



PRESS RELEASE

GREAT WEST WAY WELCOMES MAJOR INTERNATIONAL PRESS

ON A PRE-HISTORIC JOURNEY

England's Great West Way has collaborated with The British Museum, English Heritage, Salisbury and Wiltshire museums to offer national and international journalists the opportunity to experience a pre-historic journey along the Great West Way.

A two-day, one-night itinerary took place on Tuesday 18 and Wednesday 19 January and it included curators tours, walking in Wiltshire's Neolithic landscape and exclusive access to UNESCO World Heritage Site of Stonehenge and Avebury.

It was attended by 12 press including national arts and travel journalists from The Observer and The i newspaper, plus international agency AFP, and foreign correspondents from Italy, Spain and Germany.

The first day of the itinerary the group visited Salisbury Museum and discovered 500,000 years of history. They undertook a director's Tour to understand the museum's internationally important archaeological collections and world-class gallery of archaeology housing one of Europe's most extensive collections of Stonehenge and prehistoric artefacts.

A visit to Salisbury Cathedral for a VIP behind-the-scenes tour also took place where they discovered ancient documents charting the Cathedral's history and a Cathedral Works Yard tour.

An early start on day two was the highlight of the trip for an Exclusive Stone Circle Access Experience at Stonehenge. This unforgettable opportunity enabled the journalists to spend time inside the tranquil circle at dawn watching the sunrise and meet with leading experts to hear all the fascinating details of this world-famous monument.

The group later visited Wiltshire Museum in Devizes for a director's tour and home to the best Bronze Age archaeology collection in Britain. This was followed by a walk to West Kennet Long Barrow, near Silbury Hill, which is one of the longest and most impressive Neolithic chambered tombs in Britain.

The final stop of the day was a visit to Avebury - the world's largest stone circle, stone avenues and ancient tombs.

Florence Wallace, PR Manager, said "We were delighted to be able to share the pre-historic Great West Way story with so many interested national and international media and look forward to seeing the Great West Way press coverage that this generates over the next few weeks"

"[The World of Stonehenge Exhibition at The British Museum](#) opens 17 February- 17 July 2022 and it is hoped that many people who visit the museum will be interested to explore further and delve deeper into England's pre-historic past journeying along the Great West Way."

For more information, visit: www.GreatWestWay.co.uk/media

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Notes to Editors:

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

About the Great West Way

The Great West Way is one of the world's premier touring routes, allowing visitors to explore 500 miles of navigable routes between London and Bristol by road, rail, on foot, bike and waterway. The Great West Way includes many of England's most iconic attractions - Windsor, the River Thames, Bath, Lacock, Stonehenge and The Cotswolds – and encompasses three Areas of Outstanding Natural Beauty.

For further information on the route and its development see [The Story of the Great West Way](#) and [Great West Way: The Journey so Far and the Way Ahead](#).

Imagery

Images for the Great West Way & British Museum press trip can be downloaded from our Flickr gallery via this link <https://flic.kr/s/aHBqjzzhAr> Photos may be used in print and/or online for the promotion of tourism to the Great West Way and photos used must be credited to www.GreatWestWay.co.uk, unless otherwise stated in the title of the photo. Full terms and conditions can be found [here](#).

Great West Way Ambassador Network

The Ambassador Network is a collaborative network of destinations, businesses and organisations on the Great West Way working together to promote Great West Way as one of the world's premier touring routes.

If tourism businesses are interested in joining the Great West Way Ambassador Network or in finding out some more information, visit: www.GreatWestWay.co.uk/Ambassador-Network

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