

PRESS RELEASE



GREAT WEST WAY® IN 2020

England's [Great West Way](#)® is the world's first multi-modal touring route. After recently celebrating its first official anniversary, as well as winning a *leading industry award and receiving several other nominations, the route has had a strong start to 2020 and has much to offer visitors this coming year.

The Great West Way, between London and Bristol, encourages visitors to slow down and travel using different forms of transportation including the trainlines and buses operating on the route using Great Western Railway's Great West Way Discoverer pass, driving, walking, hiking, cycling or journeying along Great West Way's waterways. The touring route covers 800km of navigable route and encompasses large areas of outstanding natural beauty and world-renowned heritage sites, as well as iconic destinations and the yet-to-be-discovered.

Florence Wallace, Head of Travel Trade, said: "The route has so much to offer visitors of varying interests. Whether you enjoy historic locations, food and drink, picturesque landscapes and gardens, or are eager to see the filming locations of your favourite blockbuster hits, the Great West Way encapsulates the very best of England.

"The route continues to develop and has gone from strength-to-strength in the last year. We now have more than 260 Ambassadors including Bristol Airport, National Trust, Great Western Railway and the Canal and River Trust. In addition, there are 72 Official Tour Operators that are committed to developing, marketing and distributing, on-brand Great West Way programme(s). Many of these can be seen [here](#). Official Tour Operators in the Netherlands include House of Britain, [BuroScanbrit](#), [De Jong Intra Vakanties](#), [No Beach Exclusieve Reizen](#), [Pharos Reizen](#) and [Travel 4 U](#)"

"England's Great West Way is attending Vakantiebeurs 2020 – Hall 10, House of Britain stand no: DO26. The Camping and Caravanning Club is a stand sharing Ambassador and is keen to

promote its five sites to the Netherlands market. Also attending is Official Tour Operator, Abbey Ireland & UK, who is keen to meet with the trade on the first day of the show.”

Why you should visit England's Great West Way in 2020

The National Trust celebrates 125th anniversary

Great West Way is home to some of the UK's most picturesque country houses and gardens. This year marks the 125th anniversary of beloved British institution, the National Trust. Founded in 1895, the National Trust has been protecting historic properties and stunning countryside ever since. National Trust locations on and also within easy reach of the Great West Way include the village of Lacock, the Stonehenge Landscape, the standing stones at Avebury, Dyrham Park, Tyntesfield, and Cheddar Gorge.

Launch of the Great Western Railway Great West Way Discoverer pass

In collaboration with Great Western Railway (GWR), Great West Way has launched the UK's largest integrated rail and bus pass, GWR Great West Way Discoverer pass. The international pass can be purchased for three or seven-day trips and includes travel on specific train routes along the touring route. There are a number of ways to travel the Great West Way's 800km of navigable route including using its many waterways operated by the Canal & River Trust. Along the River Thames and the Kennet & Avon Canal visitors can hire a boat and take the journey at their own pace or book tickets to tours such as the Thames Rivercruise.

Launch of the Rough Guide to the Great West Way

The Great West Way has partnered with Rough Guide to produce the Rough Guide to the Great West Way, which provides a comprehensive and entertaining guide to the route, and is packed with practical information and experts' honest and independent recommendations.

The Roman Baths' Archway Project

The Archway Project will convert former Victorian spa buildings close to the Roman Baths into a new learning and visitor centre with cutting-edge facilities. Due to open in 2020, the project will transform the learning programme, offering more activities and events for visitors, and create stimulating spaces for groups, providing a hands-on and accessible learning experience set among Roman remains. There are a number of historic sites on, and within easy reach of

the Great West Way including the oldest and largest occupied castle in the world, Windsor Castle, Avebury, Hampton Court Palace and Salisbury Cathedral, which is celebrating its 800th anniversary this year with a programme of year-long events.

Bristol Airport announces new direct flight to Frankfurt Airport

Starting in March 2020, Lufthansa will be offering a new service departing from Bristol Airport direct to Frankfurt Airport, twice daily six days per week and once daily on Saturdays. Bristol Airport also currently offers 26 departures per week to Amsterdam with airline KLM. There are two international airports on the Great West Way, Bristol Airport and Heathrow Airport.

Whatley Manor Hotel & Spa, the UK's only 5-star property accredited with 4-globe rating

Luxury accommodation is not hard to come by on the Great West Way but Whatley Manor's commitment to sustainability has achieved international recognition. Whatley Manor is a luxury manor house hotel set in the Cotswolds countryside with 12 acres of gardens, Spa and Michelin star cuisine. Whatley Manor Hotel & Spa has become the only 5-star hotel in the UK to receive a 4-globe rating by Earthcheck. Its 'Simply Sustainable' package appeals to conscious travellers. The Great West Way's multi-modal status highlights its support of sustainable tourism and encourages Ambassadors to operate consciously.

For more information on the Great West Way, visit: www.englandsgreatwestway.nl

If interested in a press trip, please contact PR Manager, Holly Windsor, to put in your request: hollywindsor@GreatWestWay.co.uk

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About the Great West Way

*In November 2019, England's Great West Way won Launch Campaign of the Year at the Travolution Awards. The route also won the Development of Incoming Group Visitors to the UK at the Group Travel Awards 2019, as well as being a finalist in the Place Brand of the Year category at the City Nation Place Awards.

The Great West Way has a network of more than 260 Ambassadors including Bristol Airport, National Trust, Great Western Railway and the Canal and River Trust, as well as 72 Official Tour Operators.

The Great West Way is one of a number of successful projects to receive funding from the UK Government's £40 million Discover England Fund, administered by VisitEngland. For further information go to www.discoverenglandfund.org

The Story of the Great West Way booklet is available at:
www.GreatWestWay.co.uk/storyoftheGreatWestWay

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