



SALISBURY AMONG WORLD'S BEST CITIES IN 2015

VisitWiltshire has revealed Salisbury is one of the top cities in the world for travellers in 2015 according to Lonely Planet's Best in Travel 2015.

The highly influential yearbook predicts the world's hottest trends, destinations and experiences for the year ahead.

Widely regarded as the world's leading travel authority it highlights the Top 10 countries, cities and regions to visit in 2015.

Salisbury features seventh on the city list, above Vienna and Toronto, whilst Washington, DC takes top spot.

VisitWiltshire's CEO David Andrews said: "We are delighted Lonely Planet has recognised Salisbury as one of the Top 10 Cities in the World to visit. We are extremely proud of Salisbury's history and heritage such as Salisbury Cathedral and Magna Carta, as well as our arts and culture, shopping, food and drink and nightlife. Salisbury is also a great base for visitors to experience popular attractions further afield such as Stonehenge, Avebury and our White Horses.

"Here at VisitWiltshire we are focused on growing the county's visitor economy by raising awareness to increase tourism visits and spend. Wiltshire's visitor economy currently generates an estimated £1.4billion and supports over 27,000 jobs," he added.

Quotes from the book include: "for too long travellers have considered Salisbury a short stop on the way to Stonehenge. But 2015 is set to be the year visitors linger in this quintessentially English city as Salisbury uncorks the champagne for the 800th anniversary of its greatest treasure, the Magna Carta.

"The lightning rod for the celebrations will be Salisbury Cathedral, the neck-straining medieval masterpiece whose Chapter House holds the Magna Carta. The cathedral itself boasts a clutch of superlatives, with the tallest spire in Britain, the world's oldest working clock and Britain's largest cloister."

Lonely Planet's Best in Travel 2015 contributor Tom Hall said: "We included Salisbury in this year's Best in Travel Top 10 Cities list because it deserves to be recognised as one of the UK's most important destinations for travellers next year.

"Bursting with history, top class restaurants, atmospheric nightlife and a host of festivals planned for 2015, we believe Salisbury is a must-see for domestic and international travellers alike."

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