



PADDINGTON BEAR VISITS WILTSHIRE

VisitWiltshire's marketing activity has attracted yet another high profile visitor this week. In response to the company's 'Time for Wiltshire' campaign, Paddington Bear has decided to journey around the county, taking in all the delights that Wiltshire has to offer.

Paddington travelled by train from London Paddington arriving in Swindon for his week-long holiday.

VisitWiltshire are working in partnership with VisitBritain – who have recently launched #PaddingtonsBritain. Paddington's visit is very timely as the highly anticipated big screen debut of 'PADDINGTON' is being released on 28 November.

Paddington started his holiday staying at **The Bear Hotel**, in Devizes where he had dinner at the Bear Grills Bistro.

The following day he visited the **Wiltshire Museum**, Devizes, where he met a World War One, two inch bear found in a Wiltshire soldier's pocket. He was amazed by the gold that was on display from the time of Stonehenge in the Museum. He also visited **The Vaults**, in Devizes, to try the Kennet and Avon Beer.

Paddington stayed a few nights at **Meadowbank House B & B**, Liddington near Swindon, which was delightful because they supplied him with home-made marmalade for breakfast.

Paddington's itinerary also included **Salisbury Cathedral and Magna Carta**, where he took a tower tour up Britain's tallest spire reaching heights of almost 123 metres. He also visited the amazing Magna Carta and heard all about next year's 800th Anniversary celebrations of this great treasure.

Paddington visited **Studley Grange** in Wroughton where he found relatives of his guinea pig friends from his home country in Peru, as well as some beautiful butterflies, meerkats and other animals.

Paddington visited **Lacock Abbey** where he found out all about their Teddy Bear's Picnic events which are hosted annually, and **Chippenham Museum** to see 'Alfred the Saxon' teddy bear who is the mascot for the museum.

A visit to Wiltshire wouldn't be complete without seeing **Stonehenge** and the new visitor centre. Paddington took great delight in viewing the stones and taking a selfie, next time he will be sure to book a special early morning access tour!

VisitWiltshire CEO, David Andrews said "We are delighted to welcome Paddington to Wiltshire and can '**bearly**' contain our excitement!! Like many of our visitors, Paddington has experienced our superb World Heritage Site, unique visitor attractions, top class restaurants and accommodation, bustling market towns, and our stunning countryside."

“Whilst we are keen to ensure that Paddington is experiencing the best that Wiltshire has to offer, there are likely to be other businesses that would benefit from a visit from Paddington – if so, VisitWiltshire would love to hear from you,” David added.

Check out Paddington’s album from his travels – www.facebook.com/visitwiltshireltd and visit www.visitwiltshire.co.uk for tourist information.

For further information please email Florence Wallace, Travel Trade & PR Manager, at flowallace@visitwiltshire.co.uk or call 01722 341309 or mobile 07436 588860.

Editors’ Notes

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