

PRESS RELEASE



GREAT WEST WAY® UNVEILS NEW AERIAL VIDEO

England's Great West Way has unveiled a new video featuring drone footage which offers a bird's-eye view of many of the destinations on the touring route, as well as popular attractions and the different modes of travel visitors are encouraged to use.

The new video takes viewers on a journey on the Great West Way, England's touring route between London and Bristol. From boarding a Great Western Railway (GWR) train using the GWR Great West Way Discoverer pass at London Paddington Station, to journeying along the Canal & River Trust's Kennet and Avon Canal. On the Great West Way, visitors can walk the Wiltshire landscapes, drive across the Clifton Suspension Bridge and travel by plane from Bristol Airport.

The new Great West Way video showcases popular tourist attractions, destinations and events that are on the route as well as key facts about Ambassadors, such as Windsor Castle, National Trust properties and landscapes, Malmesbury Abbey & the Cotswolds, Salisbury Cathedral, Stonehenge, Bath, Hampton Court Palace, Kew Gardens, Bowood House & Gardens, Bristol International Balloon Fiesta and Brunel's SS Great Britain.

Fiona Errington, Head of Marketing, said: "Those that have travelled the Great West Way know what stunning landscapes and wonders there are to explore. One of our objectives when we commissioned this video was to bring the Great West Way to life for those that are unaware of what is located on the route. I believe this video does just that, it showcases what's at the very heart of the route, the many forms of transportation that allow visitors to slow down and enjoy their surroundings, and the breath-taking destinations and attractions, that create a quintessentially English trip."

To view the new Great West Way video, visit:
www.youtube.com/watch?v=vj3Q_05SKZM&feature=youtu.be

The video will appear on the Great West Way website, B2B and B2C e-newsletters, it will be supported by a digital promotional campaign and will be posted across all Great West Way social media channels. It will also be distributed and promoted by official tour operators and Great West Way Ambassadors, and through VisitBritain and VisitEngland international offices.

For more information, visit: www.GreatWestWay.co.uk

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Notes to editors:

Locations and attractions featured in the Great West Way aerial video:

- GWR and Paddington Station
- Richmond Park
- Kew Gardens
- Hampton Court Palace
- Windsor Castle
- Henley and the River Thames
- Stonor Park
- Wilton Windmill
- Crofton, near Marlborough
- Salisbury Cathedral
- Stonehenge
- Caen Hill, Devizes
- Roundway Hill
- Bowood House & Gardens, Calne
- Wiltshire White Horses
- Malmesbury Abbey & the Cotswolds
- Longleat
- Bradford on Avon
- Kennet and Avon Canal
- The National Trust
- Avon Valley Railway
- Bath
- Thermae Bath Spa
- Berkeley Castle
- Bristol International Balloon Fiesta
- Brunel's SS Great Britain
- Clifton Suspension Bridge
- Bristol Airport

If you're interested in joining the Great West Way Ambassador or finding out some more information, visit: www.GreatWestWay.co.uk/Ambassador-Network

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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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