

It's time for

WILTSHIRE

Travel Trade Guide



visitwiltshire.co.uk

Discover TIMELESS WILTSHIRE

Ready to start planning your next group visit?

There's so much space to enjoy. After an unprecedented year of lockdown, social distancing and new rules to get our heads around, we are all searching for space to relax and are probably keen to avoid the crowds. 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 or trying out horse riding. You can even hire a classic car to enjoy a scenic drive in style.

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 by following the Great West Way®. Around a quarter of this touring 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.

Travel trade 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 such as **Bradford on Avon** 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.

Contents

Highlights	4-5
Special Interest Tours	6-9
Great West Way®	10-11
Wiltshire on the Great West Way®	12-13
Inspirational Itineraries	14-17
Local Guides, Tour Operators and Transport	18
A Starring Role	19
Outstanding Attractions	20-28
10 Top Reasons to Visit Wiltshire	29
Celebrate the Seasons in Wiltshire	30
Events and Festivals	31
Timeless Towns and Villages	32-35
Refreshment Stops	36-39
Fun-packed Activities	40-42
Places to Stay	43-47
Helping You Sell Wiltshire	48-49
Attraction Map References & General Information	50
Map of Wiltshire	51

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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)

For our inspirational series of Wiltshire films see [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/groups](https://www.visitwiltshire.co.uk/groups)

Front cover photo: Bowood House & Gardens

Highlights

TOP PICKS AND IDEAS

MAKE TIME FOR WILTSHIRE

Wiltshire is a magical place with a strong connection with the past making it the perfect place to enjoy the present. Explore world famous heritage sites, charming rural market towns, independent shops, fabulous food and drink, historic hotels, stately homes and glorious gardens. Wiltshire is timeless wonders, timeless pleasure, timeless nature and timeless places. Welcome to Wiltshire. If you're looking for new tours, talks and walks plus overnight packages, Wiltshire provides a great base for your group to explore.



STONEHENGE / WILTSHIRE & SALISBURY MUSEUMS

World of Stonehenge Exhibition at The British Museum (Open until 17 July 2022) - Shrouded in mystery and steeped in legend, **Stonehenge** stands impressively as a prehistoric monument of unique importance. The British Museum in London, in partnership with **Wiltshire Museum, Salisbury Museum** and **English Heritage**, is welcoming visitors to **The World of Stonehenge** - the UK's first ever major exhibition on the history and mystery of Stonehenge. Hundreds of objects have been brought together from across Britain and Europe including stone axes from the North Italian Alps, stunning metalwork from Ireland and an extremely rare 3,000-year-old sun pendant, described by the British Museum as the most significant piece of Bronze Age gold ever found in Britain. There has never been a better time to plan a group visit to Stonehenge, Wiltshire Museum and The British Museum. For a truly memorable experience, arrange a pre-booked out-of-hours stone circle visit for your group or clients. Enormously popular, they are only available with an advance booking – email Stonecircle.Access@english-heritage.org.uk for details.

HARDY'S WESSEX EXHIBITION

Wessex Museums

28 May - 30 October 2022. Take a fresh look at the life and literature of the Victorian novelist and poet, Thomas Hardy, in the stunning Wessex landscapes that shaped his view of the world. His story will be retold in exciting new ways by our museum collections, from period costumes to personal letters, art to archaeology. This is the largest collection of Hardy objects ever displayed at one time. Find out more at www.wessexmuseums.org.uk/thomas-hardy-exhibition



MARLBOROUGH COLLEGE SUMMER SCHOOL

With over 500 fabulous courses to choose from, Marlborough College Summer School provides a unique multi-generational learning experience suitable for FIT, U3A, WI and special interest groups. From 10 July - 6 August 2022, the eclectic range of subjects encompass the creative arts, history and culture, landscape and architecture, body and mind, science and computing, life skills, country pursuits and sport. Courses start from £225 (for five half day sessions). Request a brochure online at www.summerschool.co.uk



LONGLEAT HOUSE NOW OPEN FOR GROUPS

Home to the 8th Marquess and Marchioness of Bath, Longleat House is a masterpiece of Elizabethan architecture that contains one of the most significant private collections in Britain. You can now pre-book Longleat House tours for your group. House only tour: Adults and children £20. Includes 2 hours on site, with private tour of the house and access to the gardens and café. Minimum group size 12+ or private tours for groups of 20+. Day tickets plus House tours also available for groups. Visit on off-peak dates for best group rates. Find out more at www.longleat.co.uk/groups.

Special Interest TOURS AND PACKAGES



SALISBURY CATHEDRAL

Salisbury Cathedral offers behind-the-scenes tours to places not open to the general public. Individual tickets can be booked via the Cathedral website. Private groups should contact:

groups@salcath.co.uk or **01722 512156**

TOWER TOURS

For many, the Tower Tour is the highlight of their visit. Wind your way up narrow spiral staircases, climbing 332 steps up into the ancient roof spaces and then on to the balconies at the foot of the Cathedral's iconic spire, 68 metres above ground level. Wonder at the medieval scaffolding that supports the soaring spire and enjoy unsurpassed views of the surrounding countryside. If you are lucky, you might spot one of the peregrines that nest on the South balcony during the breeding season.

Duration 90-105 minutes

Tickets £16 online / £18 walk up
private group £150 max

LIBRARY TOUR

A winding stone staircase above the Cloisters leads to the Cathedral's library, which was built in 1445. It contains over 10,000 books, some of which are over 1,000 years old. Led by expert staff from the Library and Archive team, you'll see a range of books specially selected to demonstrate the importance and variety of the collection. A fascinating glimpse into the

history of books, printing and bindings as well as the Cathedral's past.

Duration 60 minutes

Tickets £20 online / £22 walk up
£150 for up to 8 people

WORKS YARD TOURS

The Stonemasonry Works Yard is one of only ten English Cathedral work yards in the country. Learn how 150-million-year-old blocks of Jurassic limestone weighing up to 5 tons are transformed into carved stone for the Cathedral. A guide will take you into the Drawing Office where conservation planning is carried out and you'll get a chance to watch the stonemasons at work, using tools and techniques that have barely changed since 1220.

Duration 60 minutes

Tickets £17 online / £19 walk up / £90 for up to 6 people (larger groups may be accommodated on request)



STUDLEY GRANGE GARDEN & LEISURE PARK GROUPS PACKAGE

Explore the Butterfly World & Farm Park, pre-book a talk/demonstration from an experienced horticultural expert, enjoy a light lunch or delicious Cream tea and receive 10% discount on purchases made directly in the Garden Centre. The talk/demo can include, top 10 plant suggestions, right plant for the right location, make the perfect hanging basket, planting containers, creating a Christmas wreath or table decoration. For groups of 10+. Group organisers and coach drivers go free and drivers receive free refreshments. From only £16pp, available week days term time only (*Ts & Cs apply). Contact jackie@studleygrange.co.uk for further information.



BOWOOD HOUSE & GARDEN TOURS

Private Walled Garden Tours - Book an exclusive tour of Lord and Lady Lansdowne's Private Walled Gardens. A truly special experience as our guides tailor each tour to suit the season and the flowers in bloom, from the trailing wisteria to a wall of climbing roses. Featuring four distinctly different one-acre squares. During October dahlia's, rudbeckia's and hydrangeas are in colour and the Autumn colours in the Arboretum and around the grounds are truly stunning.

Capability Brown Parkland Tour - Bowood Park is unique, the evolution of its creation is a story in itself. The garden guides will transport you back 250 years to explain Brown's extraordinary achievement. The park is considered to be one of 'Capability' Brown's finest creations. With a mix of wooded plantations and sweeping lawns leading down to a mile long winding lake, the Bowood landscape has an exceptionally interesting history, which will be revealed in this tour. The grounds include over 700 species of trees, including 23 Champion Trees. Visit in the Autumn to see the most breathtaking autumnal colours as you explore the grounds that come alive at this time of year. Awash with crisp oranges and deep red hues, it's worth wrapping up warm and enjoying the beauty of the Arboretum.

For groups of 12+, you can book these 90-minute Private Walled Garden or Capability Brown Parkland Tours which include admission to Bowood House & Gardens. Prices begin at £17 per person. Please enquire for catering options, including Lunch or Cream Tea in The Stables Restaurant.

NEW CABOOSE & TINGA TRADE PACKAGE

Caboose is an independently owned 8-bedroomed, premium 1920's inspired B&B and bar, in the medieval city of Salisbury, great for FIT's and bespoke small group bookings.

Tinga is an independently owned Mexican bar and restaurant in Salisbury city centre. This new trade package includes two nights B&B at Caboose, one evening of Signature Cocktails and Supper Stand in Caboose Parlour and one evening meal at the nearby Tinga Mexican Restaurant & Bar. Prices from £285 per room for 2 people. Terms and Conditions apply & subject to availability.



CHOLDERTON RARE BREEDS FARM & BLUESTONE VINEYARDS

Wine Tour Packages - Situated on the rolling chalk plains of Wiltshire, sharing the same bedrock as nearby Stonehenge, Bluestone Vineyards offer individual and group visitors guided vineyard walks and wine tastings.

Enjoy an expert led guided tour of the Vineyard followed by a tutored wine tasting session where visitors can try for themselves the Bluestone Sparkling wines and local Wiltshire still wines. For wine connoisseurs an extended wine tasting session can take place incorporating a wider range of selected quality English and local wines. Why not finish with an indulgent afternoon tea or pre-book the local cheese and charcuterie lunch platter? Suggested length of visit 2 hours.

Alpaca Walking Tours - For something a bit quirky, there is always an option to add an Alpaca walking tour to your vineyard experience. Tours can be tailored to suit the needs of your group.

IFORD MANOR

Guided Iford Manor Gardens Tour – Available in several languages, uncover the fascinating history of Iford in a tour led by one of the owners, William or Marianne Cartwright-Hignett, or Head Gardener Steve Lannin, tailored specifically to your groups interests. Duration: 60 minutes. Tours are designed for a maximum of 25 people per guide and are available during private visits only.

Exclusive visit to the Walled Garden

Discover the family's own 1.5-acre private gardens which is not generally open to the public. Characterised by topiary and sculpture created by Elizabeth Cartwright-Hignett, including her celebrated shell-grotto. The garden is whimsical and entertaining, offering a contrast to the formality of the main gardens. This is not a guided tour, instead guests are free to wander and enjoy the walled garden at their own leisure. Duration: 45 minutes. Available to all group sizes with no max. but available during private visits only.

Complete your private afternoon visit of the garden with a glass of champagne served on the Great Terrace, where your group can enjoy magnificent views of the garden and the valley beyond.



HARDY'S WESSEX EXHIBITIONS:

The landscapes that inspired a writer - 28 May - 30 October 2022

Four fascinating exhibitions which will be the largest collection of Thomas Hardy memorabilia ever displayed at one time. Visitors can take a fresh look at the life and literature of the Victorian novelist and poet, in the stunning Wessex landscapes that shaped his view of the world. His story will be retold

in exciting new ways by the museum collections, from period costumes to personal letters, art to archaeology. These major exhibitions will take place across four venues including The Urban Landscape at **Salisbury Museum** and The Ancient Landscape at **Wiltshire Museum** in Devizes. Self-guided or special interest tailored guided tours are available for groups. Multiple museum admission prices for groups from £10pp for two museums. Min group size 10. Catering packages are also available.



LONGLEAT HOUSE

Explore this beautiful Elizabethan home with a House only tour for £20 per person. Book a private afternoon tea in the Orangery as part of your visit from £22.50 per person. House only tour includes 2 hours on site with private tour guide and access to the gardens and Orangery – minimum group size of 30+. Alternatively, order lunch vouchers for your group for £12.50 per person with a redeemable value for £15 each.



Great West Way®



We invite you to explore the Great West Way. An exciting new 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.



> Bath Tour

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 Areas of Outstanding Natural Beauty: the Chilterns, the **Cotswolds** and the **North Wessex Downs**, and the **UNESCO World Heritage Sites of Stonehenge and Avebury**, Kew Gardens, **Blenheim Palace** and **Bath**.

Visitors can enjoy **Newbury's** canalside pubs and restaurants. Discover **Reading's** Museum and Abbey Quarter. Trawl **Hungerford's** antique shops and fairs then sample seasonal produce at **Cobbs Farm Shop & Kitchen**. Take a pleasure cruise along the **Royal River Thames**. Admire sumptuous Georgian gowns at the **Fashion Museum**. 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 **Alder Ridge Vineyard**. Or soak in the UK's only natural hot springs at **Thermae Bath Spa**. Watch the Changing of the Guard at **Windsor Castle**. Stroll through 15,000 extraordinary trees at **Westonbirt, The National Arboretum**. Or tour a delightful **National Trust** property.

The Great West Way offers an extraordinary variety of English experiences. As visitors follow its twists and turns, they'll encounter



> Thames Rivercruise

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.

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 £26.00 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. For further details see **GreatWestWay.co.uk** or go to **GWR.com**

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

WILTSHIRE

on the Great West Way®



> Bowood House



> Bradford on Avon

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 in the footsteps of *Poldark* in **Corsham**. Discover the rich heritage of Georgian houses in **Devizes**. Wander around the National Trust village of **Lacock**. Explore hilltop



> Avebury

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**; 'drive' a train simulator at **STEAM - Museum of the Great Western Railway**; explore the interactive immersive displays at the **REME Museum**; stroll around 'Capability' Brown parkland at **Bowood House and Gardens**; take up a new hobby on a course at **Marlborough College Summer School**; 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 medieval city of Salisbury which has so much to offer. Take a tower tour at **Salisbury Cathedral** and wander around the beautiful Cathedral Close.

Afternoon tea is an English institution, and where better to sample a sumptuous spread than **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 for your visitors to settle down at one of Wiltshire's many traditional inns. If their Great West Way adventure includes an overnight stay, they'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 your visitors can be here, enjoying authentic English experiences and creating lasting memories.

Discover an essential strand of England's story at **GreatWestWay.co.uk**



> Marlborough



> REME Museum

INSPIRATIONAL Itineraries

A ROYAL JOURNEY
ALONG THE

Great West Way®

- Hampton Court Palace
- Windsor • Malmesbury
- Berkeley Castle
- Bristol

4
DAYS



> St George's Chapel, Windsor Castle

Following a road commissioned by King Charles I, nowhere is as quintessentially English or thoroughly royal as the Great West Way. Here's how to enjoy a royal journey along the route:

Day 1: Hampton Court Palace Home to King Henry VIII and all six of his wives, Hampton Court Palace was a royal residence until 1737. Visit the sumptuous Baroque apartments, then stroll through 60 acres of beautiful riverside gardens. From here, head to **Runnymede** to visit the Magna Carta Memorial and Kennedy Memorial. Then take a 2½ hour **French Brothers** boat trip along the **Royal River Thames**, admiring Windsor Castle from on board.

Overnight: Stay in Windsor.

Day 2: Windsor

Start the day with a **Tours2Order** walking tour, before visiting **Windsor Castle**, the oldest and largest inhabited castle in the world. Queen Victoria spent most of her time there and it is Queen Elizabeth II's favourite weekend home. St George's Chapel within the grounds of the Castle was the setting for the wedding of the Duke and Duchess of Sussex. Tour the State Apartments and Chapel, then drive to Malmesbury for an overnight stay.

Overnight: Stay in Malmesbury at either **The Old Bell Hotel** – family-owned, it is reputed to be England's oldest. Or **Whatley Manor Hotel & Spa** – a beautiful English manor house in a picture perfect setting.

Day 3: Malmesbury and Berkeley Castle

Explore Malmesbury, England's

oldest borough, including the 12th century Abbey where you will find the tomb of Athelstan, first king of all England. Then move on to **Berkeley Castle** – given to the family in 1153 by Henry II, it has received royal guests ever since and is open to visitors from April to October.

Overnight: There are plenty of hotels to choose from in Bristol – see visitbristol.co.uk/accommodation/hotels

Day 4: Bristol

Visit **Brunel's SS Great Britain**, launched by Prince Albert in 1843 and visited by Queen Victoria when it was docked in London in 1845. Then enjoy a drink at **Prince Street Social**, a welcoming modern-style restaurant and bar, before heading home.



> French Brothers Cruise



> The Long Walk, Windsor



> Brunel's SS Great Britain, Bristol

EXPECT THE UNEXPECTED Swindon

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

2
DAYS



> Studley Grange

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 McArthurGlen Designer Outlet.

PM: Avid shoppers can hunt for bargains at **McArthurGlen Designer Outlet**, on the same site as STEAM, where over 100 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 in Swindon area.

Day 2

AM: First stop today is historic **Lydiard House Museum**. 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 butterflies at **Studley Grange Garden and Leisure Park**. Meet otters, goats, meerkats and more in

the outdoor Animal Paddock. Then pick up a souvenir at the craft village. Time permitting, take a detour to **REME Museum** in Lyneham to discover the history of the Royal Electrical and Mechanical Engineers.

Evening: With a varied programme including concerts, comedy, drama and dance, a performance at Swindon's **Wyvern Theatre & Arts Centre** makes a great way to round off your visit.

Overnight: Swindon area.

Salisbury

TRADITIONAL, ORIGINAL
LAYER UPON LAYER OF
HISTORY...

- Salisbury Cathedral
- The Salisbury Museum
- The Rifles Berkshire & Wiltshire Museum
- St Thomas's Church
- Old Sarum • Fisherton Mill

Find out more www.visitsalisbury.co.uk

1+
DAYS



> Market Place

Day 1

AM: Begin your day with a visit to **Salisbury Cathedral**. Highlights include Britain's tallest spire and the finest original 1215 Magna Carta.

Pre-book a tower tour for wide-ranging views across the city. After elevenses at one of several cafés in the Close, visit any of the other attractions there to uncover layer upon layer of history:

The Salisbury Museum, with its world-class archaeology collections. **The Rifles Berkshire & Wiltshire Museum**, part military museum, part historic house and part riverside garden.

Lunch: Salisbury Area

PM: Discover another of the Close attractions, visit St Thomas's Church to see the UK's largest surviving Doom Painting, or explore the Iron Age hillfort of **Old Sarum**. Within the city centre you will also find a range of unique, independent shops, including Fisherton Mill with its gallery, café and artist studios. On Tuesdays and Saturdays (except the third Tuesday in October) you can experience the hustle and bustle of the popular Charter Market, and if you visit towards the end of the year, Salisbury's enchanting Christmas Fayre will be in full swing.

Evening: Choose from a wide range of entertainment options at Salisbury Arts Centre, Salisbury Playhouse and City Hall Salisbury.

Overnight: If you have time, extend your visit with an overnight stay (eg **Legacy Rose & Crown** or 1920's inspired **Caboose B&B**) to take in Boscombe Down Aviation Collection, River Bourne Community Farm, Salisbury Racecourse or **Cholderton Rare Breeds Farm and Bluestone Vineyards**.

Guided tours are available from several companies, including **Salisbury, Stonehenge and Sarum Tours** and **Mad Max Tours**.

WILTSHIRE'S Timeless Wonders

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

2
DAYS

> Silbury Hill

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 one of our local guides (see page 20).

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: Salisbury or Amesbury areas (eg **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 **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

- Abbey House Gardens
- Bowood • Iford Manor Gardens • Stourhead
- Longleat • Larmer Tree • Wilton House

3+
DAYS

> Stourhead

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.

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

Overnight: Calne or Melksham areas (eg **The Angel Hotel**, Chippenham).

Day 2

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

Lunch/Afternoon Tea: Bradford on Avon area (eg **The Bridge Tea Rooms**).

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: Warminster or Salisbury areas (eg **Stonehenge Campsite and Glamping Pods** or **Legacy Rose & Crown Hotel**).

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: Wilton or Salisbury areas (eg **Legacy Rose & Crown Hotel**).

PM: Explore the 22 acres of parkland and gardens at Wilton House, also believed to be influenced by 'Capability' Brown.

For those with more time, Chavenage House and Westonbirt, the National Arboretum are just across the county border in the Cotswolds.

WILTSHIRE Picture Perfect

- Mompesson House
- Wilton House • Fonthill Lake
- Old Wardour Castle • Stourhead
- Lacock • Corsham
- Castle Combe
- Chavenage House

3+
DAYS

> *Pride & Prejudice*, Wilton House

Day 1

AM: Your day starts with a visit to two locations from *Sense & Sensibility*: **Mompesson House** in Salisbury, and magnificent Wilton House which also featured in *The Crown*, *The Young Victoria* and *Pride & Prejudice*.

Lunch: Wilton or Tisbury areas.

PM: Travel on to **Old Wardour Castle**, as seen in *Robin Hood Prince of Thieves*, pausing briefly to view Fonthill Lake where scenes from *Chocolat* were filmed.

Overnight: Warminster Area.

Day 2

AM: Begin with a visit to the

brehtaking gardens at **Stourhead**, which film buffs will recognise as another setting from *Pride & Prejudice*.

Lunch: Enjoy lunch here, then travel north, passing the Westbury White Horse on your way.

PM: Spend some time either exploring Bradford on Avon while there make some time to visit in The Hall (open afternoons April - September) or if you prefer take a relaxing wander by the Kennet & Avon Canal.

Overnight: Chippenham area (eg **Best Western Plus Angel Hotel**).

Day 3

AM: This morning's destination is the

stunning National Trust village of **Lacock**, where scenes from *The White Princess*, *Downton Abbey*, *Cranford* and some of the *Harry Potter* films were shot.

Lunch: Lacock or Corsham.

PM: While away the afternoon in **Corsham**, where the High Street represented 18th century Truro in the first series of *Poldark*. Then, if you are able to stay an extra night, travel via the quintessentially English village of Castle Combe – as seen in *Dr Thorne*, *War Horse*, *The Wolf Man*, *Stardust* and *Dr Dolittle* – to end your tour just across the county border at Chavenage House, which starred as Trenwith in *Poldark*.

MAGNIFICENT Industrial Heritage

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

3
DAYS

> Wilton Windmill

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. Trowbridge Museum has a nationally important collection relating to West Country wool.

Lunch: Trowbridge or Bradford on Avon areas.

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: Bradford on Avon or Melksham areas.

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: Malmesbury or Swindon.

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

Overnight: Swindon or Devizes areas.

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: Head to Crofton Beam Engines near Marlborough to discover magnificent 200-year-old working steam engines. On Sundays and Bank Holiday Mondays you can also visit Wilton Windmill nearby.

Local Guides

TOUR OPERATORS AND TRANSPORT

GUIDES ONLY

AMESBURY HERITAGE TOURS & HISTORY TALKS

07793 366429
info@amesburymuseum.co.uk

SALISBURY CITY GUIDES

07873 212941
info@salisburycityguides.co.uk
www.salisburycityguides.co.uk

TOURS 2 ORDER

07827 715353
graham@tours2order.com
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

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

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www.StonehengeTravel.co.uk

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www.thestonehenge-tour.info

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info@vintage-classics.co.uk
www.vintage-classics.co.uk

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reservations@autoeurope.co.uk
www.autoeurope.co.uk

GROUND HANDLERS

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info@salisburystonehenge-tours.co.uk
www.salisburystonehenge-tours.co.uk

TRANSPORT ONLY FOR GROUPS (eg car, taxi, minibus, coach, train)

EXECUTIVE CONNECTION

01722 333333
geoff@salisbury-valuecars.co.uk
www.executiveconnection.co.uk

VALUE CARS GROUP

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enquiry@salisbury-valuecars.co.uk
www.salisbury-valuecars.co.uk

SALISBURY REDS

01202 338420
talk2us@salisburyreds.co.uk
www.salisburyreds.co.uk

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Please use online contact form on our website: www.gwr.com

SOUTH WESTERN RAILWAY

0345 6000 650
Please use online contact form on our website: www.southwesternrailway.com

WALKING HOLIDAYS

FOOTPATH HOLIDAYS

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www.footpath-holidays.com



> Poldark, Corsham

> War Horse, Castle Combe

A Starring ROLE

Want to know where your favourite shows, movies and period dramas were filmed? Bridgerton, Wolf Hall, Doctor Who, Downton Abbey, Poldark, Pride and Prejudice, The Crown, Harry Potter, War Horse, Stardust, Lark Rise to Candleford, Chocolat, The Secret Garden, The Other Boleyn Girl, Dr Dolittle, Sense and Sensibility, Robin Hood - Prince of Thieves, Tess of the D'Urbervilles, The Young Victoria, and more were all filmed here in Wiltshire! A few are listed here – to find out more go to visitwiltshire.co.uk/film

Bradford on Avon's Tithe Barn and surrounding areas were used in the filming of BBC's Wolf Hall and for Robin Hood of Sherwood. The town was also used in the filming of 2009 film Creation and more recently for the filming of The White Princess and the film version of Downton Abbey in 2019, as well as Netflix series Cursed.

Corsham High Street doubles up as Truro in the first series of the BBC's most recent production of Poldark starring Aidan Turner. The Ross's family home for Poldark was also filmed at Chavenage House, over the border in Gloucestershire. Scenes for Sky TV's comedy-drama Agatha Raisin were filmed at Corsham too.

Iford Manor Gardens - Iford's romantic, award-winning gardens featured in the latest film adaptation of The Secret Garden (2020) starring Colin Firth and Julie Walters. It has also featured in The Razor's Edge, the BBC's Robin of Sherwood and ITV's Element of Doubt.

The village of **Lacock**, with its cottages and inns dating back to the 15th century has featured as the backdrop to many a period drama, including the last series and film version of Downton Abbey and to the BBC production of Cranford. The village is much admired by film makers; the National Trust village and Abbey has played host to a variety of classic films and costume dramas including Pride and Prejudice, Harry Potter, The Other Boleyn Girl and BBC's Wolf Hall - the Abbey exteriors representing Wolf Hall, the Seymour family seat.

Wilton House has featured in the first series of Bridgerton (2020), Tomb Raider (2018) and The Crown (2017).

Outstanding Attractions



> Longleat House and grounds

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**, **Wilton House**, **Iford Manor Gardens**, **Lydiard**



> REME Museum



> STEAM Museum



> Stonehenge

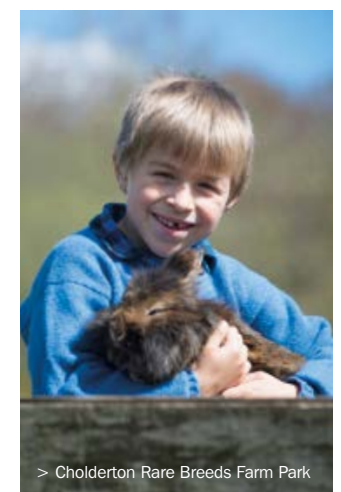
House Museum and **Stourhead**. **Longleat**, with its Elizabethan house, safari park and more. **Old Sarum**, which evolved from a Neolithic community into the original site of Salisbury. Impressive **Old Wardour Castle**.

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**. Learn about army history at **REME Museum**. Discover Wiltshire's industrial heritage at **STEAM – Museum of the Great Western Railway**. See outstanding archaeology at **The Salisbury Museum** and **Wiltshire Museum**. Or watch conservation in action at **The Merchant's House** in **Marlborough**.

You'll also find a range of fascinating museums specialising in everything from textiles, aircraft and motor vehicles to the history of brushware.

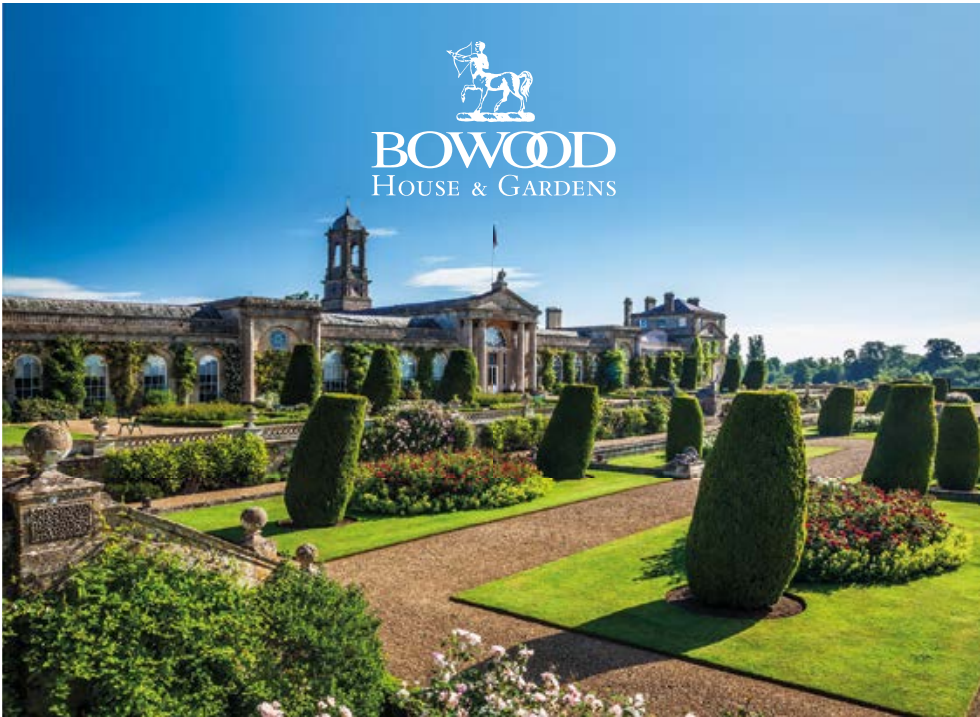
For further ideas and inspiration go to: visitwiltshire.co.uk/groups



> Cholderton Rare Breeds Farm Park



BOWOOD
HOUSE & GARDENS



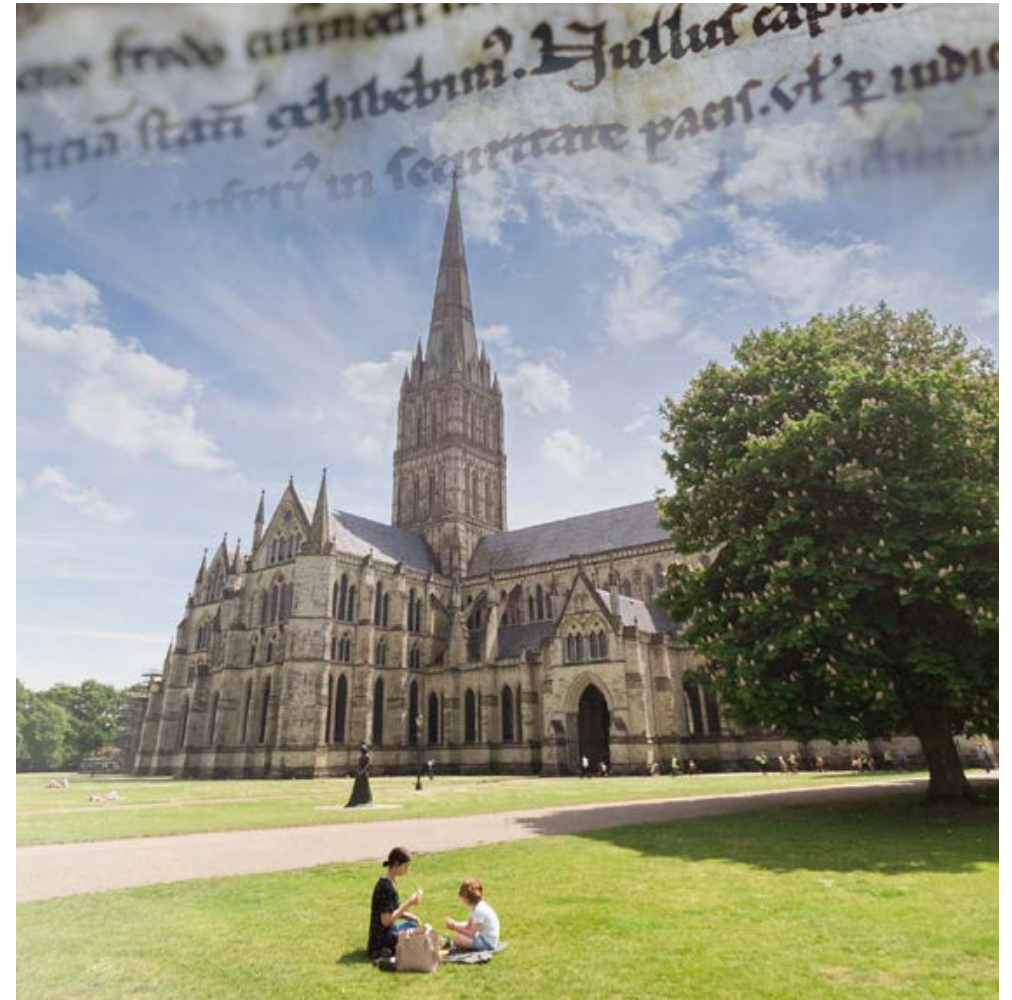
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Bowood House & Gardens, Calne, Wiltshire, SN11 9NF



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groups@salcath.co.uk

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www.salisburycathedral.org.uk



Report for duty for a great day out



Located just outside MOD Lyneham in north Wiltshire, the REME Museum provides a great opportunity to uncover the fascinating history of military engineering. Awarded a VisitEngland Hidden Gem accolade four years in a row.

Discover the British Army's Secret Weapon

The Royal Electrical and Mechanical Engineers have been 'keeping the punch in the Army's fist' since 1942. Whether they're recovering a Challenger tank under fire or maintaining an Apache attack helicopter, REME personnel make sure that the Army's cutting-edge kit is battle-ready.



The REME Museum charts 80 years of technology and personal stories across eight interactive galleries, featuring everything from rare World War Two recovery vehicles to a tiny toothbrush made by a REME Prisoner of War. Start your tour on the beaches of Normandy then delve into a proud tradition of skill and innovation of those who have served: from the REME Major who resurrected Volkswagen from the wreckage of post-war Germany to the intrepid mechanic who powered the first overland crossing of Antarctica.

Don't forget to visit the Lyneham Memorial Garden: a memorial to those fallen servicemen repatriated through RAF Lyneham and located in the Museum's grounds.

Exclusive Access for Groups

When you book a group visit to the REME Museum you gain a tactical advantage: Optional add-ons include a guided tour with a real REME veteran, a behind-the-scenes viewings of rarely-seen treasures from the extensive archives collection.

Or gain entry to the Museum's secret hangar: home to the UK's largest collection of repair and recovery vehicles.



Equipped to Welcome You

The REME Museum is fully accessible and suitable for all visitors.

Troops can refuel with a catered lunch or cream tea from the Museum's onsite Crown's Café. They're ready to cater for all diets.

There is dedicated coach parking and drop off spots right next to the Museum entrance. Free entry for coach drivers and tour organiser.

Ready to schedule your visit? Contact enquiries@rememuseum.org.uk or call **01249 894869**.



Iford Manor Gardens

The Cartwright-Hignett family at Iford Manor, near Bath, welcome visitors to their internationally renowned Grade 1 listed gardens, featured in the remake of *"The Secret Garden"* (2020). Formerly home to garden designer Harold Peto from 1899-1933, now with Head Gardener Steve Lannin.



Open April to September
Onsite café and restaurant
Out of hour visits and tours available
Coaches & groups by appointment
Please e-mail us for details

www.IfordManor.co.uk
info@ifordmanor.co.uk
+44 (0)1225 863146



The Merchant's House

The Merchant's House is located on the wide high street of the vibrant market town of Marlborough. Rebuilt after the Fire of Marlborough in 1653, the house retains many of its original features including nationally acclaimed unique wall paintings, wooden panelling and a commanding oak staircase. Group bookings are by arrangement.

Please contact us on **01672 511491**, email visits@themerchantshouse.co.uk or see our website at www.themerchantshouse.co.uk for further information.

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Find out more...



Check out our trade focussed supplier product pages and keep up-to-date with the latest news, offers, tours and familiarisation visit opportunities by subscribing to the Wiltshire Travel Trade Newsletter.

visitwiltshire.co.uk/groups



FOUR FASCINATING EXHIBITIONS

Hardy's Wessex

THE LARGEST COLLECTION OF
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EVER DISPLAYED AT ONE TIME

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Take a fresh look at the life and literature of the Victorian novelist and poet, Thomas Hardy, in the stunning Wessex landscapes that shaped his view of the world. His story will be retold in exciting new ways by our museum collections, from period costumes to personal letters, art to archaeology.

- Once-in-a-lifetime chance to see precious objects that are rarely on display
- A major exhibition across four venues – Dorset Museum (Dorchester), Poole Museum, The Salisbury Museum and Wiltshire Museum (Devizes).
- Each exhibition explores a different Hardy theme
- Generous discounts for groups visiting more than one museum
- Self-guided tours or tailored guided tours available
- Discounted catering packages

For further information, suggested itineraries and bookings visit:
<https://www.wessexmuseums.org.uk/thomas-hardy-exhibition>



Hardy's first watercolour landscape



Hardy's tombstone design for his dog



Hardy's handwritten 'Book of Facts'

**Wessex
Museums**

Studley Grange



Situated just outside Swindon, close to the M4, Studley Grange Garden & Leisure Park is ideal for 'comfort breaks', as an enjoyable addition to your journey, or even part of your holiday. Find beautiful gifts, plants and horticultural items in our Garden Centre. Discover the natural beauty of tropical butterflies, whilst walking amongst them, see a range of exotic animals and reptiles in the zoo and learn where your food comes from out on the farm. Visit our independent unit holders and concessions for an individual shopping experience and our Garden Restaurant and Butterfly Café for delicious freshly prepared food. Studley Grange is the perfect day out for all the family; for more information visit www.studleygrange.co.uk SN4 9QT



STEAM

Museum of the Great Western Railway

A First Class Day Out

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www.steam-museum.org.uk
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ENGLISH HERITAGE

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> Lacock Abbey

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:

- With award-winning attractions, great food and drink, excellent shopping and top-notch arts venues, Salisbury is the perfect fusion of ancient and modern. **Salisbury Cathedral** boasts Britain's tallest spire and best preserved original 1215 **Magna Carta**. Take a Tower Tour for fabulous views.



> Westbury White Horse

- 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.



> Stonehenge Visitor Centre

- 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 landscape falls within an **Area of Outstanding Natural Beauty** – rural England at its very best.



> Salisbury Cathedral Tower Tour

- 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.

- 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 starred as Truro in BBC's *Poldark*. Stylish, cosmopolitan **Marlborough**, a handsome former staging post. **Swindon** with its excellent range of leisure opportunities.

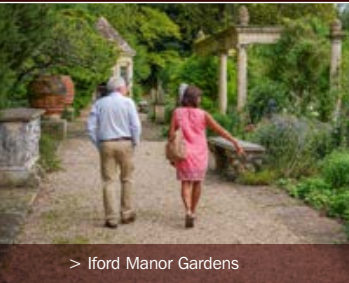
- Creativity is at the heart of the Wiltshire experience. Here you'll find inspirational **festivals, events and entertainment**, all year round.

- 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.

Celebrate the Seasons IN WILTSHIRE



> Iford Manor Gardens



> Marlborough College Summer School



> Salisbury Cathedral

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.

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, Wylde Valley in between Salisbury and Bath and Cranborne Chase and West Wiltshire Downs Area of Outstanding Natural Beauty.

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.

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 Park and many of the smaller animals in Animal Adventure.

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.

Marlborough College Summer School (mid-July to mid-August) provides over 500 courses offering an eclectic programme of creative arts, history, science, body and mind, life skills, sport and country pursuits. There is also an extensive entertainment programme featuring lectures, film nights, evening excursions, recitals and outstanding Gala Performances.

Visit an Historic House & Garden in autumn. 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 parkland at **Bowood House & Gardens**, and the internationally important Westonbirt, The National Arboretum.

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.

At McArthurGlen 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**.

> Sky Safari, Longleat



Events AND FESTIVALS

In the lead-up to the summer, live events and festivals across Wiltshire are planning to reopen in line with the government's roadmap.

As more events and festivals are announced they will be added to the website. Keep up to date with full details of events and festivals in Wiltshire on our website: [visitwiltshire.co.uk/whats-on](https://www.visitwiltshire.co.uk/whats-on).



> Bowood House & Gardens



> Marlborough Summer School

Please be sure to double check dates and times in advance, as details can sometimes change.

To give you a taste of what's to come we've a small selection of events that are currently being planned for this year.

Bowood House & Gardens – Garden Tours and Workshops
Bowood are offering a range of different garden tours and workshops throughout the summer months.

The world-renowned Salisbury International Arts Festival is set to return for 2022, with a full programme for the first time in two years. From 27 May - 19 June, the festival will feature a diverse programme of music, theatre, film, dance, spoken word, visual arts, family and free events for an extended period of 3 weeks.

As the UK's largest festival dedicated entirely to history, the **Daily Mail Chalke Valley History Festival** is going ahead from 20-26 June offers a star-studded

line-up of speakers embracing all things historical in an idyllic downland setting.

The largest multi-generational learning experience of its kind, this year's **Marlborough College Summer School** runs from 10 July - 6 August, combining a mix of art, cultural and sporting courses for adults with inspirational activities for children. For any Stargazers amongst us, there is **Marlborough's Dark Skies Festival** in late October.

There are a number of music and Arts festivals and events which take place annually in Wiltshire and are hoping to return for 2022. **MFor Festival** at Lydiard Park 29-30 July, **WOMAD Festival** 28-31 July and **End of the Road Festival** at Larmer Tree 1-4 September.

Focusing on creative writing across all genres and with a strong local content, **Marlborough Literary Festival** will be taking place from 30 Sept-3 October.

Timeless Towns & VILLAGES

The medieval city of Salisbury is a must for anyone visiting Wiltshire. But the county has many more historic towns and villages waiting to be discovered. Surrounded by Wiltshire's 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. The following work

with VisitWiltshire to welcome groups and the travel trade, particularly during the quieter, shoulder months – see below for coach parking details or go to visitwiltshire.co.uk/groups for further information.



AMESBURY

Two designated coach spaces in the Central car park **SP4 7JE**.



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.



BRADFORD ON AVON

Four coach spaces Station Car Park **BA15 1DQ**. Additional coach parking Moulton Drive **BA15 1UF**.

To book Meet and Greet service visit www.bradfordonavon.co.uk or call 01225 864240.



CALNE

Coach drop off on The Strand **SN11 0EH**. Call 01249 814000 to arrange parking prior to visit.



CRICKLADE

Drop off and pick up points close to High Street. No designated coach parking, but coaches can park on the Causeway **SN6 6DQ**.



CHIPPENHAM

Sadlers Mead Car Park **SN15 3PA**.



CORSHAM

Call 01249 702130 to arrange parking prior to visit.



DEVIZES

Awarded Confederation of Passenger Transport UK Coach Friendly status. 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.



LACOCK

Hither Way Car Park **SN15 2LG**. Follow signs for National Trust Car Park.



MALMESBURY

Station Yard Car Park **SN16 9JT**. Drop off point Cross Hayes **SN16 9BZ**.



MARLBOROUGH

Recently 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)

MELKSHAM

King Street Car Park **SN12 6HB**.



SALISBURY

Awarded Confederation of Passenger Transport UK Special Certificate for Coach Friendly City. 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**.



SWINDON

Drop off/pick up points at the Bus Station in Newbridge Square, **SN1 1EA**, and Shaw Ridge Leisure Park, Whitehill Way, **SN5 7DW**. Coach parking at the Swindon Truck Stop, **SN3 4HD**. Additional coach parking at The County Ground, **SN1 2ED** on non-match days – advance booking essential. If visiting McArthurGlen Designer Outlet, coach parking is available on site, **SN3 4ER** – telephone 01793 507600 48 hours in advance.



TROWBRIDGE

On-street parking in Canal Road **BA14 8RL**. Coach drop off point in loading bay area behind Shires Shopping Centre **BA14 8AT**.



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.

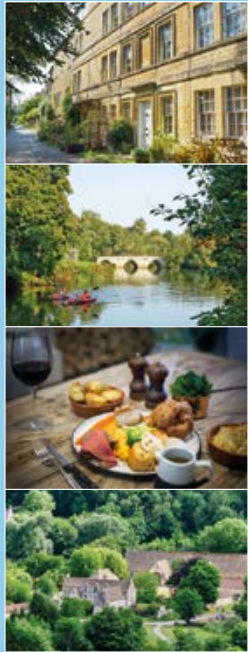


WARMINSTER

Drop off at Central Car Park, off Station Road **BA12 9BT**. Coach parking 1½ miles away at service station on junction of A36/A350/A3414 **BA12 7RU**.

WILTON

The Guild **SP2 ORS**.



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/

Email katie@bradfordonavontown-council.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

> Marlborough



Marlborough

Historic, vibrant Marlborough, with its wonderfully wide High Street, is bursting with charm. Close to Avebury and Savernake Forest in the North Wessex Downs AONB, 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 and a host of cafes, pubs and restaurants.

Annual events include a literary festival, summer school, open arts studios, Mop Fairs, music events and, new last year, a highly successful Dark Skies event. A spanking new boutique cinema also opened to great acclaim last year.

Shop, eat, explore and enjoy our river and parks – a warm Marlborough welcome awaits you.

Marlborough – town and country combined.

Recently 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).

Find us on Twitter: [@MTCWilts](https://twitter.com/MTCWilts); Facebook: [@MarlboroughTC](https://www.facebook.com/MarlboroughTC); Instagram: [@visitMarlborough](https://www.instagram.com/visitMarlborough)

www.marlborough-tc.gov.uk/visitors



Salisbury Traditional. Original.



Salisbury is a city of ageless beauty and captivating history, where medieval magnificence meets contemporary culture.

At its heart is Salisbury Cathedral, a beacon which has attracted travellers for hundreds of years. Gathered around it is an inspiring city, alive with fascinating people, places and experiences.

Salisbury's story reaches back through the centuries and the city is proud of this rich heritage. Yet it is no stranger to original thinking.

The Cathedral Close is also home to The Salisbury Museum and The Rifles Berkshire & Wiltshire Museum. Nearby is the Parish Church of St Thomas, with its magnificent Doom Painting. On the outskirts of the city, you'll find Old Sarum, the original site of Salisbury, and River Bourne Community Farm. Boscombe Down Aviation Collection, Salisbury Racecourse and Stonehenge are on the doorstep too.

In the historic heart of the city,

you'll find an excellent range of independent retailers, tempting tea rooms and accommodation providers for suitable for groups. Salisbury also offers an exciting annual line-up of festivals and events.

For more information go to visitsalisbury.co.uk or download the England Originals app which features Salisbury.



Come and discover Wiltshire's hidden treasure

History, heritage, arts and crafts, great places to eat and drink and lots of independent shops – plus Poldark was filmed here too.

Just 8 miles from Bath on the A4, 4 miles from the M4 (J17), or 3 miles from Chippenham Station.

Visit Corsham www.corsham.gov.uk/visit

Visit Corsham



With its historic buildings, glorious countryside and, surprisingly, peacocks wandering the streets, Corsham is a hidden treasure. Corsham is a quintessentially English market town, on the edge of the Cotswolds, with a beautiful High Street lined with historic buildings, chief among which is **Corsham Court** with its extensive collection of paintings. If it's more contemporary art you're looking for then **The Pound** is Corsham's gallery and theatre. Alternatively, if retail therapy is more your thing, then the town's independent shops will keep you busy, as will the great places for food and drink. And you'll be walking in the footsteps of Ross Poldark – the BBC One drama was filmed here too. It's yet another surprise in a town full of them.

Corsham Town Council 01249 702130
or email: towncouncil@corsham.gov.uk
www.corsham.gov.uk/visit

Refreshment Stops

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.

Listed on these pages is a selection of restaurants, cafés, pubs, hotels and attractions that work closely with VisitWiltshire and are keen to attract travel trade business – we recommend you call in advance to check that they are able to accommodate your group.

AMESBURY AREA

- Cholderton Rare Breeds Farm Park and Bluestone Vineyards
- Holiday Inn Salisbury-Stonehenge, Amesbury
- The Stonehenge Inn and Carvery, Durrington

BRADFORD ON AVON AREA

- The Bridge Tea Rooms, Bradford on Avon
- Iford Manor Gardens

CHIPPENHAM

- Angel Hotel, Chippenham

CALNE AREA

- Bowood House and Gardens, Derry Hill
- Bowood Hotel, Spa and Golf Resort, Derry Hill

LACOCK AREA

- The Stables Tea-room, Lacock

MALMESBURY AREA

- The Old Bell Hotel, Malmesbury

MARLBOROUGH AREA

- Avebury

SALISBURY AREA

- The Bell Tower Tea Rooms, Salisbury Cathedral
- Caboose, Salisbury
- Rose & Crown Hotel, Salisbury
- The Refectory, Salisbury Cathedral
- The Guild
- Tinga, Salisbury

SWINDON AREA

- Lydiard House Museum, Lydiard Tregoze
- McArthurGlen Designer Outlet Swindon (various outlets)
- REME Museum, Lyneham
- STEAM – Museum of the Great Western Railway, Swindon
- Studley Grange Garden and Leisure Park, Wroughton
- Wyvern Theatre, Swindon

WARMINSTER AREA

- Stourhead Restaurant

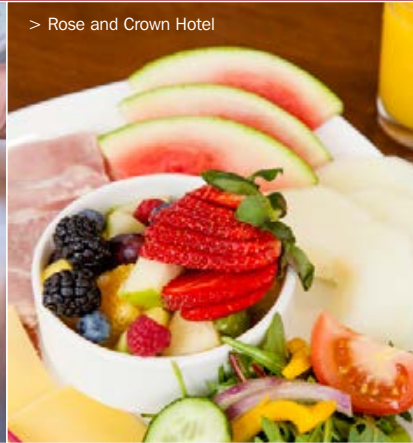
> The Shelburne Bar, Bowood Hotel

> Iford Manor Gardens





> The Bridge Tea Rooms



> Rose and Crown Hotel

QUICK STOPS

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

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

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

Tinga



> Tinga

Tinga is an independently owned Mexican bar and restaurant in Salisbury city centre. This is an immersive dining experience which transports you to the heart of Mexico City with décor including beautiful wall art, luscious hand-crafted foliage and palm tree pillars. High quality, authentic, traditional and locally sourced food and drink are all freshly made and crafted taking you on a journey to Central America. Dining reservations can be made at www.tingasalisbury.com. For groups over 6 people pre-book at info@tingasalisbury.com.

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 throughout the day.

The afternoon ritual of serving tea has been developed to a fine art here. A Hansel & Gretel-style exterior leads onto the cosiest of dining rooms, filled with homely trinkets, hefty wooden beams, the soft chink of fine bone china, the finest leaf teas, and friendly staff in Victorian costumes serving home-made cakes, pastries and sandwiches. Housed in a former blacksmith's cottage dating from 1502, the Bridge Tea Rooms positively oozes atmosphere, and the classical music playing gently in the background sets a tranquil tone.

Afternoon teas are served from 12pm till 5pm every day of the week and the tea rooms can accommodate a maximum of 40 guests.

Make a reservation email at info@thebridgetearooms.co.uk or calling 01225 865537

www.thebridgetearooms.co.uk

FUN-PACKED Activities

> Marlborough College Summer School

Whether your group's ideal break is calming, comforting, refreshing, or bursting with high adrenalin excitement, Wiltshire will put back what the rest of the week takes out.

With almost half its breathtaking landscape falling within an **Area of Outstanding Natural Beauty**, Wiltshire is perfect for outdoor pursuits. Walkers and cyclists are particularly well-served with over 8,200 paths to explore. So pull on your boots or pump up your tyres and head out on a voyage of discovery.

Other opportunities to make the most of the great outdoors include a canoe trip or a horseback safari, a day's fishing or a round of golf. Those with a head for heights can drift peacefully over Wiltshire's timeless landscape in a hot air balloon or send their heart rate soaring on a tandem skydive. While intrepid explorers can reach parts of Salisbury Plain inaccessible



> Castle Combe

to many vehicles with an off-road driving experience.

Unleash your inner Sherlock Holmes and search for clues on a treasure trail. Pit your wits against the clock in a real-life escape game. Brush up your language skills. Master new culinary techniques. Kick up some

dust with a spin around the rally field. Team up with an expert tour guide to unearth the secrets of the past. Try your hand at archery, climbing, paddle boarding and zip wiring. Or simply relax with a luxurious treatment in one of our spas.

Discover your past, "the personal way"

Travel back over 10,000 years in time with your own personalised tour of some of Britain's hidden gems

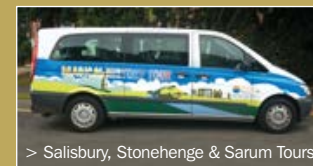


Unit 7 & 8 Whittle Road,
Churchfields Industrial Estate,
Salisbury,
Wiltshire SP2 7YS
Tel: 01722 333333
www.salisburystonehengeandtour.co.uk

From 3 years old to 90 years young, courses at **Marlborough College Summer School** span the generations. Music and dance, science and technology, body and mind – traditional favourites and inspiring new subjects combine every year in an exciting programme that has something to offer all ages and interests.

With such an enormous range and variety of activities to choose from, if you're tired of the everyday, it's time for Wiltshire.

For further details go to visitwiltshire.co.uk/activities



> Salisbury, Stonehenge & Sarum Tours



> Exploring the North Wessex Downs

Summer School



A SUMMER OF OPPORTUNITY

Whether you wish to learn a new skill or escape in a favourite pastime, Marlborough College Summer School from 10 July to 6 August 2022 has it covered.

Choose from an amazing array of courses suitable for all ages, abilities and interests during the day and

then indulge in the eclectic evening entertainment. With over 500 courses encompassing creative arts, literature, history, science, body and mind, sport and country pursuits there really is something for everyone.

Attend Summer School from Monday to Friday as a day student or make your experience truly immersive

and stay throughout. Fully catered accommodation is available within the College, which is conveniently located for Marlborough's famous High Street and the Wiltshire countryside.

To request a brochure phone 01672 892388 or visit www.summerschool.co.uk




MAD MAX TOURS

AWARD WINNING SMALL GROUP DAY TOURS FROM BATH

STONEHENGE • AVEBURY STONE CIRCLES
THE COTSWOLDS • LACOCK NATIONAL TRUST VILLAGE

A maximum of 12 guests per tour in our comfortable 16 seater minicoaches. We accept bookings for individuals or groups. Private tailor made tours can be catered for. 30 years experience and consistently excellent rating.

madmaxtours.co.uk | +44(0)7990 505970

Places to Stay



> Legacy Rose & Crown Hotel

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 accommodation, with something to suit every taste and pocket. All within easy reach of our timeless wonders, timeless places, timeless pleasures and timeless nature.

The accommodation providers shown in bold on the table opposite work closely with VisitWiltshire and are keen to welcome travel trade business.

SELF-CATERING

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

SOMETHING A LITTLE DIFFERENT?

If you like to be at one with the great outdoors we have 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 of our places to stay 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 visitwiltshire.co.uk/accommodation

WHAT NEXT?

Browse the list of group-friendly places to stay on these pages, then contact them direct to find out more and make a booking.

WELL-KNOWN HOTEL CHAINS

Holiday Inn and Marriott are well represented in Wiltshire, as are Mercure, Legacy and Best Western hotels.

BOUTIQUE & SMALLER HOTELS

Independently owned, boutique-style accommodation offers a more individual experience.



> Holiday Inn Salisbury-Stonehenge



> Angel Hotel

LOCATION	WEBSITE	TELEPHONE	NO. OF ROOMS ¹	COACH PARKING
Amesbury Area				
Amesbury: Holiday Inn Salisbury-Stonehenge	hisalisbury-stonehenge.co.uk	0345 241 3535	103	On site
Cholderton: Cholderton Youth Hostel ²	choldertonyouthhostel.co.uk	01980 629379	70 beds ²	At Cholderton Rare Breeds Farm next door
Bradford on Avon Area				
Bradford on Avon: The Swan Hotel	theswanbradford.co.uk	01225 868686	14	Call for details
Bradford on Avon: Widbrook Grange Hotel	widbrookgrange.co.uk	01225 864750	9	On site
Bradford on Avon: Woolley Grange Hotel	woolleygrangehotel.co.uk	01225 864705	25	On site
Calne Area				
Derry Hill: Bowood Hotel, Spa & Golf Resort	bowood.org	01249 822228	43	On site
Castle Combe Area				
Castle Combe; Manor House Hotel	exclusive.co.uk/the-manor-house	01249 782206	50	Call for details
Chippenham Area				
Chippenham: Angel Hotel ³	angelhotelchippenham.co.uk	01249 652615	50	On site
Coleme: Lucknam Park Hotel & Spa	lucknampark.co.uk	01225 742777	43	On site
Cricklade Area				
Cricklade: Cricklade House Hotel	crickladehotel.co.uk	01793 750751	45	On site
Malmesbury Area				
Malmesbury: The Old Bell Hotel	oldbellhotel.co.uk	01666 822344	34	Call for details
Malmesbury: Whatley Manor Hotel & Spa	whatleymanor.com	01666 822888	23	On site
Melksham Area				
Beanacre: Beechfield House Hotel	beechfieldhouse.co.uk	01225 703700	24	On site
Royal Wootton Bassett Area				
Royal Wootton Bassett: The Churchill	greenekinginns.co.uk/hotels/ the-churchill-wootton-bassett/	01793 849848	28	Call for details
Salisbury Area				
Berwick St James: Stonehenge Campsite & Glamping Pods	stonehengecampsite.co.uk	07786 734732	Capacity 8-20	On site
Salisbury: Caboose	www.caboosesalisbury.com	01722 504858	8	Call for details
Salisbury: Grasmere House Hotel Currently closed for refurbishment	grasmerehotel.com	01722 338388	38	On site
Salisbury: Merchants House Hotel	themerchantshousehotel.co.uk	01722 326600	37	Millstream Coach Park
Salisbury: Milford Hall Hotel & Spa	milfordhallhotel.com	01722 417411	45	On site
Salisbury: The Red Lion Hotel ³	the-redlion.co.uk	01722 323334	60	Millstream Coach Park
Salisbury: Rose & Crown Hotel ⁴	legacy-hotels.co.uk	01722 328615	34	On site
Salisbury: Sarum College	sarum.ac.uk/group-stays	01722 424800	52	Millstream Coach Park
Salisbury: The Stones Hotel	thestonesthotel.co.uk	01722 782020	44	On site
Salisbury: White Hart Hotel ⁵	mercure.com	01722 327476	68	On site
Warminster Area				
Bishopstrow: The Bishopstrow Hotel and Spa	bishopstrow.co.uk	01985 212313	32	On site
Warminster: Old Bell	oldbellwarminster.co.uk	01985 216611	15	Call for details

Notes relating to the table above:¹ Please note: rooms may be a mix of singles, doubles, twins, triples etc ² Rooms are often in bunk form – please check at the time of booking³ Best Western / Best Western Plus Hotels ⁴ Legacy Hotels ⁵ Mercure Hotels

> The Old Bell Hotel

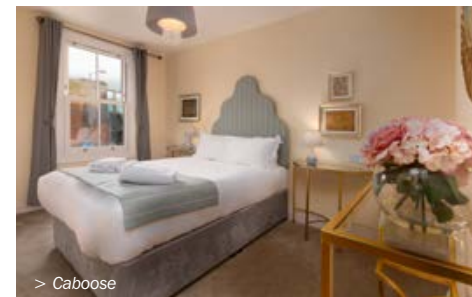


> The Old Bell Hotel



> Glamping Pod at Stonehenge Campsite

Caboose



> Caboose

Caboose is an independently owned premium Bed & Breakfast and 1920s inspired bar, located just a 2-minute walk from Salisbury Train Station. It boasts 8 ensuite boutique bedrooms which are beautifully finished to a high standard. Situated a short stroll from Salisbury Cathedral, the Market Square and Stonehenge bus tour, it's ideal for FIT's and bespoke small group bookings. The Parlour bar is attractively designed and serves weekend Afternoon Tea with a Champagne option. For more information or to book, visit www.caboosesalisbury.com.

Rose & Crown Hotel

Nestled on the banks of the River Avon sits the four-star Legacy Rose & Crown. A picturesque hotel with 34 guest bedrooms, dating back to the 13th century, and offering unrivalled views of the tranquil meadows towards Salisbury Cathedral.

The bedrooms in the historic building boast period features along with modern amenities, whilst the River's Edge restaurant offers delectable all-day dining. Group leaders and trip organisers can take advantage of bespoke packages and benefits.

Legacy Rose & Crown Hotel, Harnham Road, Salisbury, SP2 8JQ | 01722 328 615
www.legacy-hotels.co.uk/hotels/rose-crown-hotel-salisbury-wiltshire



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Stonehenge
Solstice Festival


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NOW
solsticefest.co.uk



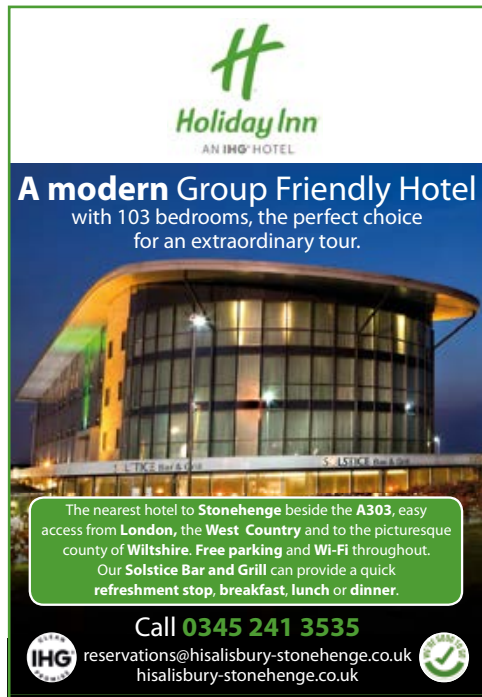
THE ANGEL HOTEL


**BEST WESTERN PLUS ANGEL HOTEL
A 3* HOTEL IN THE HEART OF WILTSHIRE**

- 17th Century Coaching Inn
- Easy access to Bath, Bristol and places of interest such as Lacock Abbey, Longleat and Bowood House
- 50 contemporary bedrooms with complimentary parking and high speed WiFi
- Standard, Executive, Superior Four Poster and Twin rooms
- Ground Floor bedrooms with walk in showers
- Marketplace Restaurant, Bar and Garden
- Health Club with swimming pool

Best Western Plus Angel Hotel, 8 Market Place, Chippenham, Wiltshire SN15 5JG
Tel: 01249 652452 | reception@angelhotelchippenham.co.uk

  [angelhotelchippenham](https://www.facebook.com/angelhotelchippenham)






Holiday Inn
AN IHG HOTEL

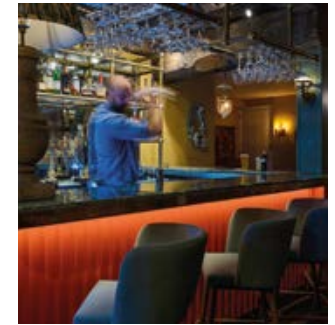
A modern Group Friendly Hotel
with 103 bedrooms, the perfect choice
for an extraordinary tour.

The nearest hotel to Stonehenge beside the A303, easy access from London, the West Country and to the picturesque county of Wiltshire. Free parking and Wi-Fi throughout. Our Solstice Bar and Grill can provide a quick refreshment stop, breakfast, lunch or dinner.

Call **0345 241 3535**
reservations@hisalisbury-stonehenge.co.uk
hisalisbury-stonehenge.co.uk

The Old Bell Hotel



Discover our luxury hotel in the charming, historic market town of Malmesbury.

As England's oldest hotel, in the oldest Borough, you'll find us next door to Malmesbury's stunning 12th Century Abbey. The hotel has been looking after travellers since 1220, and today you'll find this fascinating history mixed with stunning, high design interiors, a warm ambience

and antiques and quirky treasures collected from our owners travels around the globe. Join us and experience the truly original mix of Cotswold & Southern Texas hospitality, where there's always something fun to do and something new to see!

We love to eat delicious, fresh, locally sourced, seasonal food and that's exactly what we'll prepare for you. We named our Restaurant 'Saints & Sinners' with a nod to Malmesbury Abbey next door to us and the Saints statues on display, collected by our owners on their travels. The Sinners part...well aren't we all a little naughty sometimes! We're open every day for breakfast, lunch, afternoon tea, lounge or patio drinks & food, dinner and cocktails and drinks in our 1220 Bar. With versatile options for Private Dining & Banquets for up to 50 guests, our beautiful spaces are perfect for all types of events, large or small!

Choose from historic suites or character & cosy rooms, all individually designed and uniquely furnished. With high design wallpapers and features including Dyson hairdryers, soft snuggly bathrobes and Bramley toiletries, you'll be relaxed in no time.

There's no need to leave your four legged friends at home, as we love and welcome dogs!



The Old Bell Hotel,
Malmesbury, SN16 0BW
01666 822344
info@oldbellhotel.co.uk
www.oldbellhotel.co.uk

Helping you sell Wiltshire

> STEAM - Museum of the Great Western Railway



> Bradford on Avon Tithe Barn



> Cholderton Rare Breeds Farm Park



> Mad Max Tours



> Lacock

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

Commissionable Product

If you are an operator and looking for commissionable product please email groups@visitwiltshire.co.uk for advice.

Familiarisation Visits

VisitWiltshire has an ongoing programme of educational familiarisation visits, 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, they usually take place in spring and autumn and will introduce you to a variety of tourism products suitable for the travel trade, both groups and FIT. To find out more and register your interest

to attend our next one, email us on groups@visitwiltshire.co.uk

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 topics are of interest to you 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 – visit the groups section of our website to **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 www.visitwiltshire.co.uk/groups

Travel Trade Supplier Information

We have created new product pages from key Wiltshire suppliers who are keen to welcome groups and travel trade bookings. Trade specific information can be found when you scroll to the bottom of the page at www.visitwiltshire.co.uk/groups

ATTRACTION MAP REFERENCES

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

AREA/ATTRACTION	MAP REF
WILTSHIRE ATTRACTIONS	
Aerosaurus Balloons	Various
Alex Moulton Charitable Trust (The Hall)	D2
Amesbury History Centre (reopening summer 2020)	E4
Atwell-Wilson Motor Museum	C3
Avebury	C4
Bowood House & Gardens	C3
Calne Heritage Centre	C3
Canal & River Trust	D3
Castle Combe Circuit	C2
Chippenham Museum	C2
Cholderton Rare Breeds Farm Park & Bluestone Vineyards	E4
Cotswold Water Park	A3/B3
Crofton Beam Engines	D4
Crop Circle Exhibition and Information Centre	D4
Iford Manor Gardens	D2
Kennet and Avon Canal Trust, Bradford on Avon	D2
Kennet and Avon Canal Trust, Devizes	D3
Kenavon Venture	D3
Lacock Abbey, Village & Fox Talbot Museum	C2
Langford Lakes, Wiltshire Wildlife Trust	E3
Larmer Tree	F2
Longleat	E2
Lower Moor Farm, Wiltshire Wildlife Trust	B3
Lydiard House & Park	B4
McArthurGlen Designer Outlet Swindon	B4
The Merchant's House	C4
Museum of Computing	B4
Old Wardour Castle	F2
REME Museum	B3
Royal Wootton Bassett Town Hall Museum	B3
St Michael's Church	B3
St Peter's Church, Marlborough	C4
STEAM – Museum of the Great Western Railway	B4
Stonehenge	E4
Stourhead	E1
Studley Grange Garden and Leisure Park	B4
Swindon & Cricklade Railway	B4
The Parade Cinema	C4
Treasure Trails	Various
Trowbridge Museum	D2
Vintage Classics	C2
Visit Hillbrush	F2
Wadworth Brewery	D3
Wilton House	F3
Wilton Windmill, near Marlborough	D5
Wiltshire Museum	D3
Wiltshire's White Horses	Various
Wiltshire Wildlife Trust	Various

Accessibility: Wiltshire is 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

AREA/ATTRACTION	MAP REF
SALISBURY ATTRACTIONS	
Boscombe Down Aviation Collection	F4
Fisherton Mill Gallery Café Studios	F4
Old Sarum	F4
The Rifles Berkshire & Wiltshire Museum	F4
River Bourne Community Farm	F4
Salisbury Cathedral & Magna Carta	F4
The Salisbury Museum	F4
Salisbury Racecourse	F4
St Thomas's Church	F4
The Stonehenge Tour	F4
ATTRACTIONS ON THE WILTSHIRE BORDERS	
American Museum and Gardens	C1
Army Flying Museum	E5
Bombay Sapphire Distillery	D5
Cotswold Wildlife Park	Off A4
Fashion Museum	C1
Hawk Conservancy Trust	E5
Holburne Museum	C1
Kelmscott Manor (currently closed for renovations)	A4
Roman Baths	C1
Royal Signals Museum	Off G2
Victoria Art Gallery	C1
Westonbirt, The National Arboretum	B2

GENERAL INFORMATION

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