



Europe Incoming DMC publishes new *Great West Way*[®] & *Uncover the Cotswolds* programme for 2021/2022

Europe Incoming, a B2B Destination Management Company (DMC) that handles European leisure business on behalf of groups and individuals, has just announced the publication of a brand-new 2021/2022 touring programme for the *Great West Way*[®] and *Uncover the Cotswolds*. As an official Great West Way Tour Operator, Europe Incoming has developed this 10-day programme in partnership with the relevant local Destination Marketing Organisations (DMOs) in order to deliver an innovative new interpretation of the route and showcase more bookable product to their range of international and domestic travel partners. Please see the program by [CLICKING THIS HYPERLINK](#).

The program is geared towards visitors who want to travel at a slightly slower pace in order to gain a deeper appreciation for the destination. The program content is based along the lines of the classical themes that England is known for; History, Royalty, culture, horticulture and gastronomy. Along with some headline visits which visitors would expect, included also are other lesser-known but equally as interactive experiences to help the visitor live more like a local. The route of the tour itself is in the form of an oval, with arrival into and departure from London, which is ideal for domestic visitors that live locally or alternatively international customers arriving into Heathrow Airport.

The programme will help drive additional domestic and international visits and spend as part of the UK's tourism recovery. The programme's publication, coinciding with that of the Great West Way Digital Performance Report, underlines the importance and effectiveness of joined-up collaboration between DMOs and their trade partners. The touring programme will be marketed both domestically and internationally to existing clients of Europe Incoming and also to new contacts. In addition to appearing on the Europe Incoming and Great West Way[®] websites, it will form the base of an email marketing campaign to spread the word and generate future interest.

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