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WEST WAY®**

Travel one of the world's most exceptional touring routes  
with highlights from London to Bristol



Follow the paths through *England's idyllic countryside*, quaint villages and elegant towns,  
where our *best kept secrets from the past* meet 21st century hospitality

Discover Our Way

# Begin your next *adventure*



*Grace and elegance, rural peace or contemporary cool. Travelling through the cities, towns and villages along the Great West Way, you will encounter England at its most beguiling*

GreatWestWay.co.uk



Front cover image: The iconic 12th-century Malmesbury Abbey stands adjacent to the stunning Abbey House Manor. Owners of the neighbouring Old Bell Hotel, Kim and Whit Hanks are working alongside Historic England, to lovingly restore the 16th-century, Grade I listed house into a luxury hotel. Overnight guests at The Old Bell can enjoy exclusive guided tours, and from late June, the gardens will elegantly continue their tradition of open days throughout the summer. Discover more about Malmesbury and other charming villages along the Great West Way in *Cobblestones & Cream Teas*, page 38.

England's Great West Way is one of the world's premier touring routes, bringing together many of England's most famous destinations and attractions along a corridor between London and Bristol.

## THIS IS ENGLAND'S GREAT WEST WAY

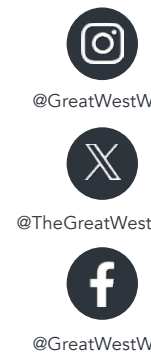
Welcome to the 2026 annual edition of the Great West Way Travel Magazine, your definitive guide to a route where timeless tradition meets thrilling new discovery, inviting you to explore the real heart of England.

This issue takes you to the cutting edge: from The Way Forward covering riverside wellness, a brand new wine-led hotel, and other exciting openings on the route, and a look at the town's vibrant pulse in A weekend in Reading, to the definitive guide to finding your new festival home in The Beat Goes On! But a journey on the Great West Way is all about balance. We revisit the enduring magic of the route with our feature on the Timeless Journey by Horse-Drawn Carriage and the picturesque perfection of our Cobblestones & Cream Teas towns. Whether you seek the tranquility of Gardens and Outdoor Art or the adventure of A Journey for Every Pace, your next Great West Way story starts here. ✨

*Jessica*

**Jessica Way**  
Editor-in-Chief,  
Great West Way Travel Magazine

*Did you know?* Great West Way is a multi-modal touring route based on ancient routes, with many different ways to travel, see and experience its destinations and attractions.





- World Heritage Sites
- Airports
- Natural Landscapes
- The Great West Way Corridor

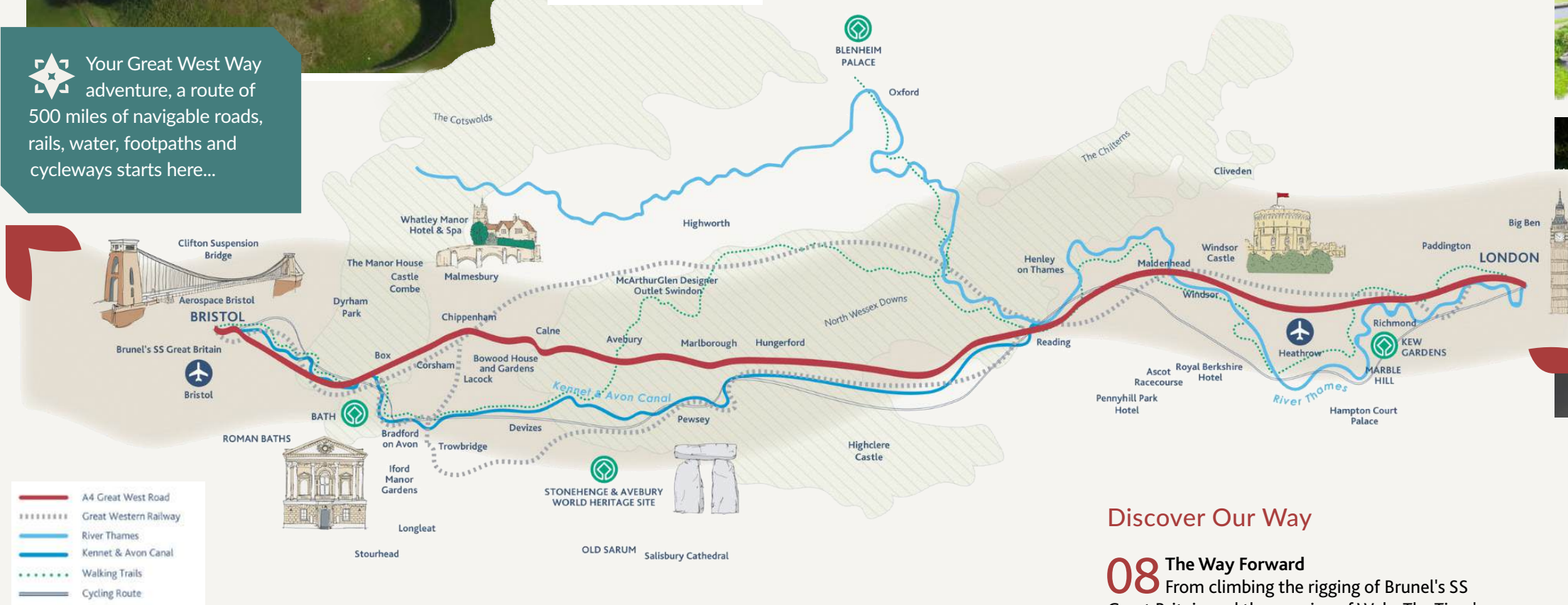
Your Great West Way adventure, a route of 500 miles of navigable roads, rails, water, footpaths and cycleways starts here...

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...through West London and the Thames Valley, Berkshire, Wiltshire, the Cotswolds, Bath and Bristol



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A special note of gratitude to all our Great West Way ambassadors, partners, and supporters who make this journey possible



 Prepare for your adventure on the Great West Way

There's nothing like a good map to make you feel like a true adventurer!

Download the *This Way for a Journey of Discovery* map to explore the North Wessex Downs, Stonehenge, the charming villages of the Cotswolds and much more.

Check out the *Kennet & Avon Canal* map to discover this historic waterway between Reading and Bristol, perfect for walking, biking or boating.

While our maps highlight amazing attractions and experiences, feel free to explore off the beaten path — you might uncover delightful surprises in this enchanting part of England!

[greatwestway.co.uk/explore/maps](http://greatwestway.co.uk/explore/maps)



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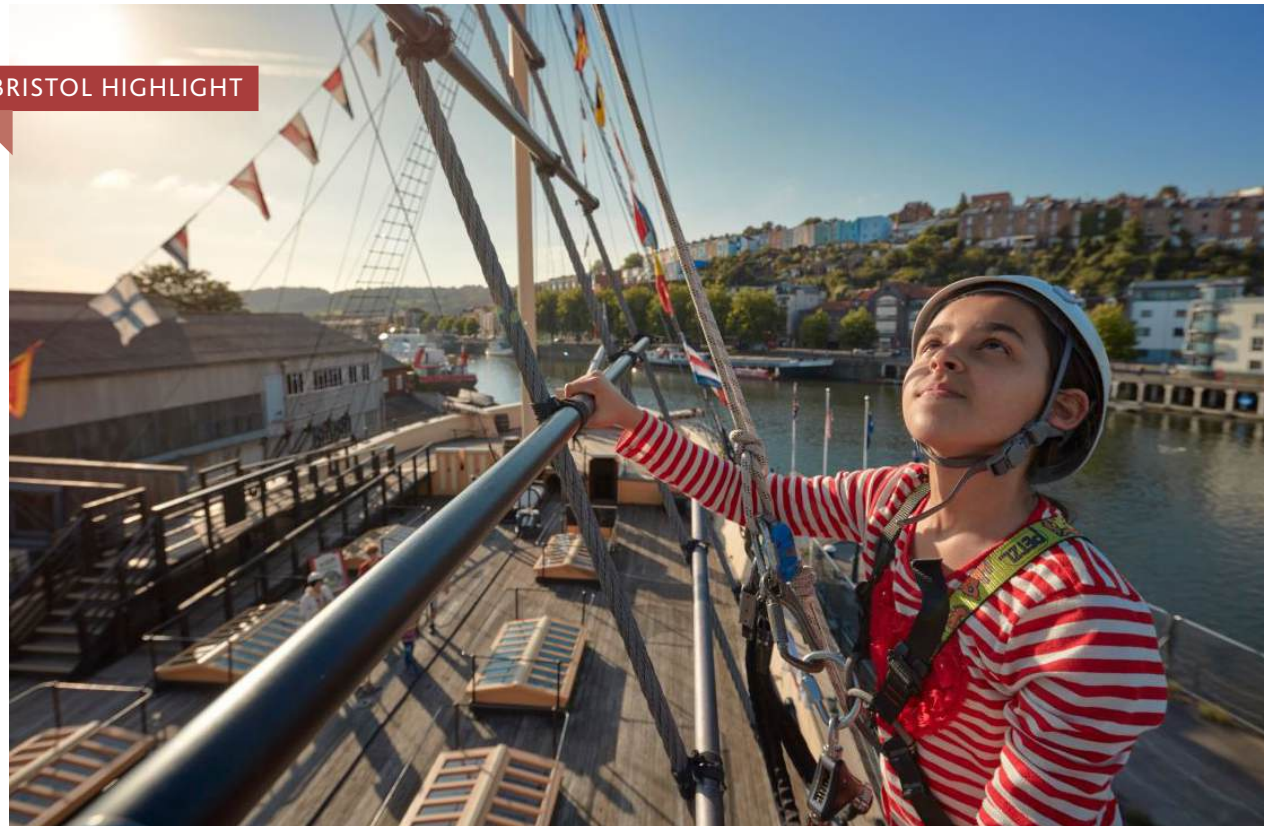
Bath & North East  
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Improving People's Lives

# The Way Forward

Discover what's new on the Great West Way...

**BRISTOL HIGHLIGHT**



**Go Aloft returns for 2026  
EXPERIENCE BRUNEL'S VISION FROM  
NEW HEIGHTS**

Visiting SS Great Britain at Bristol's harbour is always a great idea when travelling along the Great West Way. The dedicated crew are constantly refreshing the programming and experiences to make sure that each visit is as exciting as your first. This year, Go Aloft returns! Climb the rigging of Brunel's SS Great Britain for breath-taking views across the historic harbour and an unforgettable, hands-on experience. This unique activity

complements the award-winning attraction where visitors can explore the legendary steamship, discover global migration stories and Brunel's legacy in two interactive museums, and venture beneath the 'glass sea' to see the original iron hull. Launched in 1843, Brunel's SS Great Britain is a revolutionary historic ship, recognised as the world's first great ocean liner. Designed by Isambard Kingdom Brunel, it was the largest, fastest, and first iron-hulled, screw-propelled passenger ship, transforming maritime travel before being restored. ✨



**Wake The Tiger opens in London  
NEW IMMERSIVE EXPERIENCE**  
Step into the unexpected at Wake The Tiger. The UK's largest immersive art experience is getting even bigger, with a second outpost opening in west London this summer, featuring a giant maze and interactive installations, promising a ticket into a truly unexpected, large-scale art environment that expands on its Bristol origins. ✨

**Woolley Grange Hotel  
FAMILY-FRIENDLY COUNTRY ESCAPE**

Good news for family getaways: Woolley Grange Hotel in Wiltshire, part of Luxury Family Hotels, has completed a major refurbishment. The phased reopening sees the beloved historic hotel welcoming guests again with a refreshed look and enhanced facilities, maintaining its reputation as a perfect, family-friendly country escape along the Great West Way. ✨



**CABÜ Cotswolds  
LUXURY LOW-CARBON ESCAPE**

Adding a luxurious, nature-focused stay to the Great West Way's orbit, CABÜ is set to debut its low-carbon cabins for 2026. Guests can look forward to a premium escape featuring private hot tubs, saunas, and refreshing plunge pools. While gently pushing the Great West Way's boundary, its strategic location right next to the magnificent Blenheim Palace makes it an ideal, high-end base for exploring the Cotswolds. ✨





**Thermae Bath Spa Anniversary  
TWO DECADES OF WELLBEING**

Good news for spa lovers: Thermae Bath Spa marks its 20th anniversary this year. The iconic, natural thermal spa is planning a series of special events and exclusive new treatments to celebrate two decades of bringing the city's historic, thermal waters to the public. It promises an extra layer of relaxation for any journey to the beautiful city of Bath. ✨

**In & Beyond Bath  
NEW LONDON DAY TOURS BY TRAIN**

Award-winning Bath-based tour specialist In & Beyond Bath has launched a new collection of guided day tours for visitors in London seeking to experience 'authentic' England. Combining effortless train travel with expert small-group guiding, the tours offer London-based visitors seamless access to Bath, Stonehenge, and the Cotswolds – with maximum group sizes of eight and guides meeting guests directly off the train from Paddington, at Bath Spa. ✨



**Witchmark Distillery  
IN THE SPIRIT OF WILTSHIRE**

Located near Stonehenge on the Fonthill Estate in Wiltshire, the Witchmark Distillery is currently releasing award-winning gins and vodkas, with English Whisky set to follow. An authentic, B Corp certified craft distiller housed in a Grade II listed barn carved with medieval 'witch marks,' the site produces its spirits from field-to-bottle using locally grown barley and chalk aquifer water. They offer a unique whisky distillery tour and a hands-on gin-making school, and delicious sampling. ✨

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**Britain's Bayeux  
Tapestry** **FREE**



Can't wait for September? See the only full-scale replica of the famed tapestry at Reading Museum this summer.

35 Victorian women artisans created the 70 metre-long tapestry 140 years ago.





**New Village Hotel at Reading**  
**RIVERSIDE WELLNESS**

Village Reading is a brand-new hotel overlooking the River Thames, just a 10-minute walk from Reading Station. With an incredible riverside location, stylish bedrooms, including riverside terrace upgrades, a Pub & Grill for dining, and state-of-the-art wellness with gym, indoor pool, pilates, and an in-house Starbucks. ✨



**Explore over 700 years of artistic history**  
**NEW TOURS FOR A NEW YEAR**

The National Gallery has launched an exciting selection of new themed tours for visitors. These one-hour, expert-led experiences, guided by gallery-approved Blue Badge guides, offer a deep dive into the world of European art with themes like Icons of Italian Renaissance, British Art: Icons & Legends, Impressionism Tour, and Northern European Treasures. ✨

**Venue Henley Greenlands Hotel**  
**RIVER ARRIVALS & FLOATING PONTOON**

The historic Greenlands Hotel in Henley, a 100-bed property set within the 30-acre Henley Business School estate, has launched a unique new experience. A newly installed floating pontoon on the River Thames now allows guests to arrive or depart by boat. This makes the hotel ideal for smaller boats, paddleboard enthusiasts, or those who wish to row the iconic Henley Royal Regatta route, enhancing the experience of this magnificent, Grade II Listed location. ✨



**Francis Hotel, Bath**  
**GEORGIAN TOWNHOUSE**  
**REFURBISHMENT**

Fresh from a £14 million 'glow up', Francis Hotel in Bath city centre is looking pretty swish. There's a new look for the 98 elegant, contemporary bedrooms, reimagined public spaces and a new spa with thermal rituals and treatments ranging from Reiki to reflexology, providing the perfect blend of historic elegance and modern indulgence. ✨



**Bishopstrow Hotel & Spa, Wiltshire**  
**NEW OUTDOOR SPA**

Nestled within 30 acres of idyllic Wiltshire countryside, Bishopstrow Hotel is preparing to open a brand-new outdoor spa. The spa will feature thermal experiences, a hydrotherapy pool, and serene relaxation areas with sweeping views of the River Wylde. Beyond the new spa, the hotel offers 36 individually designed rooms and suites – some featuring private hot tubs and steam rooms – acclaimed Garden Grill restaurant and a no-dig kitchen garden. ✨



Scan here to sign up to our e-newsletter



**Corsham House, Wiltshire**  
**NEW WINE-LED HOTEL**

Corsham House is a brand new, wine-led townhouse from the Beckford Group with an all-day buzz and bustle, situated perfectly between Bath and the Cotswolds. Describing itself as a British Brasserie, Bottle Shop & Bedrooms, it offers sociable dining with a terrace and 14 beautiful bedrooms, making it an ideal hotel for those with a focused love of wine. ✨



Pictured: The Oracle is the bustling heart of Reading's retail scene, offering a mix of high-street brands and independent shops. Friends have fun shopping and enjoy the riverside atmosphere while crossing the footbridge. Below enjoy big flavour with flame-grilled meats and stacked burgers at Smoke & Pepper.

At the centre of the eastern section of the Great West Way, Reading offers the excitement of a modern city blended with an unexpected, deep slice of English heritage. This season, embark on a historic adventure by visiting Reading, a vibrant town set between the rivers Thames and Kennet that makes an ideal touring base – with Henley, Windsor, Oxford, and a host of lovely Thameside villages all within easy reach.

Forget the famous fields of the Reading Festival for a moment; this itinerary explores the town's year-round, buzzing cultural scene, world-class new eateries, and centuries-old stories.

**Friday evening: riverside welcome and new tastes**

Start your Great West Way weekend by checking into your accommodation. For a picturesque waterside setting with excellent transport links, the new **Village Hotel Reading**, formerly the Crowne Plaza, offers a refreshed and comfortable base at Caversham Bridge. For a central and more indulgent stay, **The Roseate Reading** stands as the city's boutique luxury choice, known for its stylish bedrooms, spa, and strong appeal to international travellers.

If you're looking to swap the urban pulse for rolling countryside, head just seven miles outside the city to **Boztdown Alpacas**, where you can wander through the scenic Whitchurch-on-Thames hills alongside their gentle, fleecy residents.

Once settled, dive into Reading's rapidly evolving global food scene. Head to **Butter Market** to discover one of the town's newest foodie destinations: **Smoke & Pepper**. This spot is dedicated to flame-grilled meats and stacked burgers that promise big flavour and satisfaction, offering the perfect hearty start to your weekend.

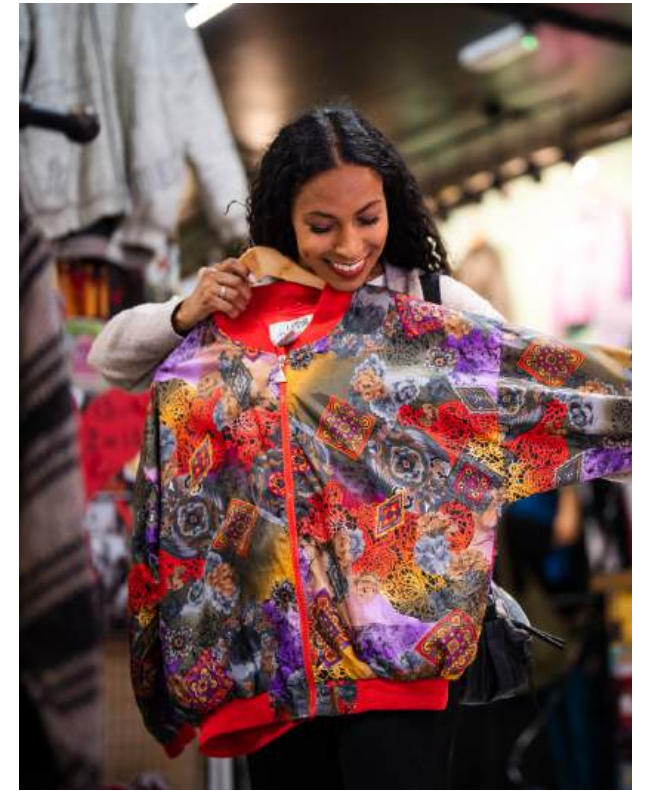


# A weekend in Reading

Beyond the festival fields, Reading offers the perfect blend of English heritage and modern city excitement for a memorable Great West Way weekend break by the River Thames.



Pictured: There's a wide selection of 28 local beers on tap in the award-winning Siren Craft Brew taproom, and the legendary Purple Turtle venue is a key part of Reading's thriving and eclectic nightlife scene.



Pictured: Explore 900 years of history at Reading Abbey Ruins, the medieval heart of the cult of St James in England. Opposite: Friends at the official starting point of the St James' Way. This 68-mile modern pilgrimage connects the historic Abbey Quarter to Southampton, where pilgrims once set sail for Spain.

Alternatively, you can experience a taste of Thailand at **Eatnua**, a new venue inspired by the country's buzzing street food culture, serving up authentic dishes from smoky Moo Ping skewers to comforting Boat Noodles. Right next door is the legendary **Purple Turtle** venue, a key part of Reading's vibrant nightlife. You can also visit **Siren Craft Brew**, which offers 28 local beers on tap in a purpose-built new tap room. After dinner, explore Reading's vibrant nightlife or check out the town's online cultural hub, [whatsonreading.com](http://whatsonreading.com), for the latest shows and events.

It's also the start of the St James' Way, the UK leg of the world-famous Camino de Santiago.



**Saturday: a day of history and adventure**  
**Morning: a King's legacy and a historic tapestry**  
 Begin your day in the historic Abbey Quarter. Here, the extensive **Abbey Ruins** tell a remarkable 900-year story. Founded by King Henry I – and his burial place – the quarter is a unique place where you can walk the grounds where Henry I was buried, where Jane Austen went to school, and where Oscar Wilde was imprisoned.



Pictured: The only full-size replica of the Bayeux Tapestry at Reading Museum. Below and opposite page: Find your next treasure on a day out exploring Reading's vibrant shopping centre and high street; Enjoy a delightful Afternoon Tea and riverside elegance aboard the charming Whittington Tea Barge while sailing on the River Thames.

IMAGES @ GREATWESTWAY.CO.UK; READING ABBEY RUINS AND STARTING POINT OF THE ST JAMES' WAY @ STEWART TURKINGTON; FAMILY AT READING MUSEUM ADMIRE THE BAYEUX TAPESTRY @ READING MUSEUM

No visit to Reading's historical core is complete without a trip to the hands-on, family-friendly **Reading Museum**. This year is particularly special, as it marks the 140th anniversary of the creation of the only full-size replica of the Bayeux Tapestry. The town is celebrating this moment with the Discover Reading's Norman Story angle, offering visitors a chance to learn about the tapestry's historical context, its links to the Norman original, and the incredible story of the 38 women from Staffordshire who stitched the replica 140 years ago. It's a fascinating insight into Britain's Bayeux Tapestry and a perfect morning discovery.

**Afternoon: canals, culture, and caffeine**

After your dose of history, take to the water. Reading is a waterways town, sitting at the junction of the River Thames and the Kennet & Avon Canal. You can stretch your legs along the Thames Path or embark on a **Thames River Cruise** circular tour. For a truly inspiring and classic experience, step aboard the charming

**Whittington Tea Barge** for a delightful Afternoon Tea on the Thames, a perfect moment of riverside elegance and indulgence. For a more active afternoon, watersports fans can hire a SUP or kayak.

When it's time for a break, head to Friar's Walk to find the newly opened independent coffee house, **1650 Coffee Co.** They serve exceptional, hand-crafted coffee





✦ Pictured opposite: Discover the surprisingly modern and engaging collections dedicated to food, farming, and the countryside at The MERL; Explore the rich local history and diverse heritage of the town at Reading Museum; Grab a bite and a drink at Blue Collar Corner, Reading's lively container street food village and biggest beer garden. This page: classic Italian-inspired cuisine at Carluccio's; The beautifully restored Edwardian Thames Lido.

alongside freshly baked pastries and indulgent cakes. This is more than just a daytime spot; as the day moves on, the venue transitions, offering a selection of coffee-inspired cocktails, making it a perfect pre-dinner stop.

For a change of pace, you could also visit **The MERL (The Museum of English Rural Life)**, the national museum dedicated to food, farming, and the countryside, with galleries, library, cafe, shop, and garden – a surprisingly modern and engaging museum experience, which is entirely free to visit.

**Evening: escape and dine**

Before dinner, test your problem-solving skills at **Dream Vault**, a brand-new addition to the town centre's entertainment scene offering an exciting range of escape rooms with a variety of themes and challenging new puzzles for teams of 2 to 6 to complete within 60 minutes.

For dinner, explore the countless options offered by Reading's rich and diverse communities, from well-known chains like **Carluccio's**, to quirky independents serving fine dining and global street food. Or try



Reading's own container street food village, **Blue Collar Corner**. It features 10 lines of craft beer, a Cocktail Club, regular events, and killer DJ sets, making it Reading's biggest and best beer garden in the summer and a covered, cosy, and heated destination in the winter. For a sophisticated fine dining experience, be sure to check out **The Reading Room Restaurant** at The Roseate Reading, an award-winning destination holding 2 AA Rosettes.

**Sunday: Leisure and Departure**

Start your final day by escaping to the **Thames Lido**, a hidden urban oasis tucked away by the river. Enjoy a Lido and Lunch/Dine package, which offers a uniquely historical and relaxing way to experience the town's connection to water. Between refreshing laps in the 25-metre heated outdoor pool, you can unwind in the sauna, steam room, and hot tub, fully immersing yourself in this beautifully restored Edwardian landmark.

If retail therapy is your preference, Reading has three major shopping centres and a pedestrianised high street jam-packed with household brands and independent retailers, the shopping experience rivals some of the bigger cities in the South East. For an alternative, cross the Thames and take a short walk to the trendy Caversham neighbourhood. This area is a local gem, bustling with independent stores and a diverse collection of eateries, including vegan specialists **Vegivores** and the award-winning **Clays Hyderabad** restaurant.

Before heading home, consider a scenic drive from Reading to explore the lovely Thameside villages or iconic destinations like Henley and Windsor, all of which are within easy reach. ✦



# The beat goes on!

Discovering the Great West Way's vibrant festival soundscape, from urban harbourside gigs to world music in stately parkland, as music fans seek a new spiritual home in Glastonbury's 2026 fallow year.



With the legendary fields of Worthy Farm taking their traditional year off in 2026, music fans across the country will be looking for a new spiritual home to experience the best of British live music. Fortunately, the historic and beautiful corridor of the Great West Way – stretching from Bristol to London – is perfectly positioned to step into the spotlight.

A journey along this route offers not just picturesque landscapes and heritage sites, but access to some of the UK's most diverse, thrilling, and unmissable music festivals. This year, trade in the Pyramid Stage for a road trip that puts you within easy reach of world-class headliners, family-friendly fun, and genre-defying spectacles.



**THE MAIN EVENT**  
**Reading Festival**

For a powerful injection of rock, indie, and hip-hop, the Reading Festival remains the gold standard, perfectly situated near the eastern end of the Great West Way. For decades, this has been the defining bank holiday weekend event for music's most established and emergent talent. Basing yourself in one of the charming towns along the Thames or utilising Reading's own blend of heritage and modern excitement as a stopover, the festival offers an energetic contrast to the tranquil canal paths and rolling hills of the Way. It's an essential pilgrimage for those who believe a great festival experience requires mosh pits, legendary sets, and a distinctly youthful buzz. However, Reading's music scene runs deeper, with two excellent smaller festivals providing a different experience. Look out for Are You Listening? on 9 May 2026, which showcases the next big bands across multiple town centre venues, and the intimate Down at the Abbey on 11-12 September 2026, which offers great bands set against the stunning backdrop of the Abbey Ruins.

**your electric journey to experience a timeless wonder**

# the Stonehenge tour

from Salisbury Rail Station & City Centre

on board commentary

Photo - VisitWiltshire.co.uk Photo - Ash Mills

buy tickets from

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- the driver
- online
- app

transfer onto the shuttle bus to get to the stones


[thestonehenge tour.info](http://thestonehenge tour.info)

## VISIT THE BIRTHPLACE OF FRANKENSTEIN

*Mary Shelley's*  
**HOUSE OF FRANKENSTEIN**  
BATH

**MUSEUM & ESCAPE ROOMS**



 **THE GLOBAL GATHERING**  
**Womad finds its sanctuary**

One of the most exciting developments on the 2026 festival calendar is the official announcement of the new home for Womad (World of Music, Arts and Dance). The festival, co-founded by Peter Gabriel, is moving to the stunning grounds of Neston Park, Corsham, Wiltshire, and is set to run from 23–26 July. This multi-day, family-friendly event is a true cultural phenomenon that celebrates music and art from across the globe – a place where you are just as likely to see an orchestra from Senegal as a renowned British folk artist.

The new location places Womad right in the heart of the Great West Way's most scenic countryside, close to the beautiful stone villages and historic sites like Lacock Abbey. As Peter Gabriel noted, the move to Neston Park, near the festival's own base at Real World Studios, felt like a "warm and welcoming home." The team has used the fallow year to regenerate the beloved festival based on audience feedback, promising an even better experience. In a world of increasing division, Womad stands as a vital "meeting place for all the world's cultures and dreams, built on mutual respect." This move presents a unique opportunity for travellers to blend a multi-day immersion in world culture with a restful base in the picturesque county of Wiltshire.



Pictured left: The Multi-talented Saxophonist Laura Misch brings her ethereal sonic creations in a mesmerising performance.  
Pictured above: Revelers of all ages enjoying their weekend at WOMAD, which will see over 150 artists perform from over 50 countries.  
Pictured right from top: Dynamite duo Defmaa Maadef bringing the sound of senegalese hip-hop and R&B to WOMAD. Tank & The Bangas thrilling crowds at WOMAD with their soul & funk extravaganza.



**THE GOLD STANDARD  
Cheltenham Jazz Festival**

Set in the elegant Regency surroundings of Cheltenham, the Cheltenham Jazz Festival celebrates its 30th anniversary from 29th April to 4th May 2026. Conveniently located just off the Great West Way's route, this world-renowned, six-day event is the gold standard for jazz, soul, and genre-crossing music in the South West. It presents a sophisticated, wide-ranging programme that features international headliners such as Jessie J, Van Morrison, and Joss Stone. It's an essential stop for those seeking world-class music, a

refined atmosphere, and a perfect cultural anchor for spring break. Double-Grammy-winning singer-songwriter Corinne Bailey Rae is the new Guest Curator, and don't miss the special orchestral performance by the Guy Barker Big Band & BBC Concert Orchestra to mark the centenary of the jazz icon. Based in the Festival Village at Montpellier Gardens, Cheltenham Jazz Festival 2026 will once again offer a diverse mix of special one-off performances, free events, workshops, family shows and late-night jams, alongside shows across town, including Cheltenham Town Hall and Hotel Du Vin.

**CITY VIBRATIONS**  
**Bristol Sounds**

The starting point of the Great West Way – the vibrant, creative city of Bristol – hosts the more urban and intimate festival experience of Bristol Sounds. Typically held in a stunning harbourside location, this event consists of a series of one-off concerts rather than a traditional multi-day campout. This year, the festival is set to run from June 23-28, offering a week of spectacular evening concerts. The 2026 lineup boasts an incredible mix of major international artists and local heroes, with headliners including

The Kooks, Super Furry Animals, The Streets, Orchestral Manoeuvres In The Dark, and Royel Otis.

The beauty of Bristol Sounds is its flexibility: you can combine a day of exploring Bristol's street art and maritime history with a spectacular evening concert featuring a mix of major international artists and local heroes. The atmosphere is electric, trading the sprawling chaos of a field festival for a focused, high-quality production set against the backdrop of the city's docks. It's the perfect way to anchor a Great West Way journey with a definitive cultural moment.



IMAGES @ GREATWESTWAY.CO.UK; MIKE MASSARO; SARAH LOUISE BENNETT; RYLEY MORTON; BRADLEY QUINN; ANIA SHRIMPTON; LESZEK GLASNER; ADOBE STOCK



**A NEW ROYAL LAUNCH**  
**Blenheim Palace**

Adding a touch of regal grandeur to the summer season is the brand new music festival launching at Blenheim Palace in Oxfordshire. The inaugural lineup is now confirmed, promising a truly spectacular affair set against the backdrop of this magnificent Baroque palace and its Capability Brown-designed parkland. Headliners include Pete Tong Ibiza Classics (Saturday 27th June), Alanis Morissette (Sunday 28th June), Teddy Swims (Tuesday 30th June), Katy Perry (Wednesday 1st July), and Michael Bublé (Saturday



4th July). This major cultural draw will perfectly complement the stately environment. Its proximity to the north of the Way makes it a luxurious, unmissable stop for anyone wanting to combine music with history, elegance, and perhaps a stay in one of the Cotswold-fringed villages nearby.

# A timeless experience by horse-drawn carriage

Step back in time with Rebecca Seear, daughter of a Windsor coachman, and discover the enduring magic of horse-drawn carriage rides in Windsor Great Park – a journey that beautifully preserves Victorian transport and rural crafts along the historic Great West Way – and a privately hosted guided estate experience of Windsor



In an age where speed and modernity often overshadow tradition, there are few experiences that so perfectly encapsulate the spirit of a place as a horse-drawn carriage ride through Windsor Great Park, alongside a guided estate experience. The rhythmic clip-clop of hooves on ancient pathways, the gentle sway of the carriage, and the magnificent sight of Windsor Castle appearing through the trees – it's a scene that transports you to a bygone era. For Rebecca Seear, whose family roots run deep within Windsor's coaching tradition, this isn't just a business; it's a vibrant, living legacy, a tangible connection to a past that continues to captivate and enlighten.

"It's about preserving a cherished piece of history," Rebecca explains, "and allowing people to experience Windsor in a truly authentic and timeless manner. However, the carriage forms just one part of our privately hosted days in Windsor, with a focus on experiencing the landscape, stories and way of life rather than just the carriage itself." Her dedication is not merely professional; it is profoundly personal. "I grew up on a working stable yard on the edge of Windsor Great Park, where both my mother and father trained horses for riding and driving. We lived above the stables – every morning began with the sound of hooves and the familiar scent of hay." This idyllic, almost pastoral upbringing fostered a deep, innate



connection to the very rhythm of this heritage. "From as young as two years old, I would climb onto the carriage beside my father or grandfather. At the time, it seemed ordinary, but looking back, I realise how rare and precious that life was."

The narrative of Windsor's horse-drawn carriages is inextricably woven into the town's rich historical tapestry. Its origins trace back to 1649, when Oliver Cromwell's Act of Parliament first sanctioned licensed hackney carriages in London. By 1687, Windsor had established its own dedicated taxi stand, swiftly embracing this burgeoning form of transport. The Victorian era brought considerable changes to Windsor's landscape, yet the special exemption granted to licensed taxis in 1848, allowing them continued access to The Long Walk, remains a unique privilege held by Windsor Carriages to this day. While other towns transitioned to motorised vehicles, Windsor's original licenses were never converted, thus solidifying their unparalleled link to this historic tradition and their continued access to the heart of the royal town.

Rebecca's family is central to this remarkable preservation. Her grandfather and father both drove carriages on the estate, with her father, coachman John Seear, taking the reins in 1974, having been tutored by George Paget, who, in turn, had learned the craft from a Victorian coachman. Today, Rebecca, working hand-in-





ALL THAT'S PRETTY ON INSTAGRAM: REBECCA



IMAGES HORSE-DRAWN CARRIAGE RIDE GUIDED TOUR © CRISPIN MOULD HORSE PHOTOGRAPHY. LADIES DRINKING BUBBLES IN CARRIAGE © INSTAGRAM: @ALL THAT'S PRETTY ON INSTAGRAM. REBECCA GROOMING © GREG CLARKE PHOTOGRAPHY. ROYAL WINDSOR CASTLE © ADOBESTOCK

hand with Head Coachman Jonathan Edwards, ensures this singular historical tradition not only survives but thrives. Jonathan's horses and family form the backbone of daily operations, augmented by trusted coachmen and their horses from across Britain for larger bookings. This multi-generational commitment guarantees the perpetuation of skills and stories, passed down through five generations, with ambitious plans to bring Windsor's historic Victorian Landau carriage back to the town in the coming years.

The path to preserving this legacy was not, however, a straight one for Rebecca. "It was simply a way of life," she reflects on her early years. "And when I stepped away from it in adulthood, I began to see how fragile and precious that life really was. I recognised how easily these traditions could disappear. That awareness stayed with me, and ultimately brought me back." Indeed, she admits to a period of rebellion against the lifestyle. "Yes – at one point, I quite literally ran away from it. As a teenager, I discovered cappuccinos and warm offices and thought, 'I'm never mucking out a stable again.'" She built a successful career, reaching the position of Head of Amazon Operations and spending years in the post-production world, living in Los Angeles and working in Hollywood.

But destiny, or perhaps a deep-seated pull of heritage,



intervened. "In 2015, I took one summer off to spend with my father on the carriage. That summer changed everything. I realised that while I'd achieved a lot, if I didn't take up the reins, this way of life might disappear entirely." It was a pivotal moment, a conscious decision to dedicate herself to something profoundly meaningful.

What does she love most about it now? "What I love most is creating a sense of wonder for our guests." This enchantment is undoubtedly amplified by her own intimate connection to the landscape. "Driving the same estate lanes I travelled as a child, passing the ancient trees I once climbed, and telling the stories passed down through generations – it all feels full circle. Windsor Great Park is not only beautiful; it's home."

Windsor Carriages specialises in fully hosted, day-long itineraries that immerse guests in the heritage and scenic beauty of Windsor. From intimate milestones to large-scale corporate hospitality for up to 96 guests, we focus on end-to-end event coordination rather than just the journey. Our 'Curated Royal Windsor Service' delivers an effortlessly orchestrated visit, where every transition is managed by a dedicated coordinator. While the iconic Long Walk provides the backdrop, the focus remains on the storytelling of our expert guides and the seamless hospitality provided throughout the day. With full weather protection and meticulous planning, we ensure your entire visit is as comfortable as it is memorable. ✨





# Cobblestones & Cream

From the bustling market squares of Wiltshire to the serene riverside east of the route, the Great West Way journey winds through England's finest heritage stops. Discover the most picturesque towns and charming, film-set villages this summer.



**A**t the very heart of the Great West Way lies the stunning landscape of Wiltshire, a county where rolling chalk downs meet ancient history, and the majority of our idyllic stops reside. But the charm doesn't stop there. Charming towns and villages are waiting across the entire route, so be sure to travel east to experience it all: whether you're seeking the riverside elegance of Henley-on-Thames, hunting for antique treasures in a traditional coaching stop like Hungerford, or stepping back in time for a classic pub lunch in the perfectly preserved stone lanes of Lacock, these destinations promise the perfect blend of English heritage and modern charm. Here are some of the most memorable towns to explore on your journey, each offering a distinct character.

## THE VALE OF PEWSEY

**Best for:** famous white horses, timeless countryside charm, and Wiltshire's oldest carnival

Nestled within the North Wessex Downs National Landscape, Pewsey is a stunning hidden gem in the heart of Wiltshire, where chalk downs meet a timeless countryside charm. This idyllic location is famed for its two magnificent White Horses carved into the hillsides and serves as the perfect base for immersion in rural English life. The village is a paradise for walkers, linking the market towns of Devizes, Marlborough, and Hungerford, with peaceful strolls along the Kennet & Avon Canal or more ambitious journeys along the 77-mile Pewsey Vale Circular Way, the Ridgeway, and the Mid-Wilts Way.

**Shops to pop into:** The village offers shops and art galleries.

**Afternoon tea stop:** For a cosy break, head to the Honeystreet Mill Cafe, which offers breakfast, lunch, and afternoon tea.

**Local highlights and connections:** Marvel at the giant Crofton Beam Engines, a triumph of Victorian engineering set beside the Kennet & Avon Canal, or step back in time at Wilton Windmill. For those interested in local mysteries, explore the Vale's intriguing connection to the crop circle phenomenon at the Crop Circle Visitor Centre & Exhibition. For a vibrant taste of local culture, be sure to visit in September to experience the Pewsey Carnival, the county's oldest and most colourful carnival, celebrating community spirit.

**Where to stay:** The Troutbeck Guesthouse & Red Lion Freehouse is an idyllic 18th-century 3 AA Rosette pub and restaurant that provides riverside accommodation, and The Crown & Anchor at Ham is a charming 19th-century 2 AA Rosette country inn featuring oak-panelled interiors, flagstone floors, and individually designed ensuite bedrooms named after local farms.

## MARLBOROUGH

### Best for historic high street and upscale shopping

Set in the rolling countryside of rural Wiltshire, within the North Wessex Downs National Landscape, the historic market town of Marlborough boasts one of the country's widest and most impressive high streets. Lined with characterful buildings, many dating back to the 17th century, the town blends ancient myth, such as the mysterious Merlin's Mound at Marlborough College, with a distinctly sophisticated, modern charm. Its proximity to the vast Savernake Forest and the ancient Avebury Stone Circle makes it a fantastic central base for exploring.

**Boutique browsing and café culture:** Marlborough's wide High Street is a destination in itself, boasting a chic café culture and a quality mix of high-end independent boutiques, well-known brands, and specialist shops, making it an excellent spot for retail therapy. For a leisurely stop, choose a classic patisserie or a dedicated tea room right on the High Street to enjoy a delightful

afternoon tea from a window seat and watch the world go by.

**Local highlights:** For a taste of local culture and history, be sure to visit The Merchant's House, a stunning restoration of a 17th-century silk merchant's home. You can also discover the historic St Peter's Church, Marlborough, which now serves as an arts and community centre. The town is also associated with various vibrant summer school initiatives and offers modern entertainment at The Parade Cinema.

**Where to stay:** For a luxurious and local stay, check into the kingsbury 7even / 8ight, a sumptuous designer boutique hotel-style B&B with beautifully and individually interior-designed rooms that raise the benchmark for accommodation in the town. Other options include the comfortable DoubleTree by Hilton Swindon, a short drive away in the nearby town of Swindon, or, for an indulgent retreat, the Monkey Island Estate is a luxurious choice further afield in Bray, Maidenhead.



## LACOCK

### Best for film locations, the historic abbey and traditional pubs

This impossibly picturesque National Trust village in Wiltshire is instantly recognisable, having been used as a filming location for countless period dramas, including Downton Abbey, and films such as Harry Potter and Fantastic Beasts. The village is dominated by the magnificent Lacock Abbey, Fox Talbot Museum & Village, which blends medieval cloisters with a stunning country house. It offers a tranquil space, perfect for photography enthusiasts and fans of historical filming locations, and is one of the most perfectly preserved villages in the country.

**Shops to pop into:** The village retains a wonderful collection of small, unique independent shops and studios, perfect for picking up a unique souvenir or a locally made craft item. Pop into the local deli for artisan

goods or the bakery for a fresh, rustic treat to enjoy on the picturesque stone streets.

**The historic taverns of Lacock:** After exploring the ancient cloisters of Lacock Abbey and the picturesque stone streets of this National Trust village, there is no more perfect finale than stepping back in time by retiring to one of its historic taverns. The Red Lion and The George Inn are prominent, traditional establishments, serving up the best of Wadworth ales within a truly atmospheric setting. Settle into the 14th-century The George Inn on West Street, where you can warm yourself by the enormous medieval fireplace beneath original wooden beams – a living museum with a pint. Alternatively, enjoy the intimate, candlelit ambience of The Red Lion, a beautiful 200-year-old Georgian coaching inn on High Street. Both pubs offer a quintessential taste of Wiltshire village life, both serving their famous 6X ale - a perfect alternative to a cream tea after a long walk.



## CORSHAM

### Best for film locations and golden stone architecture

Instantly recognisable by its stunning, honey-hued Bath Stone buildings, Corsham is a truly beautiful market town that has served as a filming location for numerous period dramas, making it a star in its own right. Corsham Court, a magnificent stately home and parkland, sits on the edge of the town centre and adds to its heritage charm. This elegant town is a rewarding stop on the Great West Way, offering a blend of historic grandeur and a peaceful, relaxing atmosphere. Wandering its picturesque streets, you may even encounter one of the town's famous resident peacocks! Discover more of Corsham's history at the 17th-century Almshouses and Schoolroom, or alternatively visit the Pound Arts Centre for contemporary art exhibitions, live music, comedy, and theatre.

**Boutique browsing and delicious dining:** The compact town centre is perfect for a leisurely stroll, where you can discover unique, independent shops selling carefully curated homewares, bespoke clothing, and gifts. Stop and get a bite to eat from one of the town's restaurants, cosy cafes, or distinctive pubs – perfect for a classic roast dinner and pint.

**Where to Stay:** For those looking to extend their stay in this delightful area of Wiltshire, Corsham offers a number of luxurious accommodation options. Consider the award-winning Methuen Arms, situated on the High Street. This historic Georgian coaching inn has a range of newly refurbished boutique bedrooms, alongside an excellent pub and beer garden. Alternatively, Corsham House, a wine-led townhouse from the Beckford Group opens in summer 2026, offering 14 beautiful bedrooms, social brasserie dining, and a Beckford Bottle Shop.

## CHIPPENHAM

### Best for: Riverside walks, and a blend of old & new

A bustling and expanding town, Chippenham is a perfect gateway to the Great West Way. Located on the mainline rail route just 10 minutes from Bath and near the M4, it is an accessible hub that masterfully combines the ancient and the new. It maintains a charming historic centre, featuring medieval gems like the timber-framed Yelde Hall and a mixture of half-timbered and stone-built structures, all set beside the beautiful River Avon. With the country's greatest houses and historic villages like Lacock and Castle Combe on its doorstep, it's an idyllic location to stop, enjoy the river environment, and begin a journey. You can also explore the beautifully maintained parks, such as Monkton Park along the river, for a restful break.

**Shops to pop into:** Visit a cafe or hotel in the town centre for a well-deserved afternoon tea, offering a moment of relaxation amidst a day of exploration

**Afternoon tea stop:** Enjoy a scrumptious homemade Afternoon Tea at The Best Western Angel Hotel, or for a cake counter of traditional favourites like coffee and



walnut cake, lemon drizzle and Victoria sponge, head to The Harvest Coffee Shop.

**Staying overnight?** If you would like to extend your visit in this town, there's a mix of convenient and intimate stays, choose from a central base like the Best Western Plus Angel Hotel, a cosy, traditional hideaway like Baker's Cottage or nearby classic inn, The Pear Tree.

**Did you know?** The GWR Rail Link service, featuring the Faresaver 95a bus from Chippenham, offers a sustainable, car-free connection to Castle Combe to reduce traffic pressure on narrow village roads. Upgraded messaging, "Keep Castle Combe car free. It's better by bus," aims to encourage public transport use, complementing the renovated Chippenham station forecourt.





## HUNGERFORD

### Best for antiques and traditional coaching town

This charming Berkshire market town retains the air of a traditional coaching stop and is now perhaps best known as a centre for antique collectors and bargain hunters. The High Street is lined with beautiful old buildings, creating a picturesque setting for a leisurely day out. Beyond its shops, the town celebrates a unique piece of history with Hocktide, a historic festival that dates back to the Middle Ages, adding a fascinating cultural layer to the town's traditional appeal.

**Shops to pop into:** Hungerford is a must-visit for its numerous antique shops, collective centres, and vintage stores, offering hours of fascinating browsing for unique finds and treasures.

**Afternoon tea stop:** The town is dotted with classic, cosy tea rooms that offer a welcoming respite and traditional afternoon tea service. Be sure to seek out The Tutti Pole for a traditional experience or the popular Afternoon Tea at Cobbs Farm Shop Hungerford, with the nearby Cobbs Farm Shop & Kitchen, Hungerford also offering delicious local produce.

**Local highlights and connections:** The Kennet and Avon Canal passes through the town, providing picturesque waterways for exploration. You can visit the historic Hungerford Wharf to see the boats and enjoy the canal atmosphere. For a truly unique experience, consider a trip with the Kennet Horse Boat Company, which offers horse-drawn barge trips along the canal.

**Where to stay:** Hungerford provides a charming base for your travels. For a welcoming stay, the Queens Arms offers comfortable accommodation and dining. For self-catering options in West Berkshire, the convenient Herongate Apartments provide a comfortable home away from home.

## PROTECTING THE HERITAGE OF CASTLE COMBE

In our role supporting the preservation of the iconic landmarks along our route, Great West Way is committed to the preservation of Castle Combe. This protected conservation area is a delicate environment, and we ask our readers to join us in protecting its future by visiting mindfully. To mitigate overcrowding, please consider visiting only during off-peak periods, such as quiet winter mornings. To protect the local flora and ensure the village remains accessible, visitors are required to use the upper car park and remain on marked footpaths at all times. We also kindly ask that you strictly respect the privacy of the residential cottages and their inhabitants. While you are exploring, you can support the local economy by dining at The White Hart, the Old Stables Coffee Shop, or the Bybrook restaurant. For those staying overnight, The Manor House and The Castle Inn offer a warm welcome. By limiting the scale of your visit and supporting these local businesses, you play an essential role in the ongoing maintenance of this historic site.



## BRADFORD ON AVON

### Best for riverside beauty, historic architecture, and independent boutiques

Nestled in the Avon Valley, this stunning Wiltshire market town is an enchanting blend of Elizabethan and Jacobean architecture, all perfectly framed by the River Avon and the Kennet & Avon Canal. It is a place made for wandering, from the tiny weavers' cottages and medieval barns to the iconic stone bridge with its original Norman chapel. The steeply rising streets reveal a new, honey-coloured stone building at every turn. The town is also a perfect base for outdoor fun, whether exploring the Dorothy House Interactive Nature Trail or planning a summer visit around the popular Iford Manor Jazz Festival.

**Shops to pop into:** The town is a haven for independent shopping. Wander the weaving side streets, including The Shambles, Lamb Yard, and Market Street, to discover antique shops, local art galleries, and small boutiques offering unique crafts and gifts for a special souvenir or a

one-off find. Key spots include Ex-Libris Book Shop, The Cheese Shop, and gifts at Cloud and Cove. For fashion, try Sassy and Boo or Secondhand Rose, and for local crafts, visit Handmade BoA.

**The quintessential cream tea:** After a morning spent exploring the historic streets and canals, there is no more perfect finale than a classic Wiltshire cream tea. Bradford on Avon is famous for its charming tea rooms. For an elegant experience, time seems to stand still at Woolley Grange Hotel, a beautiful Jacobean manor where afternoon tea is served with fine china and freshly baked patisserie - they even offer a fun Children's Afternoon Tea. Alternatively, enjoy the traditional, award-winning charm of The Bridge Tea Rooms or grab a waterside snack from The Kennet and Avon Canal Trust Cafe for a classic scone with clotted cream and jam.

**Top places to stay:** Woolley Grange Hotel, Church Farm Country Cottages, Cumberwell Country Cottages, and Guyers House Hotel and Restaurant.



## TROWBRIDGE

### Best for industrial heritage and cultural hub

Trowbridge is a vibrant Magna Carta town (and the county town of Wiltshire). Once the wealthiest town in the West of England, its legacy is beautifully preserved in 361 Listed buildings, including many former cloth mills and one of only two remaining Teasel Houses in the country. You can explore this past at the Trowbridge Museum, housed in the historic Home Mills, which offers an immersive journey through over a millennium of local history. This elegant town is also a hub for entertainment, with The Civic Trowbridge standing as a beacon for arts and entertainment, hosting a dynamic calendar of live music and theatrical performances.

**Shops to pop into:** The town offers a vibrant mix of shopping with both a modern retail park and historic shops in the older parts of town, including the state-of-the-art leisure centre and cinema complex.

**Afternoon tea stop:** The town's historical buildings often house welcoming tearooms where you can enjoy a classic cream tea in a charming setting.

**Local highlights and connections:** Trowbridge boasts an array of green spaces, including the beautiful Town Park and wildlife havens such as Biss Meadows. A key



local landmark is the beautifully restored Georgian manor, Parade House which hosts the Jane Austen Festival of Bath each year. For garden lovers, a visit to the nearby The Courts Garden – National Trust is highly recommended for its intimate, captivating atmosphere. Trowbridge's central location makes it a fantastic base for exploring the wider region, with excellent transport links, including direct trains to London, and easy access for day trips to iconic sites like Bath, Stonehenge, and Avebury.

## MALMESBURY

### Best for ancient history and a vibrant town centre

As England's oldest borough, the hilltop town of Malmesbury in Wiltshire is a must-see destination on your Great West Way journey. Known for its 12th century origins and stunning architecture, Malmesbury Abbey stands proud at the top of the town and is still very much in use today. The town's unique position, perched above the River Avon, provides picturesque views of the surrounding countryside, blending a lively town centre with a sense of ancient peace. Malmesbury is an ideal base for a longer stay, with easy walking and cycling routes to explore other parts of Wiltshire and excellent transport links to the Cotswolds, Bath and Bristol.

**Where to stay:** You'll find a range of welcoming places to eat, drink and stay, from prestigious and characterful hotels to historic pubs and quaint B&Bs. For a truly historic experience, The Old Bell, centrally located next to the Abbey, is reputedly the oldest hotel in England,

dating back to 1220. Just a short trip from Malmesbury, the village of Crudwell offers a rural retreat at Pettifers Freehouse Hotel (16thC Veterinary Apothecaries conversion), known for its contemporary menu using locally sourced ingredients, along with The Rectory Hotel and more informal dining at its sister pub The Potting Shed.

For a luxurious experience, the renowned Whatley Manor Hotel and Spa at nearby Easton Grey has a Michelin-starred restaurant and brasserie, elegant suites and bedrooms and an award-winning spa offering various restorative treatments. Indulge in an afternoon tea: no visit to this quintessential English market town is complete without an indulgent cream tea. Lally's Tea Rooms on the High Street offers delicious tea, finger sandwiches and cakes in a traditional tea shop setting, and at the Old Bell you can experience a full afternoon tea experience with a sweet and savoury delights, and freshly baked scones with strawberry jam and cream.



## CALNE

### Best for connections to the past and heritage trails

With roots stretching back to Anglo-Saxon times, Calne offers a fascinating glimpse into Wiltshire's past. The town is famous for its Heritage Trail, which guides you through significant spots including its historic role in curing the famed Wiltshire Ham. Visitors can enjoy a stress-free start to their trip with 2 hours of free parking in the Church Street car park all year.

**Shops to pop into:** The centre provides a solid selection of practical and independent shops, focusing on local services and small, friendly businesses that cater to the community and visitors alike.

**Afternoon tea stop:** After exploring the heritage trail, look for a welcoming coffee shop or café right in the town centre for a simple, comforting tea and cake. For a grander treat, consider the beautiful setting of Afternoon

Tea at Bowood House & Gardens or the peaceful atmosphere of the Stables Restaurant and Treehouse Cafe.

**Local highlights:** Calne is an excellent base for discovering nearby Wiltshire attractions. Just a short drive away, you can spend a day exploring the magnificent gardens and grounds of Bowood House & Gardens. For those with a love of classic vehicles, the Atwell-Wilson Motor Museum offers a charming collection of vintage cars, motorbikes, and other memorabilia.

**Where to stay:** The area offers a range of places to stay for a peaceful stay. For a self-catering luxury escape, Cherry Tree Barn is a wonderful option; this 2-bedroom holiday barn provides a peaceful location with stunning views and plenty to do on the doorstep, including access to a heated swimming pool and tennis court. Another option is the classic charm of The White Horse Inn.



# Discover Bowood House & Gardens



## Open 27th March - 1st November 2026

### Things To Do

Bowood House | Adventure Playground | Arboretum  
Walled Garden | Terrace Garden | Woodland Garden  
Lake | Cascade | Caves

Guided Tours & Group Rates

### Events

Kids Activities | Garden Tours | Creative Workshops  
Music | Sport | Theatre

[Book Online](#)



**Greenlands Hotel**  
at  
HENLEY BUSINESS SCHOOL



## Riverside Hotel on the Thames

The Greenlands Hotel is set within the 30 acre Henley Business School Estate in the beautiful Oxfordshire countryside along the Great West Way, providing well-appointed accommodation, fine dining or afternoon teas on the banks of the River Thames, ideal for group travel or individuals.

Henley Business School, Henley-on-Thames, RG9 3AU  
[info@venuehenley.com](mailto:info@venuehenley.com) | 01491 418 854 | [venuehenley.com](http://venuehenley.com)



100 Bed Hotel

Riverside Gym

Afternoon Tea

Private Dining & Restaurant

Beautiful Riverside Setting

Complimentary Parking  
(Vehicle or boat!)



**WINDSOR**

**Best for Royal river views and quaint village life**

Located in Berkshire, just a short distance from the historic magnificence of Windsor Castle and Eton College, Windsor offers a serene village escape along the River Thames. This peaceful, residential stop on the eastern end of the Great West Way perfectly blends a quiet atmosphere with beautiful riverside scenery and a strong, centuries-old connection to royal history. The wider Royal Borough of Windsor and Maidenhead is often thought of as 'London's Country Estate' – a relaxing haven that makes Windsor an ideal, tranquil base for exploration.

**Shops to pop into:** The village offers local, independent shops for everyday needs, but for a unique browsing experience, visitors should head to the surrounding area for antique shops and local farm produce.

**Afternoon tea stop:** Find a charming, historic pub or a small cafe along the riverbanks for a traditional cream tea, offering a moment of quiet indulgence away from the bustle of the nearby major attractions.



**Nearby Royal highlights:** While Windsor is a peaceful retreat, it puts you within easy reach of world-class attractions in the Royal Borough. For a royal spectacle, no visit is complete without exploring Windsor Castle, the world's oldest and largest inhabited castle, and witnessing the historic Changing of the Guard ceremony.

**DEVIZES**

**Best for canal views and market town life**

Located centrally in Wiltshire, Devizes is an authentic market town famous for its historic market place and for sitting right on the Kennet and Avon Canal. The town offers a rich architectural history, with over 500 listed buildings. The canal is central to life here, and visitors should not miss the breathtaking engineering marvel of the Caen Hill Locks. You can delve into the area's fascinating past at the Wiltshire Museum, or learn more about the waterway's role in the region at The Kennet and Avon Canal Trust and the Canal & River Trust.

**Shops to pop into:** The town has a vibrant, local feel, with a strong emphasis on antique stores, local produce markets, and gift shops.

**Afternoon tea stop:** Enjoy a break at a traditional tea house or a cafe by the canal to enjoy views of the passing narrowboats. The Devizes Wharf Tearooms offers a perfect spot to indulge in a cream tea right by the water.

**Where to stay:** Devizes and the surrounding Kennet area offer a range of accommodation to suit all tastes. For historic town-centre stays, consider the characterful The Black Swan in Devizes or The Bear Hotel in Devizes, both full of Wiltshire charm. For those looking for a rural escape, options nearby include the rustic comfort of Cliffe Farm Dairy or the unique experience of Mill Farm Glamping. For travellers with their own setup, the Devizes Camping and Caravanning Club Site is an ideal base for exploring the area.

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# Gardens and outdoor art

Whether it's the ancient lines of a chalk figure, a stunning Palladian vista, or the vibrant flash of street art, the Great West Way offers some of Britain's best gardens and outdoor creative spaces, each a canvas for a stunning photograph.



The Great West Way offers a wealth of beautiful gardens and unexpected outdoor art to explore, turning your journey from Bristol to London into an open-air gallery. This summer, step off the beaten track and discover masterpieces carved from stone, cultivated in earth, and sprayed onto urban walls.

## Wiltshire's heritage and landscape

In the picturesque county of Wiltshire, a journey to **Stourhead** is essential. This world-famous National Trust landscape garden, inspired by the paintings of classical masters, features a magnificent lake, classical temples, and an incredible collection of rare trees. For a touch of history alongside natural beauty, readers could discover the serene grounds of **Lacock Abbey, Fox Talbot Museum & Village**. Its ancient cloisters and grounds offer a tranquil space, perfect for photography enthusiasts – it is the very birthplace of the negative/positive photographic process and a popular filming location for Harry Potter and Downton Abbey.





Explore the diverse beauty of the National Trust's properties, including the magnificent landscapes and grounds of **Dyrham Park**, **Barrington Court**, **Mompesson House** (now featuring a new exhibition room and refreshed tearoom opening), **Montacute House**, **Newark Park**, **The Courts Garden**, and a short detour off the route, **Tintinhull Garden**. Each offers a unique vista, from stunning Palladian views to tranquil, intimate walled spaces.

For a dose of history, visit the ancient stone circle at **Avebury** (National Trust) or the monumental Chalk Figures carved into the hillsides, such as the **Westbury White Horse**, the **Bulford Kiwi** in Wiltshire, and the majestic **Uffington White Horse** (just north of the route in Oxfordshire). These powerful, ancient artworks offer an unparalleled connection to the land's history and make for spectacular day trips. No journey through the Wiltshire landscape is complete without a pilgrimage to **Stonehenge**.



Step back in time at the **Chalke History Festival** (22–28 June).

Experience a week-long celebration of the past featuring world-class talks, fiery debates, and an immersive living history encampment. Look to the skies for a spectacular historic air display and wander through centuries of heritage in the heart of the Wiltshire countryside. It's history like you've never seen it before.





Did you Know?  
Stonehenge and Avebury, two of Britain's most famous and important prehistoric sites, will celebrate a major milestone in November 2026: their 40th Anniversary of being officially inscribed as a UNESCO World Heritage Site!



Plus, don't miss the launch of the Stonehenge Explorer Tour, a unique, expert-led journey from English Heritage that takes you deep into the heart of the world's most famous prehistoric landscape. This exclusive experience offers the rare opportunity to step up-close inside the stone circle for a fascinating hands-on conservation check, revealing the secrets of these ancient pillars like never before. It's an unmissable chance for history lovers to explore the wider world of Stonehenge through the eyes of the experts who know it best.

More than just a stone circle, Stonehenge is a monumental, prehistoric marvel standing as one of the world's most iconic and mystical landmarks. To witness the sheer scale and ancient precision of the sarsen and bluestones, standing sentinel on the plain, is to feel an unparalleled connection to a past steeped in ritual and mystery. The wider **Wiltshire Stonehenge landscape** (National Trust) itself is a breathtaking piece of ancient outdoor art, offering an essential and awe-inspiring experience for any traveller.

Don't miss **Bowood House & Gardens** for its famous Capability Brown parkland, home to a dramatic cascade waterfall and a historic tree collection. The beautiful Georgian house sits in 2,000 acres of Lancelot

'Capability' Brown-designed parkland, which includes a picturesque lake and exceptional gardens. Often used as filming location for period dramas such as Downton Abbey, Poldark and Sanditon, Bowood has been home to the Lansdowne family since 1754. The Estate is owned and managed by the Lansdowne family, custodians of Bowood for over 250 years.

Spend the day exploring the gardens and arboretum or extend your stay with a short break at the charming countryside resort hotel. Bowood House & Gardens also offers an extensive Adventure Playground with a pirate ship, treetop aerial walkways, zip wires, slides and jumping pillows.

You can also visit the charming, historic **Wilton**



"More than just a stone circle, Stonehenge is a monumental, prehistoric marvel standing as one of the world's most iconic and mystical landmarks."

**Windmill** – the only working windmill in the Wessex region. Built in 1821, Wilton Windmill is set high in the North Wessex Downs Area of Outstanding Natural Beauty with spectacular views over the surrounding countryside. The windmill is open for guided tours on every Sunday from Easter Sunday, to the last Sunday in September between 2pm and 5pm. Visitors can also enjoy refreshments at the shepherd's hut shop, as well as the chance to buy flour ground at the onsite granary. It's a fabulous dark sky area around the mill if you fancy watching the stars on a clear night.

**Bath's architectural beauty**

The **American Museum & Garden** provides a cultural twist to the British garden experience, featuring a

stunning replica of George Washington's garden and an impressive outdoor sculpture park. Also in Bath, visitors should plan a trip to **Prior Park Landscape Garden**, set in the sweeping valley above Bath is Prior Park, a beautiful and intimate 18th-Century landscape garden offering stunning views across the city. Embark on a 6-mile circular route exploring stunning woodlands and meadows, featuring historic displays including an Iron Age hill fort, Roman settlements and much more... where they can discover the famous Palladian Bridge, one of only four in the world. From the bridge, you can enjoy stunning, sweeping views of the city.

Alternatively, head to the **Bath Skyline Walk**, a beautiful six-mile National Trust route that combines natural landscapes with a sense of escape right on



"Built in 1821, Wilton Windmill is set high in the North Wessex Downs Area of Outstanding Natural Beauty with spectacular views over the surrounding countryside."



the city's doorstep, offering panoramic views of the Georgian architecture below. The entire city, with its distinctive honey-coloured stone, feels like a piece of outdoor sculpture itself.

**Bristol's Urban Canvas**

Moving to the vibrant city of Bristol, step into the green tranquillity of **Royal Fort Gardens**, a quiet oasis that showcases striking outdoor sculptures and installations, including the geometric Torus. The **University of Bristol Botanic Gardens** also provides a beautiful, curated outdoor space to explore, with collections that chart the evolution of plants. For a rewarding architectural climb, ascend the iconic **Cabot Tower** in Brandon Hill Park for a stunning 360-degree canvas of the city below. For a more urban and contemporary art discovery, take a tour of the city's legendary **Street Art and Banksy Paintings**. These tours, often led by local experts, offer a guided walk through the ever-changing landscape of modern art, where every corner holds a new, politically charged, or playful masterpiece by the city's most famous, anonymous son. A short drive away, the Neo-Classical



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**Beckford's Tower** near Bath provides another dramatic, architectural high-point for viewing the beautiful surrounding landscape.

#### Royal and Eastern Gardens

The Berkshire area offers royal-grade outdoor experiences. Head to **The Savill Garden** within **Windsor Great Park** to discover an ornamental masterpiece, famous for its incredible seasonal displays, particularly its vibrant National Collection of Kniphofia (Red Hot Pokers) and magnificent summer roses. There's also **Basildon Park**, a stunning National Trust property where readers can explore the rolling chalk-downland views and peaceful parklands surrounding the historic house. To round out the eastern end of your journey, consider a stop at **Hampton Court Palace**. While officially just beyond the route's boundary, its spectacular grounds are an unmissable piece of the region's outdoor gallery.

The view of the palace, where the contrasting red brick of the Tudor and Georgian facades meets the stunning, vibrant geometry of the Colorful Sunken Gardens, offers one of the most iconic photographic and artistic vistas in the country. It is a powerful blend of royal history and meticulous horticultural design, perfect for a final, grand impression.

Closer to London, explore the formal gardens and historic architecture of **Syon Park**, home to the stunning Great Conservatory, an architectural masterpiece of glass and iron. For a more historical and monumental outdoor experience, visit **Apsley House** (English Heritage) and the nearby **Wellington Arch** (English Heritage). Further east towards London, consider the outdoor spring/summer exhibitions such as those featuring Henry Moore's sculptures at **Kew Gardens**, blending world-renowned botanical beauty with 20th-century artistic genius. ✨

Bradford on Avon sits in the stunning Avon valley in Wiltshire, just a few miles from the World Heritage City of Bath.



With its river, canal and distinctive historic buildings, the town is brimming with character. From tiny weavers' cottages to medieval barns, ancient places of worship, winding alleyways and beautiful green spaces. It's a town made for wandering, with something new to discover around every corner.



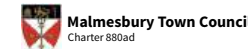
Explore BOA visitor centre: 01225 865797  
[bradfordonavon.co.uk](http://bradfordonavon.co.uk)



## DISCOVER THE HISTORIC, CHARMING MARKET TOWN OF MALMESBURY

Home to arts, festivals, music events, a stunning 12<sup>th</sup> Century Abbey, the Athelstan Museum, river walks, independent shops, cafés, restaurants, pubs and bars and wonderful places to stay – including England's oldest hotel dating back to 1220.

**Malmesbury is perfect for an afternoon visit, day trip, weekend break or fascinating longer stay. In fact, you may never want to leave...**



Sunday Times  
 best place to live in  
 the South West  
 2026

For more information visit  
[www.discovermalmesbury.life](http://www.discovermalmesbury.life)

@discover.malmesbury

@malmesburylife

# This Way for a Journey Through Time

*The Great West Way weaves through  
the timeless county of Wiltshire.  
The Ancient Briton, Romans, Normans and  
Saxons have all left their mark.  
Now it's time for you to follow in  
their footsteps.*



It's Time for Wiltshire  
[www.visitwiltshire.co.uk](http://www.visitwiltshire.co.uk)



# A journey for every pace

Embrace the rhythm of the English countryside:  
From the meditative pace of the towpath to the  
exhilaration of the open road, find a journey that fits  
your soul. Slow, cycle, or sail - choose your perfect  
pace on the Great West Way





The Great West Way is not a mere line on a map; it is a corridor of discovery, an ancient path that stretches through the very heart of southern England. In an age of relentless speed, this journey from London to Bristol offers a rare luxury: the freedom to choose your own rhythm. The true magic of the Great West Way lies in its versatility, inviting you to trade the rush of the motorway for the meditative clip-clop of a towpath, the exhilarating push of a pedal stroke, or the quiet glide of water. To genuinely connect with this landscape of rolling chalk downs, historic waterways, and golden stone villages, you must slow down and find your perfect pace.

**Best for Boating & Slow Travel: The Canal Escape**

If your soul yearns for a tranquil escape and a different perspective on heritage, the Kennet and Avon Canal offers the ultimate slow-travel sanctuary. This is a pace of life measured in passing swans and the methodical turn of a lock-gate key. By renting a narrowboat for



a weekend or a week, you step into a floating country cottage, disconnecting from digital noise as you are serenely towed through stunning countryside.

The canal itself is a masterpiece of Georgian engineering, with the Caen Hill Locks near Devizes standing as a magnificent, twenty-nine-step marvel that demands a rewarding day of effort and teamwork. This is where the journey becomes the destination, guiding you through peaceful, lesser-known towns and villages that exist in a world apart. The narrowboat experience provides a profound sense of peace – a chance to watch the world unspool at four miles an hour, where your only commitment is to the setting sun and the gentle murmur of the water. Look to companies like Sally Narrowboats or Anglo Welsh for an unforgettable way to truly live on the Great West Way.

**Best for Cycling: Multi-Day Trails and Forest Rides**

For those who seek a more invigorating connection with the landscape, the Great West Way is a premier destination for two-wheeled adventures. Cycling here is not just about covering distance; it is about traversing history. The routes cater to every ability, from gentle, multi-day itineraries along the Kennet and Avon Canal, where flat towpaths lead to charming waterside pubs, to the more challenging ascents into the Wiltshire Downs.

The most exhilarating rides marry wild open countryside with prehistoric wonder. Recommended cycling companies, such as the newly re-named Wild MTB Adventures (formerly New Forest Cycling Tours) and Able & Fox Tours Ltd, specialise in tailoring guided or self-guided experiences that perfectly combine the physical challenge of the ride with stopovers in charming towns along the route. One of Wild MTB Adventures mountain bike rides begins near the spire of Salisbury Cathedral, soon climbing onto old drove roads above Cranborne Chase. The trail then guides you through ancient woodland and across the vast openness of Salisbury Plain, where you pass the Bronze Age burial mound of Bush Barrow before the unmistakable, towering silhouette of Stonehenge appears on the horizon. Further north, other trails begin beside the canal at the village of Honeystreet, climbing onto the sweeping hills of the North Wessex Downs. Here, you cycle along The Ridgeway – Europe’s oldest road – before descending into Avebury, home to its immense stone circle. These are journeys through a landscape shaped by 5,000 years of human history, felt most viscerally on two wheels.



### Best for Walking & Guided Tours: History on Foot

To truly absorb the spirit of a place, there is no substitute for walking. On foot, history is tactile, and the countryside becomes an intimate, sensory experience. The Great West Way is crisscrossed with scenic paths and historic trails, with a number of specialists dedicated to turning a simple walk into a profound historical journey.

Foot Trails, co-founded by Alison and David Howell, has perfected the art of the self-guided, inn-to-inn walking trip. Their 'Bath & The Avon Valley' hiking trip is the gold standard for blending a city break with a rural escape. Over six nights, the journey celebrates the beautiful connection between Bath's Georgian grandeur and the surrounding countryside.

The trail begins in the charming town of Bradford on Avon, guiding you along the River Frome and through quintessential English villages. Highlights include stops at a magnificent 12th-century castle and a tucked-

away gem of a manor house with gorgeous Italianate gardens. A key part of the experience is the service: you are guided by detailed, step-by-step waterproof trail guides that also reveal the history and stories of the area, and your luggage is transported ahead of you each day. This allows you to walk with only your essentials, culminating each afternoon at a characterful country inn for a celebratory dinner and a well-earned rest.

As you walk, you move from the tranquillity of the Avon Valley to the splendour of the city, arriving on foot at a hotel in a magnificent Georgian townhouse. Your final days take you back into the stunning countryside, perhaps taking in an ancient longbarrow dating back to 3800 BC before returning home. Whether you choose a structured day trip like The Stonehenge Tour (Go South Coast), a city focus with Walk the Thames, or a deep dive into heritage with In and Beyond Bath or Britain's Best Heritage Tours, walking on the Great West Way provides an essential dose of local history and heritage.

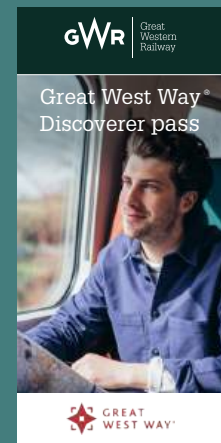
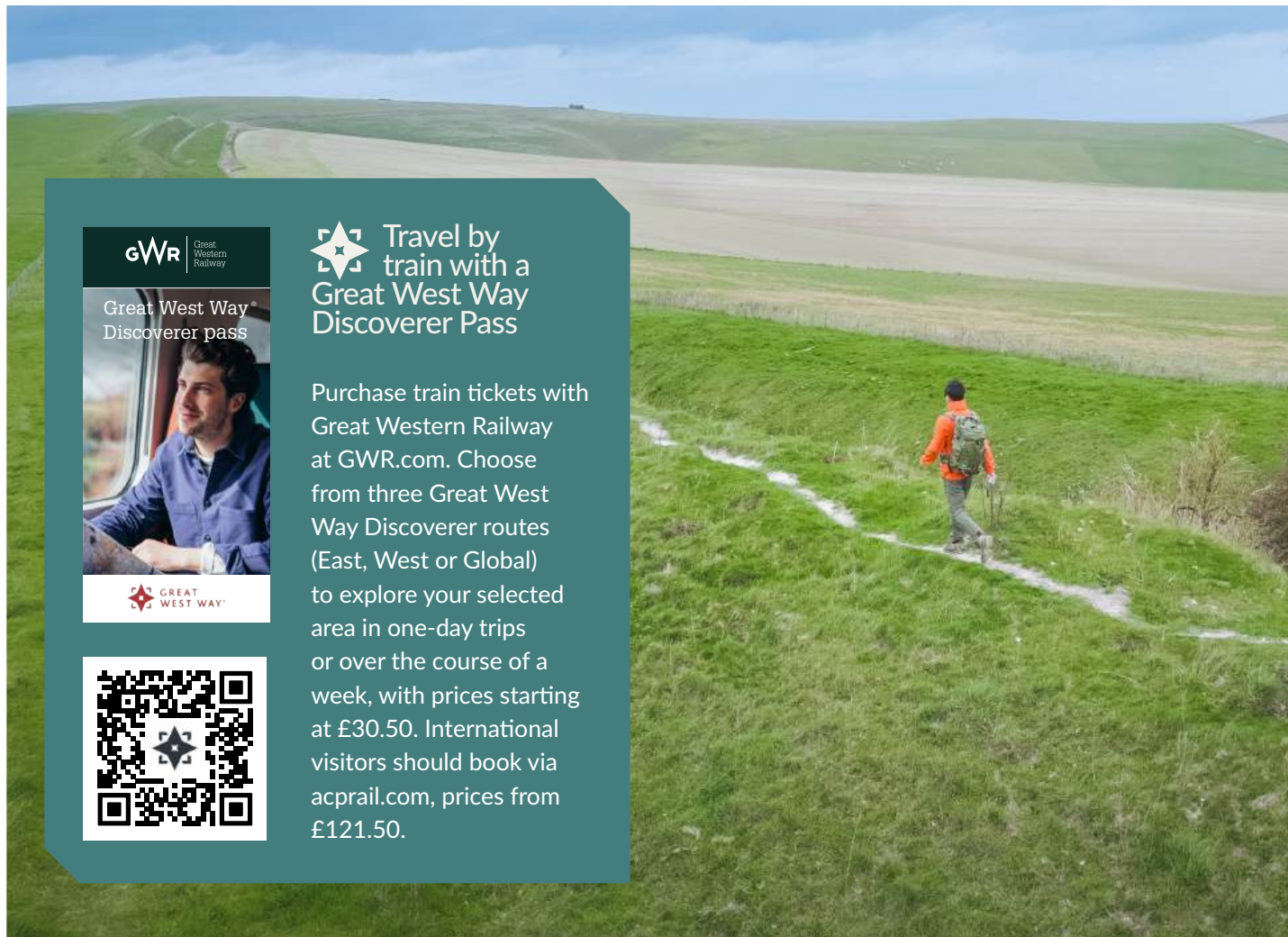


IMAGES © CHARLIE ROSS / MONITIBA.COM; GREAT WEST WAY / JON ATTENBOROUGH PHOTOGRAPHY; ADOBE STOCK / LEE AVISON

### For a Bespoke Journey: Tailor-Made Transportation

The Great West Way remains, at its core, a route of personal choice. Its incredible flexibility means you can blend transport modes to create an itinerary as unique as your own interests. For those who desire a truly personalised journey, bespoke tour operators can craft the ultimate tailor-made experience. Companies such as Alan Coxon Roaming the Paths, Galahad Tours, and Tours 2 Order are specialists in creating custom itineraries.

They can arrange private hire, bespoke guided experiences, and seamless transitions between a morning cycling the Downs and an afternoon relaxing on the water. They allow you to define your adventure entirely, ensuring you experience the best of the route's diverse attractions – from the bustling city harbour of Bristol to the ancient landscapes of Wiltshire and the royal history of Windsor. Whether it's the quiet rhythm of the canal, the physical exhilaration of the trail, or the pure immersion of a historic walk, choosing your perfect pace on the Great West Way is the first step to an unforgettable discovery. The magic of this route is waiting to be savoured, one deliberate mile at a time. ✨



Travel by train with a Great West Way Discoverer Pass

Purchase train tickets with Great Western Railway at GWR.com. Choose from three Great West Way Discoverer routes (East, West or Global) to explore your selected area in one-day trips or over the course of a week, with prices starting at £30.50. International visitors should book via acprail.com, prices from £121.50.



# Discover our Ambassadors

The Great West Way is made up of a network of iconic and yet-to-be-discovered destinations and attractions – all are either on, or within easy reach, of our London to Bristol route



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IMAGES © CHRIS ROSE; ENGLISH HERITAGE; ALICJA KORBINSKA; GREAT WEST WAY / CELYNNEN PHOTOGRAPHY; NAOMI LLEVELLYN; MONITOBA.COM

## Visit Corsham

A charming town known for its golden Bath Stone, blending the grandeur of Corsham Court with the lively cultural scene at The Pound Arts Centre. — 72

## Vale of Pewsey

A beautiful dark sky location in the North Wessex Downs, offering breathtaking views of constellations near Stonehenge and Avebury. — 73

## Visit Malmesbury

England's oldest borough, steeped in history with over 400 listed buildings, offering a unique charm for history lovers. — 74

## The Roman Baths

One of the world's finest ancient spas; explore the preserved Roman temple and thermal spring complex at the heart of Bath. — 75

## Wadworth Brewery

Discover the heritage and brewing expertise of this historic Devizes brewery through tours, tastings, and a sample of their famous 6X ale. — 76

## Castle Combe Circuit

A nationally renowned motorsport and race circuit near picturesque Castle Combe, hosting high-octane events and public track days. — 77

## The Stonehenge Tour

Walk in the footsteps of your Neolithic ancestors at one of the wonders of the world, including the ancient stone circle and an immersive visitor centre. — 78

## Bowood House & Gardens

Explore the rich history and idyllic surroundings of this popular destination for history, nature and adventure. — 79

## Mary Shelley's House of Frankenstein

An immersive Bath attraction dedicated to the dark, fascinating life and work of the author and her chilling masterpiece. — 80

## Urban Apartments

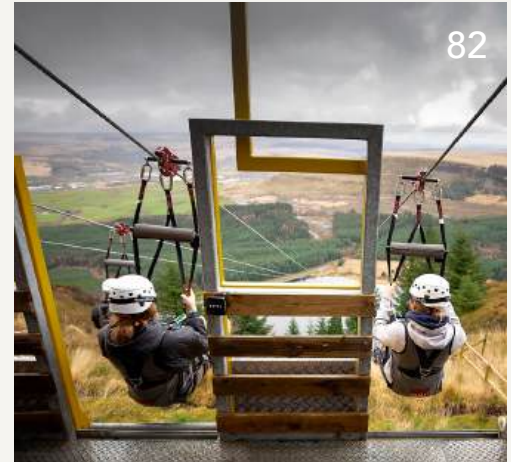
Luxury serviced apartments in Bristol and London, providing a high-end base for exploring the Great West Way's two key gateway cities. — 81

## Rhondda Cynon Taf

South Wales' valleys, a region of industrial heritage and dramatic landscapes. Explore The Royal Mint, a former coal mine at Rhondda Heritage Park, or the world's fastest seated zipline at Zip World Tower. — 82



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## DESTINATIONS

# Visit Corsham

A hidden gem in Wiltshire along the scenic Great West Way, Corsham is a delightful place to visit, offering charm and beauty in every season.

Just 20 minutes from Bath and sitting on the edge of the Cotswolds, Corsham is quintessentially English, characterised by its historic buildings and glorious countryside right on the doorstep. This enchanting town offers not only a picturesque setting but also a whimsical touch, as vibrant peacocks roam freely, often causing a delightful kerfuffle that adds charm to the experience.

The historic High Street of Corsham has been described by the esteemed poet John Betjeman as “one of the best left in England,” making it no surprise that the town attracts filmmakers.

Corsham has been featured prominently on screen, serving as a backdrop for popular productions such as BBC One’s *Poldark*, the Oscar-winning classic *Remains of the Day*, and, more recently, Disney+’s adaptation of

Jilly Cooper’s *Rivals*, which whisked viewers back to the 1980s. Beyond its cinematic allure, visitors can explore the stately grandeur of Corsham Court ([corsham-court.co.uk](http://corsham-court.co.uk)), indulge in retail therapy at award-winning independent shops, and enjoy delightful eateries perfect for a leisurely meal or a quick drink.

If you seek more reasons to visit, be sure to check out the town’s annual food and drink festival, Taste of Corsham, on 16 May, and the Corsham Walking Festival ([corshamwalkingfestival.org.uk](http://corshamwalkingfestival.org.uk)) from 12-14 June. The Pound Arts Centre also presents an impressive lineup of live music, comedy, theatre, and exhibitions ([poundarts.org.uk](http://poundarts.org.uk)) all year round, further enriching the town’s vibrant cultural scene. ✨

→ [visit-corsham.co.uk](http://visit-corsham.co.uk)



## DESTINATIONS

# Vale of Pewsey

Discover the enchanting Vale of Pewsey, a hidden gem in the heart of Wiltshire, where ancient heritage meets timeless countryside charm.

The Vale of Pewsey, steeped in history and surrounded by chalk downs, is famous for its two magnificent White Horses. Set within the North Wessex Downs National Landscape, this corner of Wiltshire is the perfect place to immerse yourself in rural England. Climb to viewpoints, stroll along canal towpaths, or wander through picturesque villages.

Step back in time at Wilton Windmill, the only working windmill in Wessex, and marvel at the giant Crofton Beam Engines, where Victorian engineering brings history to life beside the Kennet & Avon Canal. Explore the Vale’s intriguing connection to the crop circle phenomenon at the Crop Circle Visitor Centre & Exhibition - a landscape that has long inspired wonder.

In the village of Pewsey, you’ll find free parking, cafés, shops, art galleries, pubs, and the Pewsey Heritage Centre. The Vale is a paradise for walkers. Follow the

77-mile Pewsey Vale Circular Way, the Ridgeway or the Mid-Wilts Way, or stroll by the canal before enjoying a cosy village pub. For a slower adventure, hire a boat and drift along the Kennet & Avon, soaking up the scenery.

Getting here couldn’t be easier – travel sustainably by train to Pewsey or Bedwyn stations and connect to local villages using the Wiltshire Connect on-demand bus service. The Vale is perfectly placed for exploring the Great West Way, linking the market towns of Devizes, Marlborough, and Hungerford.

The Vale of Pewsey offers the perfect Wiltshire escape, whether you come for the walking, the wildlife, or village life. Visit in September to experience the Pewsey Carnival, the county’s oldest and most colourful carnival, a celebration of community spirit. ✨

→ [visitpewseyvale.co.uk](http://visitpewseyvale.co.uk)



## DESTINATIONS

# Visit Malmesbury

Step back in time with a trip to England's oldest borough. Steeped in history, this beautiful and vibrant market town is home to many popular musical, cultural and festival events and a great place to visit at any time of the year.

**W**inner of The Sunday Times' title of Best Place to Live in the South West 2026, Malmesbury, with its unique hilltop location, has stood the test of time.

Perched on a hilltop in North Wiltshire and surrounded by water, this ancient medieval town has a rich history of trailblazing firsts. With its 400 listed buildings and unique charm, it's a must-visit destination.

The town is the resting place of Athelstan, who became the first King of England in 927, and the site of the world's first attempt at flight by Eilmer, the 11th-Century 'flying monk', from the Abbey tower.

Malmesbury is also the birthplace of philosopher Thomas Hobbes, the father of modern political theory. His remarkable childhood here means we can rightly claim he was 'Made in Malmesbury'.

Today that tradition of originality, experimentation, and creativity continues. Throughout the year, there is a special programme of events to mark the town's illustrious past and lively present. The year 2026 brings an especially vibrant calendar. As spring arrives, music and performance take centre stage with the Shindig Festival at Charlton Park in May, followed by a new Malmesbury River Festival in June. The summer celebrations culminate in the historic Malmesbury Carnival & Festival, running from 31st July to 3rd September, which remains the heart of the town's community spirit. Throughout the year, you can also explore the newly opened Athelstan Pilgrim Way or join guided history tours or the idyllic river walk. ✨

→ [discovermalmesbury.life](https://discovermalmesbury.life)



## ATTRACTIONS

# The Roman Baths

Located in the heart of Georgian Bath, the Roman Baths is one of the finest spas of the ancient world.

**D**iscover one of the finest spas of the ancient world at the Roman Baths, with some of the best examples of ancient Roman architecture. The natural thermal springs that still flow today were the site of relaxation, socialising and worship for the Romans. As you walk around the Great Bath, you'll relive a past era on ancient Roman pavements.

The East and West Baths and Roman Gym are brought to life with modern projections showcasing how the Romans once relaxed and exercised. The museum collection next to the bathing complex is home to the ruins of the Temple of Sulis Minerva and a stunning gilt bronze head of the goddess. A modern projection brings the Temple Pediment to life, with the Gorgon's head at its centrepiece. You'll also find the Beau Street Hoard collection of 14,000 coins and the Curse Tablets, which were thrown

into the Sacred Spring to ask the goddess for revenge. Complimentary audio guides in 13 languages are available to help you explore the site, and costumed characters show you how Romans would have lived and worked. If you're visiting during the summer months, stay until sunset and witness the magic of the Roman Baths. As the torches flicker and light up the site, you'll feel transported back in time to experience the Roman way of life.

Don't forget to stop for a bite to eat at the Pump Room, where you can enjoy breakfast, brunch or a delicious afternoon tea. If you're looking for a unique souvenir to take home, visit the Roman Baths shop, where you can find a variety of gifts inspired by the Roman period, including jewellery, pottery and books. ✨

→ [romanbaths.co.uk](https://romanbaths.co.uk)



ATTRACTIONS

# Wadworth Brewery

Sample the delights and discover the rich heritage and brewing expertise of Wadworth at their award-winning Folly Road brewhouse in Devizes.

**W**adworth Brewery offers engaging tours and experiences that immerse you in the history and traditions of West Country brewing. Look out for Wadworth's traditional pubs along the Great West Way, including The Red Lion and The George Inn in the picturesque village of Lacock.

Wadworth offers a variety of ways to explore their brewing world. For a true taste of Wiltshire's pub culture, join the Historic Pub Tour. On a guided walk through the heart of Devizes, starting at The Bear Hotel, you will learn about the history of the iconic Northgate Brewery, the evolution of Wadworth beers, and the future of the Folly Road brewhouse. The experience includes a visit with beer tastings at

four different Wadworth pubs, and concludes at the Wadworth Brewery Shop. Alternatively, you can explore their state-of-the-art brewhouse and learn about the brewing process with a Brewhouse Tour where you'll enjoy tastings of both Wadworth traditional ales and Folly Road craft beers. The brewery also offers tailored experiences for private groups, corporate events, and special occasions with their Bespoke Tours

The Historic Pub Tour runs on Saturdays at 2pm, priced £25 per person, and limited to 30 people. Brewhouse Tours run on Fridays at 2pm and 4pm, priced £20 per person, and limited to 10 people. Both tours include a 10% shop discount. ✨

→ [wadworth.co.uk](http://wadworth.co.uk)



ATTRACTIONS

# Castle Combe Circuit

The West Country's home of motorsport is the go-to destination for thrilling high-octane events and activities.

**F**or a thrilling change of pace on the Great West Way, look no further than Castle Combe Circuit. Nestled in the heart of Wiltshire, this iconic venue is set to celebrate its 76th continuous year of events with an action-packed 2026 motorsport season. Whether you're a devoted petrol head or just looking for a day of exhilarating entertainment, Castle Combe delivers.

Car enthusiasts can anticipate no less than eight adrenaline-fueled race meetings throughout the summer, showcasing a wide range of grids from vintage classics to modern powerhouses. The highlight is undoubtedly the spectacular Autumn Classic historic racing festival (12-13 September). For fans of two wheels, the high-speed action of the Motorcycle National (25-26 July) is an unmissable fixture. The picturesque Wiltshire countryside

provides a stunning backdrop to the roar of the engines, making a day at the circuit a truly unique experience.

Beyond the professional racing, the circuit hosts a fleet of 'Action Day' car shows, drawing thousands of passionate fans to enjoy non-stop track day and drifting action on the 1.85-mile circuit, alongside impressive static car displays. Key events include the dedicated drifting shows, Drift Combe (26-27 June) and the LZ World Tour (4-6 September), as well as an all-new Car Meet (25 April). If you'd prefer to get behind the wheel yourself, the circuit offers a series of car and bike track days, driving experiences, young driver courses, karting, and off-road activities – all of which make for unforgettable gifts. ✨

→ [castlecombecircuit.co.uk](http://castlecombecircuit.co.uk)



ATTRACTIONS

# The Stonehenge Tour

Experience an electric journey with on board commentary in a variety of languages to experience a timeless wonder.

**D**iscover the mystery of the stones on our eco friendly bus tour, an experience that will take you to walk in the footsteps of your Neolithic ancestors at Stonehenge – one of the wonders of the world and the best-known prehistoric monument in Europe.

From the moment you step aboard the tour bus, you'll be transported back in time to an era when the world was a little more mysterious and magical. Operated by Salisbury Reds, the Stonehenge Tour is the perfect way to explore the famous ancient site, which has fascinated visitors for centuries. As you travel through the beautiful Wiltshire countryside, you'll have the opportunity to hop on and off at your leisure and take your time exploring the stunning surroundings of Old Sarum before moving on to the stone circle. Step into a Neolithic village and find out if you have what it takes to move a mighty Sarsen stone, come face-to-face with a

5,500-year-old man in the exhibition, and get up close to the iconic Stone Circle to take the perfect picture. As you journey through time to discover the secrets of Stonehenge, you'll be captivated by its mysterious allure. Feel the history come alive as you wander amongst the giant stones, soaking up the magical atmosphere that surrounds you. The Stonehenge Tour is a truly unforgettable experience, one that will leave you feeling inspired and uplifted long after your visit.

Don't miss out on this once-in-a-lifetime chance to explore one of the world's most breathtaking monuments. Book your seat on the Stonehenge Tour and experience the wonder and enchantment of this ancient site firsthand. The Stonehenge Tour is a journey of discovery that will take you on a magical and inspiring adventure. ⚡

→ [thestonehenge tour.info](http://thestonehenge tour.info)



IMAGE © ENGLISH HERITAGE



ATTRACTIONS

# Bowood House & Gardens

Welcome to the rich history and idyllic surroundings of Bowood House & Gardens, set within 'Capability' Brown's stunning landscaped park.

**B**owood House has been the cherished home of the Lansdowne family since 1754. Visitors can see an important collection of art and historical treasures.

Explore the family Library, Chapel, the room where Dr. Joseph Priestley discovered oxygen, the Orangery, Sculpture Gallery and Exhibition Rooms that offer personal stories of the various owners.

The Italianate Terrace Garden has a formal design and is brimming with vibrant flowers and delicate water features. Located behind towering walls, the four acre 'secret garden' of the Walled Garden offers meticulously designed flower beds.

Wander in the Arboretum amongst the rare, record-breaking trees. Spot hidden gems in the Grounds, including a charming Cascade, where water tumbles down a waterfall; the Hermit's Cave, lined

with fossils and mineralogical specimens; and the Doric Temple with sweeping vistas across the Lake.

Children aged 12 years and under can explore the Adventure Playground's pirate ship, treetop aerial walkways, zip wires, slides and jumping pillows. A dedicated area for children aged 7 years and under offers a Wendy house, ball pit, indoor interactive play, ride on tractors, den and sandcastle building and water play.

Bowood Woodland Garden is a separate spring attraction and offers breathtaking vistas of colour and beauty. Covering over 30 acres and considered one of the county's most exciting gardens, it is an oasis of bluebells, azaleas, magnolias and rhododendrons. ⚡

→ [bowood.org/house-gardens](http://bowood.org/house-gardens)



IMAGE © MARK LORD



## ATTRACTIONS

# Mary Shelley's House of Frankenstein

Located in the heart of historic Bath, discover the true origins of Mary Shelley's Frankenstein in this immersive, award-winning attraction.

Central to the city of Bath, Mary Shelley's House of Frankenstein is the official birthplace of Frankenstein. In 1816, while living in the Georgian city, Mary Shelley wrote the world's first science-fiction novel, drawing inspiration from her turbulent personal life and the intellectual ferment of the era. Today, that remarkable legacy is brought vividly to life at Mary Shelley's House of Frankenstein, an award-winning, multi-sensory visitor attraction located in a beautifully preserved 300-year-old Grade II listed townhouse in the heart of Bath.

Spanning four atmospheric floors, the attraction immerses visitors in Shelley's time in Bath, her unconventional life, and the enduring global impact of her infamous creation. Eleven themed rooms combine Gothic artefacts, evocative soundscapes, bespoke aromas and special effects to deliver a compelling narrative experience.

A standout highlight is the world's first 8ft animatronic recreation of Frankenstein's Creature, authentically realised exactly as Shelley described.

The House also offers strong commercial versatility for group travel and itineraries. Features include two popular culture rooms, an intimate cinema screening the first-ever Frankenstein film from 1910, two themed Escape Rooms, immersive escape-style games, and a thrilling horror walk-through in the basement for adventurous visitors. On-site retail is provided through a Frankenstein-inspired bespoke gift shop.

Centrally located and open year-round, Mary Shelley's House of Frankenstein is a distinctive cultural experience, ideal for heritage, literary, film and experiential tourism programmes. ✨

→ [houseoffrankenstein.com](https://houseoffrankenstein.com)



## ACCOMMODATION

# Urban Apartments

Think Hotel. Only Better. However you're travelling the Great West Way, it helps to have a place that feels easy, comfortable and a little bit indulgent. Like home - dare we even say... better.

If that sounds good to you, let us introduce you to one of our ambassadors - Urban Apartments. A friendly, hands-on team based in central Bristol, offering thoughtfully designed serviced apartments in Bristol and London. Perfect for a quick stop, a long weekend, or a longer stay when you want space to properly settle in.

Choosing character over conformity, every apartment has been carefully redesigned with real life in mind - because scatter pillows are nice, but you don't need to move 14 of them out of the way to get into bed every night. Think comfy sofas, proper kitchens, and everything you need to switch off after a day out. Booking is simple, the team is always around if you need them, and the whole experience feels refreshingly straightforward.

Feeling a bit homesick? Their studios, one- and two-bedroom apartments come fully equipped with premium

amenities, treating you to a comfortable space in a top location that really feels like home, minus the laundry.

Cook your favourite meal. Watch too much Netflix. Become one with the sofa. Wake up feeling rested, step outside, and carry on your trip looking far more put together than you probably should.

In Bristol, you're dropped straight into a bucket list worthy city full of creativity, food, music and arts.. In London, you're never far from something memorable - a landmark, a story, or a bit of culture around every corner.

With apartments at both ends of the Great West Way, Urban Apartments gives you a proper base at the start and finish of your journey. A place to land, recharge, and head back out feeling good. ✨

→ [urban-apartments.co.uk](https://urban-apartments.co.uk)





# Rhondda Cynon Taf

Journey a short detour from the Great West Way to South Wales' verdant valleys, a region where a proud industrial past meets breathtaking natural landscapes, from minting royal coins to soaring over dramatic mountain vistas.

**T**he Great West Way is a journey of historic castles, stately homes, and rolling English countryside. Yet, the greatest adventures often begin with an unexpected turn. Just northwest of Cardiff, a short detour from the route's western end will take you to the magnificent, verdant valleys of Rhondda Cynon Taf (RCT)—a destination that offers a profound and inspiring counterpoint to the familiar English landscape. This county borough is the very soul of South Wales, a land defined by its resilient people, dramatic tabletop mountains, and the deep, winding valleys of the Rhondda, Cynon, and Taff.

Prepare to delve deep into a compelling blend of industrial heritage and breathtaking natural beauty. You can stand in the silent tunnels of a former coal mine at Rhondda Heritage Park, then ascend the towering Rhigos mountain to fly on the world's fastest seated zipline at Zip World Tower. Explore over 1,000 years of monetary secrets at The Royal Mint Experience in the historic town of Llantrisant, then retreat to the Bannau Brycheiniog foothills to sample 'Welsh Gold' at the Penderyn Whisky Distillery. Whether seeking adrenaline, cultural treasures, or the peaceful sound of hidden waterfalls, Rhondda Cynon Taf offers experiences for everyone.



 UNVEILING 1,000 YEARS OF TREASURE AT THE ROYAL MINT EXPERIENCE

Step into the magnificent home of The Royal Mint, where the silent journey of a coin – from a humble blank to the currency of over 40 nations – comes to life. Delve into a thousand years of treasure and secret craft, tracing the history and meaning of money. Witness the medals struck for Olympic champions and, for a truly memorable experience, strike your own commemorative coin. Located in the historic hilltop town of Llantrisant, this is a blend of ancient legacy and modern precision.



 A WELSH COAL MINING EXPERIENCE AT RHONDDA HERITAGE PARK

Descend into the deep heart of the South Wales Valleys on a unique, award-winning journey. Guided by a real former miner, you'll wear a hard hat to explore the authentic dark tunnels and engine houses of the Rhondda Heritage Park. It is a powerful, immersive experience that honours the industrial past, the resilient spirit of the local people, and the legacy that shaped this beautiful region. The virtual ride on the last coal truck to the surface will have you clinging to your seat.



The new Coal, Coin and Cheers package invites you to uncover the past at A Welsh Coal Mining Experience, marvel at the artistry of currency at The Royal Mint Experience, and raise a glass to the present with a visit to the Hensol Gin Distillery, creating an unforgettable day out packed with history, culture, and a celebratory local flavour.



 **TASTING THE MAGIC OF WELSH GOLD AT PENDERYN WHISKY DISTILLERY**

Nestled near the pristine, clear waters that flow from the Bannau Brycheiniog (Brecon Beacons) National Park, the Penderyn Whisky Distillery is the home of Wales' finest single malt. The pure local water is the key ingredient in these magical spirits, enjoyed in over 40 countries. It is a place where Welsh heritage meets modern alchemy. Embark on a fascinating distillery tour, culminating in a cherished sample session to taste the celebrated 'Welsh Gold' for yourself and discover the passion behind the craft.

 **SEEKING HIDDEN WATERFALLS AND MAJESTIC MOUNTAIN VISTAS**

Journey to the northern edges of Rhondda Cynon Taf to uncover its hidden, natural gems. From the serene, wooded cascades of Cwm Clydach to the secret waterfalls near Hirwaun, this is a land where water carves breathtaking beauty into the deep valleys. For the adventurous, the spectacular Penpych Mountain walk – one of only two tabletop mountains in Europe – rewards your effort with immense, sweeping vistas and the invigorating sound of tumbling water. It's a peaceful, dramatic landscape.

 **RIVERSIDE TRAILS AND STUNNING VIEWPOINTS IN PONTYPRIDD**

The Taff Valley long-distance trail invites cyclists and walkers to follow the river's course all the way to Cardiff Bay. For an unforgettable panorama, tackle the challenging Pontypridd circular walk, or seek out the atmospheric stone circle known locally as 'Pontypridd's Stonehenge' – a secret viewpoint rewarding your effort with immense, sweeping vistas over the valleys. Within the town, the tranquil Ynysangharad War Memorial Park is a peaceful urban oasis perfect for slow travellers.

 **ADRENALINE AND PANORAMIC VIEWS AT ZIP WORLD TOWER**

Feel the ultimate rush at the only Zip World experience in South and Mid-Wales. Soar over the dramatic, rolling Rhigos mountain on Phoenix, the world's fastest seated zipline. For family fun, take a dizzying ride on the unique Tower Coaster or tackle the new, biggest-in-the-UK Tower Climber elevated obstacle course. It's an unforgettable way to capture immense, breathtaking views across the Rhondda and Cynon Valley landscapes, promising an adventure of a lifetime.

# Events & Festivals

Join us in celebrating the vibrant spirit of the Great West Way, where every event and festival tells a story, bringing together local culture, flavours and special experiences

HIGHLIGHTS FOR 2026



### Eton Arts Week, Eton and Windsor

May 23–31 2026

This brand-new community event fosters local creativity across the twin towns of Eton and Windsor. Expect a week of curated art exhibitions, hands-on workshops, and open-studio trails that connect the historic Eton College with the vibrant, contemporary arts scene of Windsor, offering a sophisticated cultural stop for Great West Way travellers. ✨



### Bristol International Balloon Fiesta, Bristol

August 7–9 2026

Europe's largest annual hot air balloon event returns to the stunning Ashton Court Estate for a celebration of sky-high spectacle. Witness the unforgettable 'Night Glows' as dozens of balloons light up in time to music, and experience the magical mass ascents and descents at dawn and dusk, where over 100 balloons of all shapes and sizes rise high over the iconic Clifton Suspension Bridge. ✨



### Festive Light Trails: The Magic of Winter

December 2026

Historic estates and gardens along the Great West Way light up during the festive season. Discover dazzling, illuminated trails at Westonbirt, Longleat's Festival of Light, Windsor Great Park Illuminated, Christmas at Stourhead, RHS Garden Wisley Glow, Christmas at Blenheim Palace, and much more. To find your perfect winter wonderland, plan your visit by visiting our website. ✨

### Royal Ascot, Ascot

June 16–20 2026

A cornerstone of the British summer season, Royal Ascot offers five days of world-class horse racing just south of the Great West Way route. Known for its strict dress codes and the Royal Procession, 2026 promises a high-fashion atmosphere alongside the prestigious Gold Cup. ✨



### Exhibitions at Bowood House & Gardens

27 March - 1 November 2026

*1776: Secrets, Spies and the American Revolution*, explores Lord Shelburne's secret history with Benjamin Franklin, 18th-century espionage, and the Treaty of Paris and the Garden Studio's '*The Lifecycle of Plants*,' is a stunning botanical art exhibition. ✨



### The Jane Austen Festival, Bath

September 11–20, 2026

Marking its 25th anniversary in 2026, this ten-day festival is the largest gathering of Jane Austen fans in the world. The highlight is the Grand Regency Costumed Promenade, where hundreds of participants in full period dress parade through Bath's historic Georgian streets. ✨



For more events on the Great West Way including Jane Austen 250 celebrations, [visitgreatwestway.co.uk/see-and-do](https://www.visitgreatwestway.co.uk/see-and-do) or scan the barcode from your phone

### The Longleat Motor Show Weekender, Warminster

June 27–28, 2026

The Longleat Motor Show Weekender is launching this year to celebrate the 60th anniversary of the Longleat Safari Park. This new, family-friendly weekender features a thrilling Masters of Motoring concours with rare classic cars like the 1966 Lamborghini Miura and Ford GT40. Adding a high-octane edge are live rally demonstrations from the Lombard Rally Festival on a special spectator stage. ✨

# Dining & Accommodation on the Great West Way

From Bristol's innovative food scene to the luxury of Wiltshire's country house hotels, this curated directory highlights the best places to eat, drink, and stay.

## WHERE TO EAT & DRINK

### Michelin-Starred & Fine Dining

- **Abbey Hotel Kitchen, Bath**  
Casual British Brasserie & Afternoon Tea
- **Alain Ducasse at The Dorchester, Park Lane, London**  
Contemporary French Fine Dining ❄️❄️❄️
- **Bath Clayton's Kitchen, Bath**  
Modern European with British & French influences
- **Beau's Bar and Restaurant, Donnington Grove Hotel, Newbury**  
Traditional British with global influences
- **Bulrush Restaurant, Bristol**  
Innovative Modern British with Anglo-French & Japanese touches ❄️
- **Bybrook, Castle Combe**  
Refined Modern British Fine Dining ❄️
- **Cedar at the Langley, Iver**  
Seasonal European with Spanish, French & Italian influences
- **Cliveden Dining Room, Taplow**  
Modern Classic British & European
- **Cloisters Restaurant, Bailbrook House, Bath**  
Modern British Seasonal Fine Dining
- **CORE by Clare Smyth, Kensington Park Rd, London**  
Modern British focused on sustainability ❄️❄️❄️
- **Guyers House Hotel & Restaurant, Corsham**  
Traditional British Fine Dining

- **Root, Bath, Shires Yard**  
Vegetable-led, small-plates, sustainable
- **Hélène Darroze at The Connaught, Mayfair, London**  
French Haute Cuisine ❄️❄️❄️
- **Heyworth Restaurant, Henley-on-Thames**  
Modern British & European
- **Hinds Head, Bray**  
Traditional British Pub Classics with a modern twist ❄️
- **No.15 by GuestHouse, Bath**  
Modern British using local produce
- **Olive Tree Restaurant, The Queensberry, Bath**  
Innovative Modern British Fine Dining ❄️
- **Paco Tapas, Bristol**  
Traditional Spanish Tapas with a contemporary edge ❄️
- **Pythouse Kitchen Garden, Tisbury**  
Sustainable, Garden-focused British
- **Red Lion Freehouse, East Chisenbury**  
Modern British Gastropub
- **Restaurant Gordon Ramsay, Royal Hospital Road, London**  
Classic Sophisticated French ❄️❄️❄️
- **Restaurant Hywel Jones by Lucknam Park, Colerne**  
Classic French Fine Dining ❄️
- **Rick Stein's, Marlborough**  
Fresh Seafood & British Classics
- **Shelburne Restaurant at Bowood Hotel, Calne**  
Contemporary British



- **Sketch – the Lecture Room & Library, Conduit Street, London**  
Opulent Modern European ❄️❄️❄️
- **The Brasserie, Sir Christopher Wren Hotel, Windsor**  
Modern British & European
- **The Coach, Marlow**  
Refined British Pub Food ❄️
- **The Dining Room at Whatley Manor, Malmesbury**  
Chef Ricki Weston's seasonal menus celebrate British ingredients with care and creativity ❄️
- **Grey's at Whatley Manor, Malmesbury**  
Relaxed dining, where globally inspired flavours unfold, one small plate at a time
- **The Dower House, Royal Crescent Hotel, Bath**  
Modern British Fine Dining
- **The Fat Duck, High Street, Bray**  
Innovative Multi-sensory Dining ❄️❄️❄️
- **The Hand and Flowers, Marlow**  
High-end Gastropub Cuisine ❄️❄️
- **The Miller of Mansfield, Goring on Thames**  
Modern British Gastropub
- **The Orange Artichoke, Apex Hotel, Bath**  
Modern European & British
- **The Vineyard Restaurant, Stockcross**  
Contemporary French-influenced Fine Dining
- **The Waterside Inn, Ferry Rd, Bray**  
Classic French Haute Cuisine ❄️❄️❄️



- **Wilsons Bristol, Bristol**  
Sustainable, Farm-led Modern British ❄️
  - **Wiltshire Abbey Row, The Old Bell Hotel, Malmesbury**  
Contemporary British
  - **Woven by Adam Smith, Ascot**  
Creative Modern British ❄️
- ### Tea Rooms & Cafés
- **Beatons Tearoom and Bookshop, Tisbury**  
A peaceful village stop for a cream tea, coffee, and a browse.
  - **Canal Trust Café, Bradford on Avon**  
A relaxed waterside cafe perfect for walkers and cyclists along the Kennet & Avon Canal.
  - **Honeystreet Mill Cafe, Pewsey Vale**  
A quirky, independent cafe situated in a historic mill overlooking the Alton



- Barnes White Horse.
- **Parade House, Trowbridge**  
Regency Afternoon Cream Teas, vintage china and period dancers in the grand Ballroom, once visited by Jane Austen.
  - **Tea Shop by the Canal, Trowbridge**  
A charming, traditional tea room located in a former lock-keeper's cottage.
  - **The Bridge Tea Rooms, Bradford on Avon**  
A multi-award-winning, quaint Victorian tea room dating back to 1675.
  - **The Pump Room Restaurant, Bath**  
A grand, historic setting for breakfast, lunch, and one of the UK's most famous afternoon teas.
  - **The Tutti Pole, Hungerford**  
A long-established, family-run tea room famous for its luxury ice creams and homemade cakes.





The Bertinet Kitchen Cookery School



Cocktails at the Abbey Hotel Bath



Old Bell Hotel, Malmesbury



image by GuestHouse Hotels



Abbey Hotel, Bath

### Unique Dining & Cookery

- **Bristol Packet Boat Trips, Bristol**  
Guided city dock and river tours with options for cream teas and buffet dining.
- **French Brothers, Windsor**  
Scenic boat tours on the River Thames with options for afternoon tea and dinner cruises.
- **Hobbs of Henley, Henley-on-Thames**  
River trips and private charters with themed dining along the Thames.
- **Iford Manor Café & Kitchen, Bath**  
Seasonal, locally-sourced menus and expert-led sourdough and culinary workshops.
- **Lido Spa & Restaurant, Bristol**  
An award-winning poolside restaurant focusing on wood-fired cooking and Mediterranean flavours.

- **Savouring Bath, Bath**  
Guided culinary walking tours exploring the city's best independent food producers and artisans.
- **Spring's Café and Restaurant, Bath**  
A contemporary dining space within Thermae Bath Spa, the UK's only natural thermal spa.
- **Thames Rivercruise, Reading**  
Relaxing boat trips through the Thames Valley with catered lunch and tea options.
- **The Bertinet Kitchen Cookery School, Bath**  
A world-renowned school offering hands-on baking and culinary classes.
- **Vaughan's Kitchen, Devizes**  
A professional cookery school and catering service focusing on "naturally balanced" food.

### WHERE TO STAY

#### Hotels, Inns & Country House Retreats

- **Abbey Hotel, Bath**  
A boutique hotel set across three Georgian townhouses on North Parade.
- **The Old Bell, Malmesbury**  
A historic hotel and restaurant located next to Malmesbury Abbey.
- **Apex City of Bath Hotel, Bath**  
A modern hotel in the city centre with spa and leisure facilities.
- **Artist Residence, Bristol**  
A creative, boutique hotel set within a former boot factory in St Pauls.
- **Bailbrook House Hotel, Bath**  
A Grade II listed country house hotel set within 20 acres of parkland.
- **Bath Apartment Breaks, Bath**  
A selection of serviced apartments offering a home-away-from-home.
- **Bath Area Self Catering, Bath**  
Self-catering properties ranging from city apartments to rural cottages.
- **Bath Classic Cottages, Bath**  
Charming self-catering holiday homes located within the historic city.
- **Bath Priory, Bath**  
A luxury hotel set in four acres of gardens with an award-winning spa.
- **Best Western Plus Angel Hotel, Chippenham**  
A 17th-century coaching inn offering modern hotel facilities in the town centre.

- **Bishopstrow Hotel & Spa, Warminster**  
A luxury country house hotel and spa set in the Wiltshire countryside.
- **Bowood Hotel, Spa & Golf, Calne**  
A countryside hotel and spa located on the historic Bowood Estate.
- **Brooks Guesthouse B&B, Bath**  
A boutique guesthouse known for its stylish rooms and central location.
- **Brooks Guesthouse B&B, Bristol**  
A contemporary guesthouse featuring retro-style rooms in the city centre.
- **Cedar at the Langley, Iwer**  
A luxury hotel and spa set within a historic royal hunting ground.
- **Chequers Hotel, Newbury**  
A traditional coaching inn offering rooms in the heart of Newbury.
- **Church Farm Country Cottages, Bradford on Avon**  
Award-winning holiday cottages on a family-run working farm.
- **Cliffe Farm Dairy, Cheltenham**  
A farm-based stay in the Cotswolds offering local dairy experiences.
- **Cliveden House, Taplow**  
A historic Italianate mansion offering five-star luxury and famous gardens.
- **Corsham House, Corsham**  
A new 14 bedroom hotel wine-led townhouse, opening in 2026.
- **Coworth Park, Ascot**  
A luxury country house hotel set in 240 acres of picturesque parkland.

- **Cricklade House Hotel, Cricklade**  
A country house hotel located on the edge of the Cotswolds.
- **Cumberwell Country Cottages, Bradford on Avon**  
Purpose-built self-catering cottages overlooking a golf course.
- **Donnington Grove Hotel, Newbury**  
An 18th-century Gothic manor house set in a large country estate.
- **DoubleTree by Hilton, Swindon**  
A modern hotel located near the M4, convenient for exploring Wiltshire.
- **Dukes Hotel, Bath**  
A classic Georgian guesthouse located on the prestigious Great Pulteney Street.
- **Francis Hotel, Bath**  
A Georgian townhouse with à la carte menus and spa, recently refurbished.
- **Hampton by Hilton, Bath**  
A contemporary city centre hotel offering easy access to Bath's attractions.
- **Hampton by Hilton Bristol Airport, Bristol**  
A modern, convenient hotel located within walking distance of the terminal.
- **Herongate Apartments, Hungerford**  
Spacious and modern self-catering apartments.
- **Hilton Reading, Reading**  
Contemporary hotel featuring a health club and indoor pool.
- **Hinds Head, Bray**  
A historic 15th-century inn offering



Artist Residence, Bristol



Francis Hotel, Bath

luxury guest rooms in a famous foodie village.

• **Holiday Inn Salisbury - Stonehenge, Amesbury**

A modern hotel located close to the historic Stonehenge monument.

• **Homewood Hotel & Spa, Bath**

An eclectic country house hotel with a spa and outdoor heated pool.

• **Lainston House, Winchester**

A 17th-century William and Mary country house set in 63 acres.

• **Lucknam Park, Colerne**

An elegant Palladian mansion offering a luxury spa and equestrian centre.

• **Manor Farm Courtyard Cottages, Reading**

Converted stable cottages providing a peaceful countryside retreat.

• **Mercure White Hart, Salisbury**

A 17th-century coaching inn located opposite Salisbury Cathedral.

• **Milford Hall Hotel, Salisbury**

A modern hotel located on the outskirts of the historic cathedral city.

• **Mill Farm Glamping, Trowbridge**

Luxury glamping on a family farm including canvas lodges and a treehouse.

• **No.15 by GuestHouse, Bath**

A boutique hotel on Great Pulteney Street with quirky, artistic interiors.

• **Novotel Reading Centre, Reading**

A modern hotel located in the heart of

the town's shopping and business district.

• **Number 38 Clifton, Bristol**

A stylish boutique townhouse with views over the Clifton Downs.

• **Oxford Marriott, Oxford**

A well-appointed hotel offering modern rooms and leisure facilities.

• **Pennyhill Park, Bagshot**

A luxury hotel and spa set in 123 acres of Surrey woodland.

• **Pentahotel Reading, Reading**

A stylish, lifestyle hotel featuring a relaxed "pentahotel lounge."

• **Pettifers Hotel, Crudwell**

An inviting, family-run hotel in a Cotswold village, independently owned and dog-friendly.

• **Pythouse Glamping Village, Tisbury**

Secluded, beautifully furnished bell tents in a Wiltshire orchard.

• **Red Lion Freehouse, East Chisenbury**

A Michelin-rated inn offering boutique bedrooms and gourmet dining.

• **RiverSide Hotel, Salisbury**

A charming hotel set in gardens alongside the River Nadder.

• **Rollestone Manor, Shrewton**

A historic grade II listed guesthouse located near Stonehenge.

• **Rooftop Retro Rocket Caravans, Bristol**

Quirky vintage caravans located on the roof of a city guesthouse.



The Bear Hotel, Marlborough



Whatley Manor Hotel and Spa, Malmesbury



• **Rose & Crown Inn, Ashbury**

A traditional village inn on the edge of the Ridgeway.

• **Roseate House, London**

A luxury boutique hotel set in a row of mid-19th century townhouses.

• **Rowley Cottage at Iford Manor, Bradford on Avon**

A peaceful self-catering cottage within the historic Iford Manor estate.

• **Sir Christopher Wren Hotel, Windsor**

A historic hotel located on the Thames, under the shadow of Windsor Castle.

• **Stay in Bath, Bath**

A collection of independent hotels, B&Bs, and self-catering properties.

• **The Apartment Bath, Bath**

A luxury, award-winning holiday home located in the city centre.

• **The Bear Hotel, Marlborough**

A long-standing historic inn, with a heritage dating back over 450 years.

• **The Bristol Wing part of YMCA**

A budget-friendly boutique hostel in a converted Victorian police station.

• **The Castle Hotel, Windsor**

A refined hotel located on the high street, opposite Windsor Guildhall.

• **The Chilterns View, Watlington**

Luxury eco-lodges with private hot tubs overlooking the Chiltern Hills.

• **The Coat & Bear, Newbury**

A stylish inn offering boutique bedrooms and a classic pub atmosphere.

• **The Gainsborough Bath Spa, Bath**

A luxury hotel featuring exclusive access to the city's natural thermal waters.

• **The George Inn, Norton St Philip**

One of Britain's oldest taverns, offering historic rooms and character.

• **The Great Bustard, Great Durnford**

A beautifully restored inn offering luxury accommodation and dining.

• **The Greenlands Hotel, Henley-on-Thames**

A hotel set within the grounds of the Henley Business School estate.

• **The Hand and Flowers, Marlow**

A renowned gastropub with luxury rooms scattered around Marlow town centre.

• **The Kingsbury @ No7 & No8, Marlborough**

Contemporary luxury apartments located on the historic High Street.

• **The Manor House, Castle Combe**

A 14th-century luxury hotel set in one of England's prettiest villages.

• **The Merchant's House Hotel, Marlborough**

A boutique hotel located in a historic building on the High Street.

• **The Miller of Mansfield, Goring on Thames**

An 18th-century coaching inn offering individually designed suites.

• **The Moonraker Hotel, Trowbridge**

A manor house hotel with a focus on rustic charm and local food.

• **The Old Bell Hotel, Malmesbury**

Claimed to be the oldest hotel in England, featuring fine dining restaurant, Abbey Row, located next to the Abbey.

• **The Old Bell Hotel, Warminster**

A historic 14th-century coaching inn, Thai restaurant, classic country pub and 15 stylish en-suite rooms.

• **The Queens Arms, East Garston**

An award-winning country inn with stylish, contemporary rooms.

• **The Queensberry Hotel, Bath**

A boutique hotel combining Georgian architecture with modern design.

• **The Retreat at Elcot Park, Newbury**

A 17th-century country house hotel offering a blend of laid-back luxury, and a spa with indoor and outdoor pools.

• **The Roseate, Reading**

A luxury hotel known for its art-filled interiors and fine dining.

• **The Roseate Villa, Bath**

A boutique hotel overlooking Henrietta Park, just minutes from the centre.

• **The Royal Berkshire Hotel, Ascot**

A Queen Anne mansion set in 15 acres of landscaped grounds.

• **The Royal Crescent Hotel & Spa, Bath**

An iconic luxury hotel, spa and gardens, set within the centre of Bath's most famous, Grade I listed Royal Crescent.

• **The Vineyard Hotel, Newbury**

A luxury hotel and spa famous for its

extensive wine cellar.

• **The Yard in Bath, Bath**

A boutique hotel set in a historic Georgian coaching inn.

• **Timbrells Yard, Bradford on Avon**

A stylish inn on the river featuring contemporary design.

• **Totteridge Farm Camping Pods, Pewsey**

Luxury glamping pods with views across the Vale of Pewsey.

• **Troutbeck Guesthouse, Itchen Abbas**

A riverside guesthouse offering peaceful accommodation.

• **Urban Apartments Bath, Bath**

Modern self-catering apartments located in the heart of the city.

• **Village Hotel, Reading**

A modern hotel featuring a club, spa, and Starbucks (Opening Dec 2025).

• **Village Hotel, Swindon**

A contemporary hotel with extensive fitness and business facilities.

• **Whatley Manor Hotel and Spa, Malmesbury**

A luxury manor house hotel set in 12 acres of Cotswold gardens.

• **Woolley Grange Hotel, Bradford on Avon**

A family-friendly Jacobean manor house set in 14 acres noted for its creche.

• **YMCA Bath Hostel, Bath**

Central Bath, budget-friendly accommodation. ✨



No.15 by GuestHouse, Bath



Pettifers Hotel, Crudwell

# Attractions, Heritage Sites, and Gardens

From world-famous stone circles to magnificent stately homes and glorious parklands, explore the Great West Way's collection of iconic history and attractions.

## Aviation and Transport

### • Aerospace Bristol, Filton

Home to the last Concorde ever to fly, celebrating over a century of aviation achievements.

### • Atwell-Wilson Motor Museum, Calne

A classic vehicle collection featuring nostalgic cars, motorcycles, and motoring memorabilia.

### • Boscombe Down Aviation Collection, Salisbury

A hands-on museum where you can sit in the cockpits of legendary fast jets and aircraft.

### • Maidenhead Heritage Centre, Maidenhead

Explore local history and the Air Transport Auxiliary with a Spitfire flight simulator.

### • National Waterways Museum Gloucester, Gloucester

Discover the history of Britain's canals and rivers within a Victorian dockside warehouse.

### • REME Museum, Lyneham

Showcasing the history of the Royal Electrical and Mechanical Engineers with massive vehicles.

### • River & Rowing Museum, Henley-on-Thames

A riverside museum celebrating the Thames, the sport of rowing, and Wind in the Willows.

## Castles and Royal Palaces

### • Berkeley Castle, Gloucestershire

A formidable medieval fortress inhabited by the Berkeley family for over 850 continuous years.

### • Hampton Court Palace, Surrey

Experience the Tudor grandeur of Henry VIII's favourite palace and its famous hedge maze.

### • Windsor Castle, Windsor

The oldest and largest occupied castle in the world and a home to British Monarchs.

## Gardens and Parks

### • Cotswold Water Park, Gloucestershire

An expansive area of 180 lakes offering water sports, birdwatching, and nature trails.

### • Iford Manor Gardens, Wiltshire

Romantic, award-winning Italianate gardens set within a steep-sided Cotswold river valley.

### • Prior Park Landscape Garden, Bath

A stunning 18th-century garden featuring one of only four Palladian bridges in the world.

### • RHS Wisley, Surrey

The flagship garden of the RHS, offering world-class displays and a giant glasshouse.

### • Stourhead, Wiltshire

A world-famous landscape garden with a lake, classical temples, and a grand Palladian house.



Iford Manor Gardens, Wiltshire



Clifton Suspension Bridge, Bristol



Abbey House Manor, Malmesbury



Kelmscott Manor, Oxfordshire

### • The Courts Garden, Wiltshire

A charming English country garden in Holt known for creative topiary and peaceful water.

### • Tintinhull Garden, Somerset

A perfectly formed 20th-century garden featuring formal "rooms" and a tranquil lily pool.

### • University Of Bristol Botanic Gardens, Bristol

A diverse collection of over 4,500 plant species telling the story of plant evolution.

## Heritage Sites and Monuments

### • Abbey Quarter, Reading

A 900-year-old heritage site featuring the majestic Reading Abbey Ruins and Forbury Gardens.

### • Avebury, Wiltshire

The world's largest prehistoric stone circle, encompassing a Neolithic henge and village.

### • Clifton Suspension Bridge, Bristol

The iconic symbol of Bristol, spanning the Avon Gorge with spectacular engineering views.

### • Old Sarum, Salisbury

The site of Salisbury's first cathedral and royal castle, offering 2,000 years of history.

### • Stonehenge, Wiltshire

The world's most iconic prehistoric monument, standing as a testament to Neolithic life.

### • Wellington Arch, London

A landmark victory monument offering exhibitions and balcony views over the city.

### • Wilton Windmill, Wiltshire

The only working windmill in Wessex, offering guided tours and views of the Downs.

## Historic Houses and Manors

### • Abbey House Manor, Malmesbury

A magnificent manor house hotel set in stunning gardens next to the historic Malmesbury Abbey, offering luxurious accommodation and fine dining

### • Apsley House, London

The grand former home of the Duke of Wellington, housing a world-class art collection.

### • Barrington Court, Somerset

An atmospheric Tudor manor house famous for its empty rooms and vibrant Jekyll gardens.

### • Blenheim Palace, Oxfordshire

A UNESCO World Heritage site and birthplace of Churchill, set in 2,000 acres of parkland.

### • Bowood House & Gardens, Wiltshire

A grand family home featuring "Capability" Brown parkland and a famous adventure playground.

### • Dyrham Park, Gloucestershire

A magnificent 17th-century mansion set in an ancient deer park with far-reaching views.

### • Kelmscott Manor, Oxfordshire

The beloved Cotswold summer home of William Morris, filled with his textiles and art.

### • Lacock Abbey, Fox Talbot Museum and Village, Wiltshire

A picturesque village and abbey known as the birthplace of photography and a famous film set.

### • Lytes Cary Manor, Somerset

An intimate medieval manor with a beautiful Arts and Crafts garden and herbal history.

### • Marble Hill, Twickenham

An elegant Palladian villa set in 66 acres of riverside parkland, built for Henrietta Howard.

### • Mompesson House, Salisbury

A quintessential Queen Anne townhouse featuring exquisite plasterwork in the Cathedral Close.

### • Montacute House, Somerset

A towering Elizabethan masterpiece featuring a long gallery and stunning Somerset gardens.

### • Newark Park, Gloucestershire

A former Tudor hunting lodge with eccentric interiors and views over the Ozleworth valley.

### • Strawberry Hill House & Garden, Twickenham

Horace Walpole's "little gothic castle," a stunning example of flamboyant Gothic Revival.

- **Syon Park, Middlesex**

The London home of the Duke of Northumberland, featuring a magnificent Great Conservatory.

- **Turner's House, Twickenham**

The self-designed retreat of painter J.M.W. Turner, restored to its 1813 appearance.

- **Tyntesfield, Bristol**

An extraordinary Victorian Gothic Revival estate with ornate carvings and vast parkland.

- **Waddesdon Manor, Buckinghamshire**

A French Renaissance-style château built to house the Rothschilds' world-class art.

### Museums and Galleries

- **American Museum & Garden, Bath**

The only museum of American decorative arts outside the US, featuring stunning hillside gardens.

- **British Museum, London**

A world-class institution dedicated to human history, housing treasures like the Rosetta Stone.

- **Brunel's SS Great Britain, Bristol**

Step aboard the world's first great ocean liner, now an award-winning museum in the harbour.

- **Chippenham Museum and Heritage Centre, Chippenham**

Discover the story of this historic market town from its Saxon roots to its industrial past.

- **Fashion Museum Bath, Bath**

A world-class collection of contemporary and historic dress, from the 16th century to today.

- **Mary Shelley's House of Frankenstein, Bath**

A multi-sensory experience dedicated to the life of Mary Shelley and her famous creation.

- **Museum of East Asian Art, Bath**

The UK's only museum dedicated to the arts of East and Southeast Asia.

- **National Gallery, London**

London's premier art museum, housing a world-famous collection of Western European paintings.

- **Reading Museum, Reading**

Explore local history and the UK's only full-size copy of the iconic Bayeux Tapestry.

- **The Holburne Museum, Bath**

Bath's first public art gallery, housing fine and decorative arts in a grand listed building.

- **The Jane Austen Centre, Bath**

An immersive look into the life and times of Jane Austen during her years living in Bath.

- **The Museum of English Rural Life, Reading**

Based at Reading University, this museum explores the heritage of food and farming.



- **The Roman Baths, Bath**

Walk on ancient Roman pavements and see the steaming thermal springs.

- **Wiltshire Museum, Devizes**

Home to the best Bronze Age collections in Britain and the story of the Stonehenge landscape.

Religious Sites

- **Bodleian Libraries, Oxford**

One of Europe's oldest libraries and a masterpiece of English Gothic architecture.

- **Salisbury Cathedral, Salisbury**

A Gothic masterpiece home to Britain's tallest spire and the best-preserved Magna Carta.

- **St Peter's Church, Marlborough**

A historic landmark and 15th-century church now serving as a community hub and cafe.

### Unique Experiences and Leisure

- **Anglo Welsh, Bradford-on-Avon**

Narrowboat hire for day trips or longer holidays along the Kennet & Avon.

- **Castle Combe Circuit, Wiltshire**

The West Country's home of motorsport.

- **Cheddar Caves, Somerset**

Explore spectacular stalactites and the prehistoric home of "Cheddar Man."

- **Cheddar Gorge, Somerset**

Britain's biggest gorge, offering dramatic cliff-top walks and breathtaking views.



- **Cholderton Rare Breeds Farm, Salisbury**

A family-friendly farm with animal encounters.

- **Designer Outlet Swindon, Swindon**

Shopping housed in the beautifully restored Grade II listed railway works.

- **Honesty Street Boats, Pewsey**

Boutique narrowboat hire and experiences on the Kennet & Avon Canal.

- **Kennet Horse Boat Company, Kintbury**

A unique opportunity to travel on a traditional horse-drawn barge along the scenic Kennet & Avon Canal.

- **Longleat, Wiltshire**

A stunning Elizabethan house and the UK's original Safari Park, home to lions and tigers.

- **Wake the Tiger, Bristol**

A "world-first" immersive art experience that transports visitors into a parallel, magical world.

- **We The Curious, Bristol**

An interactive science centre on the waterfront designed to spark curiosity for all ages.

- **Wilton Shopping Village - The Guild, Salisbury**

A unique riverside shopping destination set within the historic Wilton Royal Carpet Factory.

- **Windsor Carriages, Windsor**

Horse-drawn carriage rides through Windsor Great Park.

### Outdoor, Active & Guided Experiences

- **Able & Fox Tours**

Tailor-made private tours across the South West, focusing on local history and hidden gems.

- **Alan Coxon Roaming the Paths**

Personalised walking tours and culinary storytelling led by a chef and historian.

- **Bath Curious Strolls, Bath**

Off-the-beaten-track walking tours revealing quirky and hidden stories.

- **Bath Insider Tours, Bath**

Personalised private tours of Bath and its surroundings, led by a local expert.

- **Britain's Best Heritage Tours**

Specialist history tours covering iconic heritage sites and royal locations.

- **Bristol Tandem Hire, Bristol**

A fun and social way to explore the city and countryside on high-quality tandem bicycles.

- **Drive and Stroll, Regional**

Curated self-drive itineraries and walking guides designed to showcase the Great West Way.

- **Galahad Tours, Bath**

Private, high-end guided tours of Bath, Stonehenge, the Cotswolds, and Glastonbury.

- **Heritage & Stone Tours, Regional**

Expert-led excursions focusing on the geological and cultural history of southern landmarks.

- **In and Beyond Bath, Bath**

Award-winning immersive tours connecting visitors with authentic local culture and history.

- **Oldbury Tours, Wiltshire**

Private car tours specialising in the prehistoric landscapes of Avebury and Stonehenge.

- **Original Wild, Bath**

Adventure activities including stand-up paddleboarding and urban challenges in the city.

- **Skydive Netheravon, Salisbury**

The home of the Army Parachute Association, offering tandem skydives and professional training.

- **The Stonehenge Tour, Salisbury**

The official open-top bus tour connecting Salisbury rail station and the ancient monument.

- **Tour and Explore, Regional**

Guided tours across the route focusing on beautiful villages and local lore.

- **Tours 2 Order, Regional**

Tours tailored to specific interests, from literature to industrial heritage.

- **Walk The Thames, Regional**

Specialist support and planning for walkers tackling the famous 184-mile Thames Path.

- **Wild MTB Adventures, Regional**

Guided mountain bike tours and adventures exploring rugged trails and ancient woodland.





Carvers Hill Estate Winery, Shalbourne



Liba Vineyard, Wiltshire



Liba Vineyard, Wiltshire

### Vinyards, Food, and Craft

- **Alder Ridge Vineyard, Hungerford**  
Award-winning sparkling wine producer set on the chalky slopes of the North Wessex Downs.
- **Aldwick Estate Vineyard, Bristol**  
A premier Somerset wine estate and wedding venue specialising in still and sparkling English wines.
- **All Angels Vineyard, Berkshire**  
Historic Enborne estate crafting premium, long-aged vintage sparkling wines with a focus on biodiversity.
- **Bombay Sapphire**  
Iconic gin distillery set within a stunning, glass-covered Victorian mill.
- **Bluestone Vineyard**  
Award-winning vineyard in the chalk downs of Wiltshire.

- **Carvers Hill Estate Winery, Shalbourne**  
A boutique family-run vineyard on the slopes of the North Wessex Downs.
- **Dr Chocs, Windsor**  
The "world's smallest chocolate factory," with chocolate-making workshops.
- **Fisherton Mill, Salisbury**  
Independent art gallery, featuring an on-site café and artist studios.
- **Liba Vineyard, Wiltshire**  
A boutique biodynamic vineyard and eco-conscious glamping retreat
- **Ramsbury Brewery & Distillery**  
Discover their single-estate brewing and distilling process from field to bottle.
- **The Royal Mint, Llantrisant**  
Witness the coin-making process and explore 1,100 years of history.

- **Studley Grange Ltd, Swindon**  
Garden centre, craft village, butterfly world, farm park, and workshops.
- **The Pound Arts Centre, Corsham**  
A creative hub with a programme of performances, film, and art.
- **Witchmark Distillery, Wiltshire**  
An independent craft distillery producing small-batch spirits.
- **Wadworth Brewery**  
Enjoy guided tours at the new state-of-the-art facility, and Brewery Tap & Shop.
- **Winding Wood, Reading**  
Boutique organic and biodynamic vineyard producing small-batch, oak-fermented sparkling wine.
- **Wraxall Vineyard, Somerset**  
Vineyard, panoramic hilltop wine bar and luxury stays.

### Transport & Vehicle Hire

- **Auto Europe, Regional**  
Global car rental services for self-drive adventures.
- **Bath Bus Company, Bath**  
The iconic open-top "Hop-on, Hop-off" bus tours showcasing Bath.
- **Quirky Campers, Regional**  
A marketplace for handcrafted, unique campervan hires for a bespoke road trip.
- **Windsor Open Top Tours Tootbus**  
Guided open-top bus tours exploring the history of Windsor, Eton, and the Royal borough. ✨



Fisherton Mill, Salisbury



# THANK YOU TO THOSE WHO'VE HELPED US ALONG THE WAY...



- American Museum & Garden
- Apsley House
- Atwell-Wilson Motor Museum
- Auto Europe
- Avebury
- Barrington Court
- Bath Assembly Rooms
- Bath Bus Company
- Bath Mozart Festival & Bach Festival
- Berkeley Castle
- Best Western Plus Angel Hotel
- Bishopstrow Hotel & Spa
- Blenheim Palace
- Bluestone Vineyard
- Bodleian Libraries
- Bombay Sapphire
- Boscombe Down Aviation Collection
- Bowood House & Gardens
- Box Parish Council
- Bozodown Alpacas
- Bradford on Avon Town
- Bristol Airport
- Bristol Cathedral
- Bristol Packet Boats
- Britain's Best Heritage Tours
- Brooks Guest House Bath
- Brunel's SS Great Britain
- Calne Town
- Canal & River Trust
- Carvers Hill Estate Winery
- Castle Combe Circuit
- Cheddar Caves
- Cheddar Gorge
- Chippenham Museum and Heritage Centre
- Chippenham Town
- Cholderton Rare Breeds Farm
- Church Farm Country Cottages
- Classic Cottages, Bath
- Cliffe Farm Dairy
- Clifton Suspension Bridge
- Corsham Town
- County Borough Council (RCTCBC)
- Cricklade House Hotel
- Crown & Anchor
- Crown Plaza, Reading East and Marlow
- Cumberwell Country Cottages
- Designer Outlet Swindon
- Devizes Town
- Donnington Grove Hotel & Country Club
- Donnington Hotel Group
- DoubleTree by Hilton, Swindon Drive and Stroll
- Dukes Hotel
- Dyrham Park
- Exclusive Collection
- Fashion Museum Bath
- First Travel Solutions
- Fisherton Mill
- French Brothers
- Galahad Tours
- Great Western Railway
- Hampton by Hilton Bath City
- Hampton by Hilton Bristol Airport
- Hampton Court Palace
- Henley Greenlands Hotel
- Henley on Thames
- Herongate Apartments
- Hilton Reading
- Hobbs of Henley
- Holiday Inn, Salisbury, Stonehenge
- Hungerford Town
- Iford Manor Gardens
- In and Beyond Bath
- Kelmscott Manor
- Kennet Horse Boat Company
- Lacock Abbey, Fox Talbot Museum & Village
- Lainston House
- Longleat
- Longleat Cottages
- Lytes Cary Manor
- Maidenhead Heritage Centre
- Malmesbury Town
- Marble Hill
- Marlborough Town
- Mary Shelley's House of Frankenstein
- Mercure White Hart Hotel
- Merchants House, Salisbury
- Milford Hall Hotel
- Mill Farm Glamping
- Mompesson House
- Montacute House
- Museum of East Asian Art
- National Waterways Museum
- Newark Park, Ozleworth
- Newbury BID
- Newbury Racecourse
- North Wessex Downs National Landscape
- Old Sarum
- Oxford Marriott
- Parade House
- Pennyhill Park
- PentaHotels, Reading
- Pettifers Freehouse Hotel
- Pewsey Vale Tourism Partnership
- Prior Park Landscape Garden
- Quirky Campers
- Ramsbury Brewery & Distillery
- Reading Museum
- Reading UK
- REME Museum
- Rhondda Cynon Taf
- RHS Wisley
- Rollestone Manor
- Roseate House London
- Royal Berkshire
- Royal Borough of Windsor & Maidenhead
- Royal Collection Trust
- Salisbury Cathedral
- St Peter's Church
- Stasher
- Stonehenge and Sarum Tours
- Stourhead
- Strawberry Hill House & Garden
- Swindon Village Hotel
- Syon Park
- Thames Rivercruise
- The Abbey Quarter
- The Bridge Tea Rooms
- The Bristol Wing part of YMCA
- The Castle Inn & Bakers Cottage
- The Courts Garden
- The Crown Estate
- The Guild Wiltshire
- The Jane Austen Centre
- The Manor House & Golf Club
- The Merchant's House
- The Merchants House Hotel
- The Museum of English Rural Life
- The National Gallery
- The National Trust
- The Old Bell Hotel Malmesbury
- The Old Bell Hotel Warminster
- The Pound Arts Centre
- The Riverside
- The Roman Baths
- The Roseate Reading
- The Roseate Villa Bath
- The Royal Mint
- The Stonehenge Tour
- The Tutti Pole
- Tours 2 Order
- TransWilts Community Rail
- Trowbridge Town
- Turner's House
- Tyntesfield, Wraxall
- University Of Bristol Botanic Gardens
- Urban Apartments
- Urban Creation
- Visit Highworth
- Visit West, Bath and Bristol
- VisitWiltshire
- Voltshare Ltd
- Waddesdon Manor
- Wadworth
- Wake The Tiger
- Walk The Thames
- Wellington Arch
- Whatley Manor Hotel & Spa
- Wild MTB Adventures
- Winchester Royal Hotel
- Windsor Carriages
- Windsor Castle
- Windsor Great Park
- Witchmark Distillery
- Woolley Grange Hotel
- YMCA Bath Group

Discover more about our Ambassadors at: [GreatWestWay.co.uk](https://www.GreatWestWay.co.uk)

# DISCOVER YOUR WAY



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