



Things to Do in 2022

New Walking Tours & Trails

The [Vale of Pewsey](#) has been awarded 'Walkers are Welcome' status and they have recently launched two new walking itineraries, featuring Kennet & Avon Canal and Mid-Wiltshire Way and a new walking/cycling route Pewsey Vale Circular Way will be launched soon.

In 2022, [Malmesbury](#) has a 350 year anniversary of the Trial of the Malmesbury Witches, and the town will be introducing a new multimedia trail telling this true story of turmoil, allegations and hangings. There is also a new 20 mile marked footpath trail called The White Walls Way and a Saxon Trail combining physical remains with virtual reimaginings.

[Vintage Classics](#) have a new driving tour along the Great West Way which features all 8 White Horses of Wiltshire. Ideal for FIT visitors, driving tours are complimentary with each classic car hire. This new tour is fast becoming a favourite with great driving roads and fantastic views!

Don't forget there are 87 miles to explore with our [Guide to the Kennet & Avon Canal Map](#).

Attraction News

Bath's new World Heritage Centre will open in Spring 2022 with free access for all. It will inspire and amaze visitors with its imaginative interpretation that explains why the World Heritage City of Bath is so special

[The Fashion Museum in Bath](#) will move from its home at The Assembly Rooms in 2023. The Assembly Rooms will be taken back inhouse by The National Trust.

[Trowbridge](#) Museum has reopened after a period of refurbishment made possible by the Heritage Lottery Fund, It now offers so much more for visitors with the chance to explore 1,000 years of the town's history. It tells the story of the production of its world famous woollen cloth, it has a unique collection of 19th and 20th century industrial machinery and there are lots of fun interactives and breakout zones as well as a new state-of-the-art Learning Hub.

In 2022, [Reading](#) will be celebrating the 200 year Anniversary of its biscuit manufacturing history with Huntley & Palmers. In 1822 Thomas Huntley opened his first shop in the town and went on to become one of the world's largest biscuit manufacturers. Look out for biscuit focused tours, events and offers in 2022.

Within Easy Reach of the Route...

[Bombay Sapphire Distillery](#) has introduced a series of new upgrades. There is a new personalised gin & tonic cocktail experience which allows visitors to select their own glass, fill it with ice and dispense their choice of Bombay Sapphire before finishing it with their choice of garnish. The new Cinema Room shows a film documenting the heritage of Bombay Sapphire, followed by an impressive reveal of the stunning Heatherwick Studio designed botanical glasshouses. Visitors can choose to upgrade their experience by purchasing a Gin Masterclass to expand their cocktail making skills before heading to the bar to sample the new cocktail menu.

Exciting Events & Exhibitions for 2022

Shrouded in mystery and steeped in legend, [Stonehenge](#) stands impressively as a prehistoric monument of unique importance. From 17 February to 17 July 2022, The British Museum in London, in partnership with [Wiltshire Museum](#) and English Heritage will host [The World of Stonehenge](#) - the UK's first ever major exhibition on the history and mystery of Stonehenge. There will be hundreds of objects 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 package a visit to Stonehenge, Wiltshire Museum and The British Museum.

Thomas Hardy Exhibition - Wessex Museums - 28 May - 30 October 2022. Four fascinating exhibitions on 'Hardy's Wessex' which will be the largest collection of Thomas Hardy memorabilia ever displayed at one time. These major exhibitions will take place across four venues, [Wiltshire Museum](#) situated on the Great West Way, and a short detour off the route in Dorset, Poole and Salisbury Museums.

The [Bristol Harbour Festival](#) will take place from 15-17 July 2022, celebrating its 50th anniversary. Expect the unique mix of music, maritime fun and markets based around Bristol's historic and beautiful harbourside with live performances, family entertainment, circus acts, children's events, street food and market stalls, and hundreds of sailing ships in the harbour.

The nation will come together over a four-day Bank Holiday weekend from Thursday 2 - Sunday 5 June 2022 for the Queen's Platinum Jubilee celebrating her 70-year reign. Now is a great time to develop your own [Royal Connections](#) Journey along the Great West Way, including a visit to [Windsor Castle](#), to celebrate and keep an eye out for details about our programme of events taking place.

As Seen on Screen - Bridgerton News

Season 2 of Bridgerton will be available on Netflix in 2022. Much of Bridgerton was filmed right here on the Great West Way, and there are many visitors who have been inspired and intrigued by the tv series' portrayal of extravagant Regency-period high society. Take a look at the beautiful historic settings used as backdrops for the show including incredible historic houses and charming cities like [Bath](#) which were used to bring the Bridgerton story to life. If you're interested in packaging and selling Bridgerton tours then please contact one of our specialist Great West Way tour guides who can help. Check out the [Great West Way Bridgerton Filming location blog](#) and [Visit Bath's Bridgerton](#) information.

Bath, in addition to London and Reading, is a popular destination to [discover Jane Austen filming locations along the Great West Way](#). In Spring 2022, Jane Austen's Persuasion with Dakota Johnson is due to air.

Group Tours & Travel

The Great West Way offers a variety of [groups tours and travel options](#). Book a guided tour with a local expert tour guide or a themed tour with local operators who can offer ground handling services with transport. Driver guided tours operate all year round and can be contracted for tailor made FIT or small group tours along the Great West Way. They are often available in different languages too. The following offer guiding, transport and a range of themed itineraries along and within each reach of the route.

[Mad Max Tours](#) have a 16 seater minibus and specialise in tours around Wiltshire and the Cotswolds. [Britain's Best Heritage Tours](#) are accredited chauffeur driver guide tours with executive vehicles for up to 6 people. [Salisbury, Stonehenge & Sarum Tours](#) operate 16 and 19 seater minibuses and specialise in tours of historic and Neolithic sites in and around Wiltshire. Airport and seaport pickups are also available. [Oldbury Tours](#) has a seven seater and a minibus for small groups. They offer half day, full day and multiple day tours.

Accommodation & Refreshments

There is a range of trade accommodation along the Great West Way from self-catering to pub with rooms, glamping or campsites to exclusive use of a castle or stately home. Check out the group accommodation listings [here](#).

Hungry travellers along the Great West Way will discover a wealth of foodie delights. From coffee shops and tea rooms to authentic pubs, Inns and Michelin star restaurants. Check out the [Great West Way Food & Drink Map](#).

ENDS

For further information on becoming an Official Tour Operator, familiarisation visits, one-to-one support with itinerary development, travel trade toolkit etc. please visit www.GreatWestWay.co.uk/traveltrade or contact Florence Wallace, Head of Travel Trade flowallace@GreatWestWay.co.uk Tel: 07436 588860.

Notes to Editors:

For further information please contact flowallace@GreatWestWay.co.uk.

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About the Great West Way

The Great West Way is one of a number of successful projects to receive funding from the UK Government's £40 million Discover England Fund, administered by VisitEngland. For further information go to <https://www.visitbritain.org/discover-england-fund-overview>

The Story of the Great West Way booklet is available at: www.GreatWestWay.co.uk/storyoftheGreatWestWay

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