

# TOWN TEAM LAUNCHES NEW MALMESBURY VISITOR GUIDE

*Latest news from Malmesbury Town Team*

The new Official Visitor Guide to Malmesbury has been launched by Malmesbury Town Team, including a fold-out map featuring local attractions and landmarks such as the Abbey, Market Cross and the scenic river walk.

As well as places to stay, eat and shop, the guide lists key 2026 festivals and events by season including the Thomas Hobbes Festival and EAT:Malmesbury this Spring, the new Malmesbury River Festival and Carnival in the Summer, Wessex Week and the Flying Monk Art Trail in the Autumn.

David Drake, Chair of the Town Team, explains what's different about this guide:

*"We're very proud of what Malmesbury has to offer in terms of history, culture, nature, independent shops and plenty of interesting places to eat and drink. We needed an appealing companion print guide to supplement online promotion of the town through the Discover Malmesbury and Visit Wiltshire websites and associated social media. Together, the print and online resources provide everything you need know to have a wonderful time here, whether as a day visitor or on a longer-stay for which Malmesbury provides the perfect base to explore the local area on foot, by bike or by car"*

The new Visitor Guide is now available from 80 tourism information outlets across the region, including Malmesbury's Tourist Information Centre, and will be on the Great West Way stand at the British Tourism and Travel Show at the NEC Birmingham later this month.

Having been named by The Sunday Times as the best place to live in Wiltshire 2025, and one of the best places to live in the UK, the Town Team intends to build on that success in 2026 and attract more visitors from near and far. As David comments:

*"We love our town and its beautiful setting, unique history and vibrant community. The future prosperity of the town, its businesses and its leisure and cultural offer, depends on encouraging both visitors and residents to spend locally, we can't afford to remain a best-kept secret."*

For more information on Malmesbury's cultural and tourism offer visit <https://discovermalmesbury.life/>

**ENDS**

## **EDITOR'S NOTES:**

**Attached are an aerial photo of Market Cross and the Abbey © Robert Peel  
Malmesbury Abbey at Sunset © Robert Peel.  
An image of the fold-out map is available.**

**MALMESBURY TOWN TEAM was formed in 2014 in response to an increase in out-of-town trading. It reached an important milestone in 2020 when it became a Community Interest Company (CIC) contributing public benefit and working towards a sustainable future for the town and surrounding area. MALMESBURY TOWN TEAM exists to practically support the success of Malmesbury and the resilience of local businesses – the heart of Malmesbury’s retail, service and hospitality economy – by delivering activities that promote Malmesbury as a great place to visit and spend time in.**

[www.discovermalmesbury.life](http://www.discovermalmesbury.life)

To interview David please contact media consultant Fiona Scott on 07789 270030 or email [fiona@fionascott.co.uk](mailto:fiona@fionascott.co.uk)

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