



VISITWILTSHIRE & SALISBURY CATHEDRAL CREATE NEW MAGNA CARTA 800 TOURIST TRAIL

VisitWiltshire and Salisbury Cathedral have created a new two-day Magna Carta tourist trail to increase domestic and international tourism to Wiltshire in 2015 and beyond.

The new Salisbury and Wiltshire two day trail includes Salisbury Cathedral and Magna Carta on day 1 and the Stonehenge and Avebury World Heritage Site and the Baron Town of Trowbridge on day 2.

The Wiltshire trail is one of six special trails, each covering different aspects of the Magna Carta story as part of the commemoration of the 800th anniversary of Magna Carta in 2015.

Momentum has been building in anticipation of 15 June 2015, exactly 800 years after King John added his seal to Magna Carta, as presented to him by the barons at Runnymede on the Thames near Windsor.

Salisbury Cathedral is home to the finest preserved of only four remaining original 1215 Magna Carta, to be re-displayed in an interactive exhibition for 2015.

The trails, lasting from 2 to 4 days, are detailed in a new leaflet and dedicated website – www.magnacartatrails.com. They include:

- TRAIL 1: London to Windsor: 4 days
- TRAIL 2: Salisbury and Wiltshire: 2 days
- TRAIL 3: The cathedral cities of the north: 3 days
- TRAIL 4: Kent and East Sussex: 3 days
- TRAIL 5: East of England: 2 days
- TRAIL 6: The heart of England: 3 days

Trails are designed to be self-guided, and suitable for both national and international visitors. They also offer tour operators and group organisers the option to book separately as individual tours or as a whole Magna Carta experience.

Robert Key, Chairman of Salisbury Cathedral's Magna Carta Celebrations Committee, said "This trail is great news and will bring many visitors to Wiltshire and to Salisbury Cathedral to see the finest preserved original Magna Carta in its anniversary year. We are looking forward to making those visitors a part of 2015's 800th anniversary celebrations with a great programme of events and a wonderful new exhibition around Salisbury Cathedral's Magna Carta. Once they are in Salisbury many of them will also enjoy following our trail of Magna Carta Barons around the medieval city."

VisitWiltshire's CEO, David Andrews added "We're delighted to be working with Salisbury Cathedral and the Magna Carta 800th Anniversary Committee on this initiative, and to have secured such prominent coverage for Salisbury and Wiltshire in this very important national and international promotional campaign. Having this two-day trail is a great

opportunity for local tourism businesses to take advantage of the Magna Carta, and we look forward to welcoming Magna Carta visitors to Wiltshire.”

The trails were commissioned by the 800th Commemoration Committee of the Magna Carta Trust to encourage visitors to the Magna Carta towns as history, heritage and anniversary tourism become increasingly popular themes for travellers.

“I am delighted that these six trails have been produced”, commented Sir Robert Worcester, chairman of the Magna Carta Trust’s 800th anniversary committee. “They will be colourful guides for the thousands of visitors who will converge on England from around the world next summer, wishing to explore the areas which are part of the Magna Carta story. Doing all six trails will take visitors just over a fortnight, and immerse them in 800 years of history.”

200,000 trail leaflets will be printed and distributed across England and via VisitBritain and travel trade contacts in key international markets. The leaflets and website are being promoted via an integrated consumer, trade and PR marketing campaign. To download a copy please visit www.visitwiltshire.co.uk/magnacarta

In addition to the Magna Carta trails, VisitWiltshire will be launching a supporting Magna Carta cities campaign with support from VisitEngland in January 2015.

Local businesses wanting to promote their Magna Carta themed events, activities and offers on www.visitwiltshire.co.uk and www.magnacartatrails.com should contact VisitWiltshire.

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Issued by VisitWiltshire. For further information or additional images please contact Travel Trade & PR Manager, Florence Wallace on 01722 341309 or 07436 588860 or email flowallace@visitwiltshire.co.uk

Editors’ Notes

VisitWiltshire was established in August 2011 and is the official Tourist Board for Wiltshire. It is a private sector membership organisation representing over 550 members. Its priority is to grow the county's Visitor Economy by raising awareness of the destination and generating additional tourism visits and spend. Wiltshire's Visitor Economy currently generates an estimated £1.4billion and supports over 27,000 jobs.

Salisbury Cathedral is one of Britain’s finest medieval cathedrals and home to the best preserved of the four original copies of the 1215 Magna Carta, whose 800th anniversary is celebrated in 2015. Salisbury Cathedral’s mission is to make a difference for God through exceptional worship and outreach. It offers an award winning welcome to all who visit and seeks to strengthen church and community life in the diocese, with a special commitment to challenging injustice and fostering reconciliation. Over 250,000 people visit the Cathedral each year to marvel at the peace and beauty of the 750 year old building and admire Britain’s tallest spire.
www.salisburycathedral.org.uk