

PRESS RELEASE



GREAT WEST WAY ON TRACK TO INSPIRE AMERICAN TRAVEL-SEEKERS

England's answer to Route 66, Great West Way, has marketed the multi-modal touring route to North America and secured advertising in San Francisco, California.

Throughout the summer, a large outdoor billboard on Highway 101 in San Francisco has featured Great West Way advertising. The artwork, created by brand agency Heavenly, features a vintage car driving over a historic bridge, with the messaging 'This is England's Route 66' and 'A classic journey awaits you.'

North America is one of Great West Way's target territories and since the route's launch in 2018, it has sought to inspire American travel-seekers through a number of PR and marketing activities.

Fiona Errington, Head of Marketing at Great West Way, said: "Throughout lockdown people have been dreaming of far off places and making plans for future trips. When the opportunity presented itself to advertise in San Francisco, we grabbed it with both hands.

"We hope that the artwork, created with Heavenly, gives just a small taste of the Great West Way, and will inspire future trips to England and on the Great West Way, when it is safe to travel again."

In June, Great West Way also launched a domestic advertising campaign. The artwork illustrated walkers, cyclists and outdoor enthusiasts in a countryside setting on the Great West Way. The messaging 'Don't Follow the Herd', encourages responsible travellers to consider the Great West Way when planning staycations. The artwork could be seen in major advertising sites in London as well as across the website and social media channels.

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

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Notes to editors:

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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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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