point</b> B3	EVCP Cradle Bridge Retail Park, County Way, Lovenead Car Park, Duke Street - Bythesea Road; 94 Newtown; 110-122 Bythesea Road; 32-33 Bythesea Road; 6 Station Approach; County Way, 12 Westbury Road ☎ 01225 765072 (Option 3) <a href="http://www.trowbridge.gov.uk">www.trowbridge.gov.uk</a>
EVCP Fairview Fields Car Park - just off the A419 by the rugby club, Cricklade Leisure Centre ☎ 01793 75394 <a href="http://www.cricklade-towncouncil.gov.uk">www.cricklade-towncouncil.gov.uk</a>	<b>Vale of Pewsey</b> D4
<b>Devizes</b> D3	<a href="http://www.visitpewseyvale.co.uk">www.visitpewseyvale.co.uk</a>
☎ 01380 800400 <a href="http://www.devizes-tc.gov.uk">www.devizes-tc.gov.uk</a>	<b>Warminster Community Hub</b> E2
<b>Lacock</b> C2	EVCP Morrisons Car Park, BA12 9NT x 2; Central Car Park BA12 9BP x 2; Longbridge Service Station BA12 7DS x 2 ☎ 01985 218548 <a href="http://www.warminstercommunityhub.co.uk">www.warminstercommunityhub.co.uk</a>
<b>Malmesbury Tourist Information Centre</b> B2	
EVCP 2 devices and 4 connectors at Aldi SN16 9JL ☎ 01686 822143 <a href="http://www.discovermalmesbury.life">www.discovermalmesbury.life</a> <a href="http://www.exploremalmesbury.com">www.exploremalmesbury.com</a>	

EVCP Electric Vehicle Charging Points  
 Railway Station

# Places To Visit and Things To Do

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

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



*It's time for...*  
**Wiltshire**

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