

# Salisbury - Our place in the future

## Creating vibrancy

### CAF Project: Illuminating Salisbury light show

This project would boost the visitor economy into the evenings, making Salisbury a must-see heritage destination city throughout the year.

The Illuminating Salisbury project could install new, permanent major attractions in several locations in the city, anchored by major shows in Salisbury's Market Place.

High quality animated displays could form a trail around the city, telling its story and guiding visitors. Laser projection will be used in combination with digital content to produce frequent shows, more than a one-off 'festival of light'. It could entice local residents and tourists to enjoy all the city has to offer at night – food, culture, entertainment and shopping.

