

PRESS RELEASE

VISITWILTSHIRE LAUNCHES NEW IT'S TIME FOR WILTSHIRE TRAVEL TRADE GUIDE

A new 'It's Time for Wiltshire Travel Trade Guide' has been launched by VisitWiltshire, which aims to raise awareness of Wiltshire towns and tourism businesses which are suitable for domestic and international groups and those booking through the travel trade.

Wiltshire is a magical place with a strong connection to the past making it the perfect place to enjoy the present.

It's now easier than ever to plan a group visit to Wiltshire as this new digital guide includes outstanding attractions, fun packed activities, special interest tours, inspirational itineraries, places to stay, refreshment stops and so much more.

Visitors can explore the World Heritage Site of Stonehenge and Avebury, Longleat, Bowood House & Gardens as well as some of the less well-known places to visit such as the REME Museum, Cholderton Rare Breeds Farm and Bluestone Vineyards and Iford Manor Gardens.

There are also charming rural market towns and villages such as Bradford-on-Avon, Corsham and Marlborough, plus refreshment stops like The Bridge Tea Rooms and accommodation options for groups of all sizes include the Old Bell Hotel, The Angel Hotel and Stones Hotel.

The new digital guide can be viewed at www.visitwiltshire.co.uk/travel-trade-guide

Florence Wallace, Head of Travel Trade says, "We're delighted to launch this new digital resource which showcases our key travel trade partners who are specifically keen to welcome international and domestic travel trade. We work closely with these suppliers and our network of intermediaries facilitating relationships to encourage contracting to help boost the county's tourism economy "

In addition to the new digital guide there are also specific trade website pages which contain information including trade rates or % discounts, specialist tour information and booking/contracting contacts.

The launch of this new guide coincides with the announcement that Wiltshire has been shortlisted as a Group Leisure & Travel Awards Finalist 2023. The industry are being asked to vote for Wiltshire as the Best UK Destination, amongst other finalists and categories. Votes are now open at www.groupleisureandtravel.com/awards/vote and close on 2 July, after which the winners will be announced at Group Leisure & Travel Awards on 4 October.

For more inspiration go to www.visitwiltshire.co.uk/groups

Issued by VisitWiltshire. For further information or to arrange a press visit please contact Florence Wallace flowallace@visitwiltshire.co.uk Tel: 07436 588860.

Editors Notes:

VisitWiltshire is the official Destination Management & Marketing Organisation for Wiltshire representing 500 partners. It is a public/private sector membership organisation. VisitWiltshire's priority is to grow the county's Visitor Economy by raising awareness of the



destination and generating additional tourism visits and spend. Wiltshire's Visitor Economy currently generates an estimated £1.5billion and supports over 28,000 jobs

Images can be downloaded from our Flickr gallery via these links:

Time for Wiltshire <https://flic.kr/s/aHskQXzfn6>

Photos may be used in print and/or online for the promotion of tourism to Wiltshire and any photos used must be credited to www.visitwiltshire.co.uk, unless otherwise stated in the title of the photo. Full terms and conditions can be found [here](#).

For additional information on Wiltshire Maps and Guides please visit [here](#).