



PRESS RELEASE

GREAT WEST WAY® WINS LAUNCH CAMPAIGN OF THE YEAR AT TRAVOLUTION AWARDS

In the same month that England's Great West Way® celebrates its official first anniversary, it has won the award for Launch Campaign of the Year, 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. On Thursday, 14 November the Great West Way was announced as the winner of the Launch Campaign of the Year, at the award's ceremony which was held at the Hilton London Bankside.

The Launch Campaign of the Year Award recognises new travel product or brand to 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 is a touring route between London and Bristol. As well as large areas of outstanding natural beauty and world-renowned heritage sights, the route also features iconic destinations as well as towns and villages off the beaten track.

David Andrews, Director of the Great West Way, said: "We are beyond thrilled to win this award which could not have come at a better time as this month we are celebrating the Great West Way's official first anniversary.

"We are very grateful to everyone that has helped make the Great West Way a huge success including VisitBritain, VisitEngland and the Discover England Fund, the Destination Management Organisations that have collaborated with us, as well as the 65 official tour operators selling Great West Way packages and the 250 Great West Way Ambassadors. With special thanks to the route's title Ambassadors, Bristol Airport, The National Trust, Canal & River Trust, and Great Western Railway for supporting the Great West Way from the start.

“We’d also like to congratulate the other businesses that received awards at the Travolution awards ceremony. To be recognised alongside industry-leading businesses such as Booking.com, British Airways, Jet2 Holidays, Royal Caribbean, Sykes Holiday Cottages, Travelzoo, Travel Republic and TUI Group and is an honour and a fantastic way to start the route’s second year.”

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

Note to editors:

For more information on the Travolution Awards, visit:

<https://www.travolutionawards.co.uk/travolutionawards2019/en/page/2019-winners>

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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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