



2018 and beyond:  
Time for Wiltshire  
and the  
Great West Way





# Why Wiltshire?

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- Easily accessible - only 90 minutes from London, 2 hours from the South Coast, Midlands and Wales
- An ancient land shrouded in mystery and steeped in legend - with the World Heritage site of Stonehenge and Avebury
- Charming rural market towns and villages ideal for independent shopping and with award-winning restaurants, pubs and cafés
- Major attractions, events and entertainment to experience
- Range of suitable accommodation options
- Arts and culture are at the heart of a Wiltshire experience



# Wiltshire Highlights

- **Bowood House and Gardens** - Groups of 15 people + can have exclusive-use of The Garden's Bothy, where refreshments can be served or specialist talks or demonstrations can take place. Choose from a Bowood House tour (1hr), Private Walled Garden tour (1 hr), Capability Brown parkland tour (1 ½hrs) or 'Dr. Joseph Priestly: The Discovery of Oxygen' tour (1hr).
- **Salisbury Cathedral** - The 15<sup>th</sup> Century Library is now open for small group tours (max 12 people). Built in 1455 the library contains over 10,000 books dating as far back as the 9th Century. Library Tours start at 14:00 and last approximately 45 minutes followed by delicious cream tea at 15:00 in the Cathedral's Refectory Restaurant. Groups with a head for heights can take a Tower Tour to the base of Britain's tallest spire (404ft/123m) or view medieval Arabic carpentry markings on a Graffiti Tour.
- **Longleat** - Discover Longleat House and Grounds with a number of fascinating tours, exclusive to groups. Choose from 'Longleat House Exclusive Tour', 'Butlers & Housekeepers Tour' or 'Scandalous History Tour'.
- **Additional Special Interest Tours** including TV & Film locations, town & city tours, history & heritage tours are available. **Book a Wiltshire Tour at [www.visitwiltshire.co.uk/groups](http://www.visitwiltshire.co.uk/groups)**
- **Lacock Abbey's** new theme for 2018 will be 'Women of Lacock', featuring four different key women and their influence on the village, with interpretation and events throughout the year. They have also just opened a new upmarket tea room serving high tea for groups.
- **REME Museum** now fully open!

# Wiltshire's Best Kept Secrets

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**Wiltshire's Secrets** - Tailor made guided tours of Wiltshire, taking in some of the many 'less well known' secrets that the county has to offer. Tours could include visits to:

- Bradford On Avon
- Iford Manor & the Peto Garden
- Avebury
- Lacock
- Wadworth Brewery
- Great Chalfield Manor
- Arundells

Plus many more. Day or residential visits.  
Prices available on request.



# Key Events 2018

**18 – 22 June**

Stonehenge Summer Solstice Music Festival -  
accommodation at Stonehenge Campsite & Glamping  
Pods

**8 July – 4 August**

Marlborough College Summer School  
School of English and Culture



**25 – 27 August**

Bowood House and Gardens Great British Food  
Festival



**22 November – 21 December (tbc)**

Salisbury Christmas Market

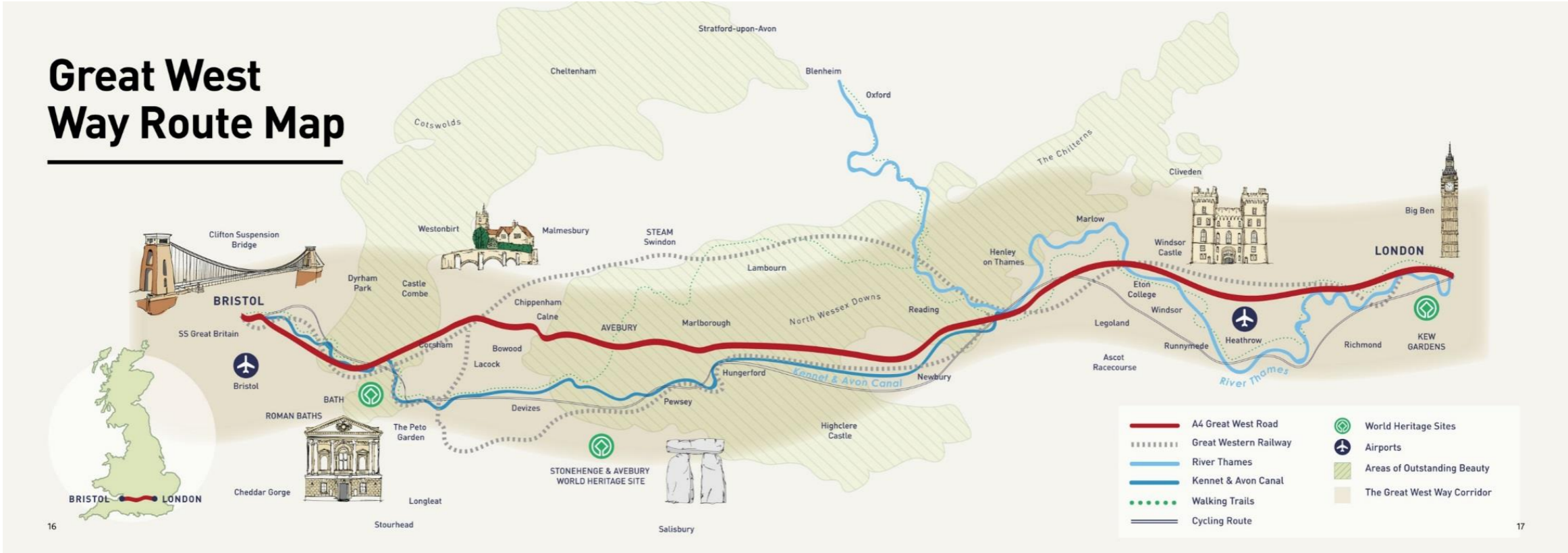


**Selected dates from 9 November**

Christmas Festival of Light, Longleat



# England's Great West Way



# England's Great West Way

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VisitWiltshire are working to create one of the world's premier touring routes between London and Bristol. This is one of a number of successful projects made possible by HM Government's £40m Discover England Fund, administered by VisitEngland ([www.discoverenglandfund.org](http://www.discoverenglandfund.org)).

The Great West Way follows a 125-mile route - a quarter of which is in Wiltshire - based on one of the first Great Roads commissioned by the Kings of England. It offers an extraordinary variety of English experiences not found in any other part of the country.

Visitors will be able to explore by road – coach and car, railway, waterway or by walking or cycling. It is for curious and inquisitive travelers. Those who like to go deeper, to see, feel, do, try and taste for themselves. It's for seekers searching for the real, authentic essence of England.

The Great West Way will promote a range of product themes reflecting the route's tourism assets including history and heritage, food and drink, countryside, film tourism, gardens and luxury tourism.

This new tourism route will be launched in March 2019 together with a new Travel Trade Toolkit. For information about the Great West Way project including Round 1 activity and the progress of Round 2 activity, please take a look at [www.visitwiltshire.co.uk/greatwestway](http://www.visitwiltshire.co.uk/greatwestway).





# Great West Way Project Overview

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- Developing the Great West Way including:
  - Website, digital and itinerary planning solutions
  - E-signage and wayfinding solution
- Bringing the Great West Way to Life including:
  - Brand-led approach to create new inspirational content for consumers and trade
  - Engagement with sub groups
- Getting the Great West Way Talked About including:
  - Visual identity and brand toolkit
  - Business training and support
  - PR, digital and social platforms
- Taking the Great West Way to Market including:
  - Travel trade programme with toolkit, bookable product and itineraries
  - Consumer and trade marketing plans with content distribution and collateral



# Further Information

## Contact Us

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For information about planning your visit to Wiltshire, please don't forget to check out the great group benefits, coach parking, itineraries and so much more at

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

For access to our digital photo library please contact us

Florence Wallace  
Travel Trade & PR Manager  
VisitWiltshire

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

01722 341309

07436 588860

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



# Wiltshire Travel Trade

## Product Information

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### Places to Visit:

- Bowood: +44 (0)1249 812102 [www.bowood.org/bowood-house-gardens/groups](http://www.bowood.org/bowood-house-gardens/groups)
- Longleat: +44 (0)1985 844328 [www.longleat.co.uk/groups](http://www.longleat.co.uk/groups)
- Salisbury: +44 (0)1722 658000 [www.salisburybid.co.uk](http://www.salisburybid.co.uk)
- Salisbury Cathedral & Magna Carta: +44 (0)1722 555120 [www.salisburycathedral.org.uk](http://www.salisburycathedral.org.uk)
- Bradford on Avon: +44 (0)1225 864240 [www.bradfordonavontowncouncil.gov.uk](http://www.bradfordonavontowncouncil.gov.uk)
- McArthurGlen Designer Outlet Swindon: +44 (0)1793 507603 [www.swindondesigneroutlet.com](http://www.swindondesigneroutlet.com)
- Studley Grange Butterfly World & Craft Village: +44 (0)1793 852400 [www.studleygrange.co.uk](http://www.studleygrange.co.uk)
- Wadworth Brewery Visitor Centre & Tours: +44 (0)1380 732277 [www.wadworth.co.uk](http://www.wadworth.co.uk)
- Arundells: +44 (0)1722 326546 [www.arundells.org](http://www.arundells.org)
- Malborough College Summer School: +44 (0)1672 892388 [www.summerschool.co.uk](http://www.summerschool.co.uk)
- Corsham: +44 (0)1249 702130 [www.corsham.gov.uk/visit](http://www.corsham.gov.uk/visit)
- Iford Manor & the Peto Garden: +44 (0)1225 863146 [www.ifordmanor.co.uk](http://www.ifordmanor.co.uk)
- REME Museum: +44 (0)1249 894869 [www.rememuseum.org.uk](http://www.rememuseum.org.uk)
- The Merchant's House: +44 (0)1672 511690 [www.themerchantshouse.co.uk](http://www.themerchantshouse.co.uk)
- Cholderton Farm Park, Vineyard and Youth Hostel: +44 (0)1980 629438 [www.choldertoncharliesfarm.com](http://www.choldertoncharliesfarm.com)
- STEAM - Museum of Great Western Railway: +44(0)1793 466637 [www.steam-museum.org.uk/groups](http://www.steam-museum.org.uk/groups)
- Lydiard House & Park: +44(0)1793 466664 [www.lydiardpark.org.uk](http://www.lydiardpark.org.uk)



# Wiltshire Travel Trade Product Information

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## English Heritage:

- Stonehenge: +44 (0)3703 330604 [www.english-heritage.org.uk/stonehenge](http://www.english-heritage.org.uk/stonehenge)
- Old Sarum: +44 (0)1722 335398 [www.english-heritage.org.uk/oldsarum](http://www.english-heritage.org.uk/oldsarum)
- Old Wardour Castle: +44 (0)1747 870487 [www.english-heritage.org.uk/oldwardour](http://www.english-heritage.org.uk/oldwardour)
- Farleigh Hungerford Castle: +44 (0)1225 754026 [www.english-heritage.org.uk/farleigh](http://www.english-heritage.org.uk/farleigh)

## National Trust:

- Avebury: +44 (0)1672 538016 [www.nationaltrust.org.uk/avebury](http://www.nationaltrust.org.uk/avebury)
- Lacock: +44 (0)1249 730459 [www.nationaltrust.org.uk/lacock](http://www.nationaltrust.org.uk/lacock)
- Mompesson House: +44 (0)1722 335659 [www.nationaltrust.org.uk/mompesson-house](http://www.nationaltrust.org.uk/mompesson-house)
- Stourhead: +44 (0)1747 841152 [www.nationaltrust.org.uk/stourhead](http://www.nationaltrust.org.uk/stourhead)
- Great Chalfield Manor and Garden: +44 (0)1225 782239  
[www.nationaltrust.org.uk/great-chalfield-manor](http://www.nationaltrust.org.uk/great-chalfield-manor)



# Wiltshire Travel Trade

## Product Information

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### Places to Stay:

- The Red Lion Hotel, Sallisbury: +44(0)1722 323334 [www.the-redlion.co.uk](http://www.the-redlion.co.uk)
- Holiday Inn Salisbury – Stonehenge: +44 (0) 345 241 3535 [www.hisalisbury-stonehenge.co.uk](http://www.hisalisbury-stonehenge.co.uk)
- Best Western Mayfield House Hotel: +44 (0)1666 577409 [www.mayfieldhousehotel.co.uk](http://www.mayfieldhousehotel.co.uk)
- Old Sarum Hotels [www.oldsarumhotels.co.uk](http://www.oldsarumhotels.co.uk) including The Cathedral Hotel, Salisbury, The Old Mill Hotel, Harnham & The Castle Hotel, Devizes
- Sarum College: +44 (0)1722 424800 [www.sarum.ac.uk](http://www.sarum.ac.uk)
- Stonehenge Campsite & Glamping Pods: +44 (0)7786 734 732 [www.stonehengecampsite.co.uk](http://www.stonehengecampsite.co.uk)

### Food & Entertainment:

- The Stonehenge Pub Group [www.stonehengepubgroup.co.uk](http://www.stonehengepubgroup.co.uk) including Stonehenge Inn & Carvery, The Swan at Stoford and The Solstice Rest
- The Britford Farm Shop: +44 (0)1722 413400 [www.britfordfarmshop.co.uk](http://www.britfordfarmshop.co.uk)
- Wyvern Theatre: +44 (0)1793 524481 [www.swindontheatres.co.uk](http://www.swindontheatres.co.uk)

### Ground Handlers:

- Salisbury, Sarum & Stonehenge Tours: +44 (0)1722 333333 [www.executiveconnection.co.uk](http://www.executiveconnection.co.uk)
- Norman Allen Group Travel: +44 (0)1432 277666 [www.group-travel.com](http://www.group-travel.com)

For additional information please visit:

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

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

