



PRESS RELEASE

GREAT WEST WAY SHORTLISTED AT TRAVOLUTION AWARDS

The Great West Way® has been shortlisted in the Launch Campaign of the Year category, at the Travolution Awards.

Travolution, Travel Weekly's sister title which covers the travel technology sector, holds an annual awards ceremony to recognise the most innovative and exciting work in the digital travel sector. Winners from the 24 categories will be announced on 14 November 2019 at the Hilton London Bankside.

The Launch Campaign of the Year Award recognises new travel product or brand into the market. Criteria includes originality of concept, design of campaign, evidence of innovation as well as integration of concept and delivery into overall digital and offline experience.

The Great West Way which launched in November 2018, is a touring route between London and Bristol which joins up England's iconic destinations and attractions. The Great West Way targets visitors in the UK, Germany, the Netherlands, USA and Canada, as well as working with domestic tour operators, wholesalers and DMC's.

David Andrews, Director of the Great West Way, said: "We are thrilled that the Great West Way has been shortlisted for Launch Campaign of the Year. It's been a very successful first year for the route as we also received an award at the Group Travel Awards for 'Development of Incoming Group Visitors to the UK', in June. We're excited about attending the Travolution Awards ceremony and hope to celebrate the Great West Way's first anniversary by receiving this award."

Other key highlights from the launch campaign include the publication of The Rough Guide to the Great West Way, a comprehensive guide to the route. The Great West Way also partnered with Great Western Railway to launch the biggest integrated rail and bus pass in the UK, the Great Western Railway Great West Way Discoverer pass. The pass

allows visitors to travel the route by train or bus using a one-day or seven-day pass. Another key partnership includes Bristol Airport where Great West Way branding can be seen in the arrivals lounge.

For more information on the Great West Way, visit: www.GreatWestWay.co.uk

Note to editors:

For more information on the Travolution Awards, visit: www.travolutionawards.co.uk

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Images for Great West Way can be downloaded from our Flickr gallery via this link <https://www.flickr.com/gp/129320754@N03/3g1fd7> Photos may be used in print and/or online for the promotion of tourism to the Great West Way and photos used must be credited to www.GreatWestWay.co.uk, unless otherwise stated in the title of the photo. Full terms and conditions can be found [here](#).

About the Great West Way

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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