

Kenilworth, Warwickshire launches new visitor experiences to show that it's more than just a fabulous castle



Warwickshire, Warwick, Jun 10, 2021 ([IssueWire.com](https://www.issuewire.com)) - Kenilworth, Warwickshire launches new visitor experiences to show that it's more than just a fabulous castle

Nestled in the heart of green and pleasant Warwickshire, the historic town of Kenilworth is open and ready to welcome visitors this summer. Adding to the town's magnificent and dramatic castle, a new visitor website, walking trails, and weekend or short-break itineraries have all been created to help visitors relax and enjoy themselves after lockdown.

"We love the castle and it brings joy to over 110,000 people every year, but there is so much more to the town that we want to share", said new mayor Peter Jones; "We have miles and miles of unspoiled walking trails for every ability, open green spaces right in the middle of town and so much choice when it comes to eating and socialising. Now we are able, we want to invite people of all ages to come to Kenilworth to experience the open spaces, treat themselves, and most importantly, reconnect with friends and family."

The new visitor website developed by Kenilworth Town Council, in collaboration with local tourist bodies and community groups, and with financial support from the HS2 Business and Local Economy Fund, will

act as the shop window for anyone wanting to find out more about what the town has to offer. It will host a range of free walking trails which can be downloaded as digital files for printing or, which can be used interactively on smartphones. Each trail is themed around either: the town's enthralling history, the hidden gems that visitors might not expect to find here, or the town's fantastic access to connected green spaces. Every trail tells a different story and shows Kenilworth in a different light but they all share a very decent sprinkling of pit stops for refreshments!

For visitors wanting to stay a little longer, there are complete, themed itineraries that can fill any number of days with historical and artistic discovery, self-indulgent dining, and truly unusual experiences. For example, have you ever spent time in a Himalayan salt room to focus your mind? How about taking an Alpaca for a walk in the woods? Or what about treating yourself to a Michelin-starred lunch?

The website also offers a themed business and services directory so visitors can search for the things that inspire them, or that they just want to explore.

"Kenilworth has been welcoming visitors for over 900 years. The longest medieval siege on English soil, the extended visits of Elizabeth I, and the writings of Sir Walter Scott have all helped to shape our town's story and we'd love people to come and add their own chapters."

The new website is <https://visit.kenilworthweb.co.uk>

New walking trails direct link: <https://visit.kenilworthweb.co.uk/discover/trails/>

New itineraries direct link: <https://visit.kenilworthweb.co.uk/discover/itineraries/>

Notes to Editors:

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This is the first initiative to launch as a result of the Business & Local Economy Fund project (BLEF) which was outlined in the media release of November 2020 (copies are available on request);

"KENILWORTH TOWN COUNCIL LAUNCHES PROJECT TO SUPPORT LOCAL BUSINESSES THROUGH HS2 WORKS"

The administration of these funds is managed on behalf of HS2 Ltd by a community charity, Groundwork, who will ensure both funds remain available for applications throughout the construction of Phase One.

Further details about the funding can be found on the funds' website at www.groundwork.org.uk/hs2funds or from Groundwork media@groundwork.org.uk.

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