



**News release**

## **VisitWiltshire Signs 500th Tourism Partner**

**01 July 2013:** Ahead of what is tipped to be a very busy tourism summer, [VisitWiltshire](http://www.visitwiltshire.co.uk) is delighted to announce it has signed up its 500<sup>th</sup> tourism partner, livery and riding school Rein & Shine. Located in Braydon, near Swindon, [Rein & Shine](#) offers a range of livery and equestrian services in contemporary surroundings and with a host of new initiatives such as its Hoof Club and Birthday Parties.

Since April 2013, 58 new Partners have joined VisitWiltshire, representing a wide range of accommodation providers, attractions, restaurants, retailers, events, activity providers and guiding companies – plus new town and village partners. Some of the newest partners, alongside Rein and Shine, include The Bell at Ramsey, the Swindon Festival of Literature, and the Crop Circle Information and Co-ordination Centre near Pewsey which opened on 28 June.

All members are featured on the [www.visitwiltshire.co.uk](http://www.visitwiltshire.co.uk) website, the new Visit Wiltshire App, and included in printed guides and other materials. Depending on the level of membership, VisitWiltshire partners also benefit from a range of other marketing and PR activities from inclusion in national marketing campaigns, online marketing, social media, travel trade activity, participation in workshops, hosting press visits and being included in journalist updates.

This announcement comes on the back of a raft of investments made by VisitWiltshire in the past year, including:

- Launching a new website in October 2012 (unique visits up 100%)
- Launching the first ever Visit Wiltshire tourism App in May 2013
- Producing the first ever Wiltshire promotional tourism videos

- Securing Stonehenge and Castle Combe in VisitBritain's biggest ever global TV advertising campaign
- Launching Wiltshire's first ever London Underground video advertising campaign
- Hosting 48 domestic group travel organisers on a series of visits throughout the county in April 2013
- Hosting travel trade and media visits from key international markets including Scandinavia, America, Canada, Australia, France and Asia.

David Andrews, Chief Executive of VisitWiltshire commented: "We are absolutely delighted to have hit the 500 partner milestone, and are thrilled to have Rein and Shine as our 500<sup>th</sup> member. Since becoming a private organisation in 2011, VisitWiltshire has very much focused on how we can best add value for our members – from marketing benefits on our website and brochures to PR and promotions. It is great to see that tourism businesses across the county have responded to this, and we look forward to a superb summer."

VisitWiltshire's membership represents the full cross-section of tourism offerings across the country's most quintessentially English county – from cosy B&Bs to world class five-star hotels; historic houses to industrial museums; skydiving to quad biking; world heritage sites; chalk horses; market towns; spectacular gardens and much more.

Some of the newest VisitWiltshire Partners include:

***Accommodation Providers:***

[Troutbeck Boutique Guest House](#)

[Willowbank Cottages](#)

[The Bell at Ramsbury](#)

[Hilton Swindon](#)

[Shepherds Hut at Marshwood Farm](#)

[Mill Farm Glamping](#)

[The Old Rectory](#)

***Attractions:***

[Crop Circle Information and Coordination Centre](#)

[Amesbury Museum and Heritage Centre](#)

[Larmer Tree Gardens](#)

[River Barn, Malmesbury](#)

[Young Gallery, Salisbury](#)

[Salisbury Arts Centre](#)

[City Hall, Salisbury](#)

***Events:***

[Barbury Horse Trials](#)

[Iford Arts Festival](#)

[Swindon Festival of Literature](#)

***Food and Drink:***

[The Harrow at Little Bedwyn](#)

[The Three Daggers](#)

[Glass House at Marsh Farm](#)

[The White Hart](#)

[Beatons Tearooms and Bookshop](#)

[The Peppermill](#)

***Retail:***

[Gastro Nicks \(Deli\)](#)

[PA Oxley Antique Clocks](#)

***Tours and Guiding:***

[Razor Cat Tours](#)

[Mad Max Tours](#)

[The Stonehenge Travel Company](#)

**Activities:**

[Aerosaurus Balloons](#)

[Foottrails](#)

[Rein and Shine](#)

[Manningford Trout Farm and Fishery](#)

[The Boatyard, Trowbridge](#)

**Towns:**

In the past year VisitWiltshire has signed up 15 new town partners including most recently Pewsey Westbury and Tisbury.

**ENDS**

**Images of all the above attractions and events are available on request.**

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**VisitWiltshire**

VisitWiltshire Ltd was established in August 2011 and is the official Tourist Board for Wiltshire. It is a private sector membership organisation representing 500 members. 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 £1billion and supports over 21,000 jobs.