



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



Why Wiltshire?



- 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 15th 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**
- **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

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:

- Bridge Tea Rooms in 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

22 November – 21 December (TBC):

Salisbury Christmas Market

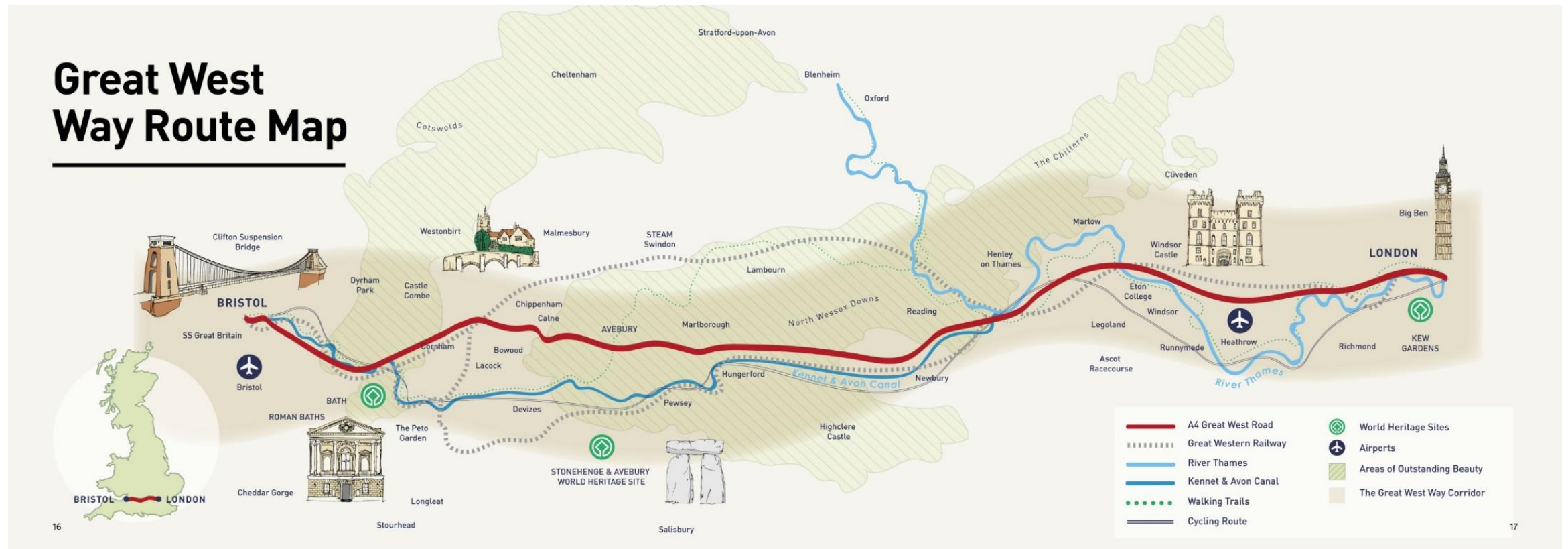
Mid November - beginning of January

Christmas Festival of Light, Longleat



New for 2018/19

The Great West Way



New for 2018/19

The Great West Way

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).

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.



Great West Way Project Overview

- 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

For access to our digital photo library please contact us



Wiltshire Travel Trade

Product Information

Places to Visit:

- Bowood: +44 (0)1249 812102 www.bowood.org/bowood-house-gardens/groups
- Bradford on Avon: +44 (0)1225 864240 www.bradfordonavontowncouncil.gov.uk
- Longleat: +44 (0)1985 844328 www.longleat.co.uk/groups
- Salisbury: +44 (0)1722 658000 www.salisburybid.co.uk
- Salisbury Cathedral & Magna Carta: +44 (0)1722 555120 www.salisburycathedral.org.uk
- The Salisbury Museum: +44 (0)1722 332151 www.salisburymuseum.org.uk
- Wiltshire Museum: +44 (0)1380 727369 www.wiltshiremuseum.org.uk
- McArthurGlen Designer Outlet Swindon: +44 (0)1793 507603 www.swindondesigneroutlet.com
- Studley Grange Butterfly World & Craft Village: +44 (0)1793 852400 www.studleygrange.co.uk
- Wadworth Brewery Visitor Centre & Tours: +44 (0)1380 732277 www.wadworth.co.uk
- Arundells: +44 (0)1722 326546 www.arundells.org
- Malborough College Summer School: +44 (0)1672 892388 www.summerschool.co.uk
- Corsham: +44 (0)1249 702130 www.corsham.gov.uk/visit
- Churches Conservation Trust: +44 (0)845 3032760 www.visitchurches.org.uk
- American Museum in Britain: +44 (0)1225 460503 www.americanmuseum.org
- Iford Manor & the Peto Garden: +44 (0)1225 863146 www.ifordmanor.co.uk
- REME Museum: +44 (0)1249 894869 www.rememuseum.org.uk
- Cholderton Farm Park, Vineyard and Youth Hostel: +44 (0)1980 629438 www.choldertoncharliesfarm.com



Wiltshire Travel Trade Product Information

English Heritage:

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

National Trust:

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



Wiltshire Travel Trade

Product Information

Places to Stay:

- Holiday Inn Salisbury – Stonehenge: +44 (0) 345 241 3535 www.hisalisbury-stonehenge.co.uk
- Best Western Mayfield House Hotel: +44 (0)1666 577409 www.mayfieldhousehotel.co.uk
- Cathedral Hotel: +44 (0)1722 343700 www.cathedralhotelsalisbury.co.uk
- Alexandra House Hotel: +44 (0)1793 819000 www.phcompany.com/de-vere/alexandra-house
- Sarum College: +44 (0)1722 424800 www.sarum.ac.uk
- Stonehenge Campsite & Glamping Pods: +44 (0)7786 734 732 www.stonehengecampsite.co.uk

Food & Entertainment:

- The Stonehenge Inn & Carvery: +44 (0)1722 790236 www.thestonehengeinn.co.uk
- The Bridge Tea Rooms: +44 (0)1225 865537 www.thebridgetearooms.co.uk
- The Britford Farm Shop: +44 (0)1722 413400 www.britfordfarmshop.co.uk
- Wyvern Theatre: +44 (0)1793 524481 www.swindontheatres.co.uk

Ground Handlers:

- Executive Connection/Value Cars: +44 (0)1722 333333 www.executiveconnection.co.uk
- Norman Allen Group Travel: +44 (0)1432 277666 www.group-travel.com

For additional information please visit:

www.visitwiltshire.co.uk

www.visitsalisbury.co.uk

