

## PRESS RELEASE



### Great West Way's guide to celebrations and events for 2025

The Great West Way is brimming with exciting new exhibitions, events, and anniversaries in 2025, offering visitors an unforgettable journey through history, culture, and adventure. From celebrating literary legends to exploring cutting-edge exhibitions, there's something for everyone along this iconic touring route.

#### 2025 Anniversaries: Celebrating Icons of History and Culture

[Jane Austen 250](#) – Marking 250 years since the birth of beloved author Jane Austen, the Great West Way will come alive with themed events, exhibitions, and immersive experiences. Visitors can explore famous locations Austen visited, step into the world of her literary classics at iconic film destinations, enjoy Regency-inspired afternoon teas, and take part in guided walking tours through the historic streets that inspired her work.

#### Bowood House and Gardens – 50 Years of Open Days

In 2025, Bowood House and Gardens celebrates half a century of welcoming visitors with a brand-new exhibition tracing the evolution of its open days. A series of special talks and tours will offer guests an exclusive look at the estate's fascinating history and contributions to the local heritage.

#### Exciting New Exhibitions

##### [Myths and Memories: Renaissance Maps at the American Museum and Gardens](#)

Running until June 22, 2025, this landmark exhibition reimagines Renaissance maps, exploring the myths and memories they hold. With breathtaking artistry and design, the exhibition invites visitors to reflect on the impact of cartography over 500 years. Families can also enjoy a themed map trail through the museum's picturesque gardens.

##### [Uncommon People at Wiltshire Museum](#)

From April to September 2025, this groundbreaking exhibition redefines the term 'commoner' by showcasing extraordinary creativity in folk culture. Visitors will experience how the traditions of Wessex have been reimagined and enriched by today's communities.

#### Gromit Unleashed – Norbot Joins the Trail in Bristol!

Bristol's much-loved Gromit Unleashed trail returns with a fresh addition inspired by the latest Wallace & Gromit film, *Vengeance Most Fowl*. Meet Norbot, the smart gnome and Wallace's newest invention, as he takes his place among the iconic sculptures across the city from June 30 to August 31, 2025.

#### Step Into Tudor England at Hampton Court Palace

A [permanent new exhibition](#) at Hampton Court Palace invites visitors to delve into the dramatic world of the Tudors. Set within the palace's oldest rooms, this immersive experience showcases rare 16th-century artworks, historic objects, and interactive displays that bring this ambitious royal dynasty to life.

## Within Easy Reach: Must-See Experiences Just Beyond the Route

### **Blenheim Palace – Exclusive New Experiences**

Spring 2025 brings three extraordinary new experiences at Blenheim Palace: **Roof Top View**, offering stunning panoramic sights; **Life Below Stairs**, revealing the hidden lives of past palace staff; and **Family Treasures**, unlocking never-before-seen collections. Meanwhile, the renowned gardens will undergo a spectacular transformation, unveiling fresh delights each season.

### **Salisbury Museum – Fashioning Our Future**

A continuation of the museum's sustainability-focused *Fashioning Our World* exhibition, this new showcase will empower young people aged 11-25 to explore repurposed fashion, gain hands-on skills, and participate in inspiring workshops and events.

### **Salisbury Cathedral – The Spirit of Water Flower Festival**

A companion piece with the cathedral's summer art exhibition *Living Water*, this breathtaking [flower festival](#) takes inspiration from water in all its forms—rain, rivers, ice, and more—creating an immersive floral journey for visitors to experience.

## Events Along the Way

### **Bath - Royal Crescent Concert 13 & 14 June 2025**

Excitement is mounting as Bath looks forward to welcoming Robbie Williams to perform two open-air gigs in front of the iconic Royal Crescent.

### **Bradford on Avon Walking Festival**

Lace up your walking shoes! The annual Bradford on Avon Walking Festival returns September 6-7, 2025, offering a variety of scenic and historical routes to explore. Organized by the local Walkers Are Welcome group, it's the perfect opportunity to discover the town's natural beauty on foot.

## Plan Your Visit Today

With so many incredible experiences waiting to be discovered, 2025 is the perfect time to explore the Great West Way. Whether you're a history buff, a nature lover, or simply looking for a unique getaway, there's something for everyone. Start planning your adventure today!

For more information and to book experiences, visit <https://www.greatwestway.co.uk/see-and-do/festivals-and-events>

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## Notes to Editors:

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## **About the Great West Way**

Great West Way is the multi-modal touring route between London and Bristol, spanning some of England's most iconic heritage destinations and attractions. Based on ancient routes, the Great West Way encompasses 500 miles of navigable route on road, rail, water, footpath and cycleways through West London and the Thames Valley, Berkshire, Wiltshire, the Cotswolds, Bath and Bristol.

The route was established in 2017 with support from the UK Government's £40 million Discover England Fund, administered by VisitEngland. Managed by Great West Way Ltd, a not-for-profit Destination Management Organisation, the route is developed and promoted in partnership with over 250 investing destinations and tourism businesses, working collaboratively as Great West Way Ambassadors.

The Great West Way Ambassador Network includes accommodation providers, attractions, restaurants, retail outlets, tour guides, activity providers and other organisations. For more information on joining network visit [www.GreatWestWay.co.uk/ambassador-network](http://www.GreatWestWay.co.uk/ambassador-network).

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