



## **START OF COPY**

### **Unlocking road trip secrets while supporting the economy's recovery.**

Campervan and motorhome enthusiasts love the freedom of the open road. For those who own their own, or prefer to hire, this liberating feeling is captivating. But just as we thought nothing can beat that sense of escapism, Wanderlust Camper Tours have launched an exciting new product to take that feeling of freedom to the next level.

Annah Todman, founder and owner of Wanderlust Camper Tours told us, "As more of us are choosing staycations, the number of campervans and motorhomes taking to the roads is going to be on the rise. To help today's road trippers save money and time planning their memorable and unique journeys, we've curated a series of inspiring downloadable tour guides full of tips and insider-knowledge.

"We're excited to share details of our SecretStays™ in the tour guides where a camper can park up somewhere for a nominal fee, or even in return for a meal or entrance for an attraction. This is a great way to support local businesses and help the economy recover."

### **Hassle Free Tour Guides With A Huge Difference**

Annah says, "Even the most experienced campervan explorers have their bugbears. The main one is finding a car park suitable for their vehicles on a day out – there's nothing more frustrating than finding that there's a height restriction when you arrive. Secondly, it's that 'I wish I'd known about that before my trip' sinking feeling."

Wanderlust Camper Tours have certainly done their homework. Their range of PDF tour guides are bursting with need-to-know information to help with the all-important planning before you set off, as well as to provide guidance while on the road. They include everything a holiday maker would expect from a guide: places to stay, locations to visit, eateries to enjoy, walks to go on, activities for non-driving days and so on. But they've gone the extra mile to provide the details that really make a difference to the leisure vehicle driver. And as they're updated frequently you really are getting the most up to date information there is.

As everyone wants their holiday to be as stress free as possible, Wanderlust have captured all relevant links in their guides. When using the guides on a phone or device, it's so quick and easy to open a link to check on opening times, prices, menus, etc. Something you just can't do with a book. All the information you need is quite literally in the palm of your hand and only ever one click away.



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### **Giving UK Tourism A Welcome Boost**

The UK offers breath-taking scenery, spectacular coastlines, magnificent architecture and historical places of interest right here in the UK. It's no surprise that campsites are proving popular already. To address this, Wanderlust Camper Tours have collaborated with England's Great West Way who in turn has a network of accommodation providers, attractions, experiences and activity providers, plus retail, food and drink ambassadors to offer a fun alternative break away. Many are situated in rural locations off the beaten track - perfect for a rural retreat. SecretStays™ allow holiday makers to park up when visiting some of these venues. Many of these attractions were hit hard in 2020 and cannot wait to throw open their doors once again to welcome visitors.

Florence Wallace, Head of Travel Trade, says, "We are delighted to be working with Wanderlust as a Great West Way Official Tour Operator and continue to facilitate connections with our Ambassador network so we can fully support the role out of their new digital tour guides, generating even more visitors to explore England's Great West Way by campervan."

### **Adventure Along The Great West Way®**

The Great West Way® is a 125-mile route that runs from London to Bristol, based on one of the first Great Roads commissioned by the Kings of England. If all the 'off-the-beaten track' walking and bike trails and other tempting detours are included there are 500 miles to explore. With so much choice along the way, Wanderlust Camper Tours have created three themed guides with routes through cultural cities, market towns and villages, and scenic countryside. Road trippers can wind their way through two Areas of Outstanding Natural Beauty, and have options to visit three World Heritage Sites along the Great West Way®. All the tours include the historical cities of Bristol, Bath and Windsor, and take differing routes between those, depending upon preference. The Encounter England tour journeys across West Wiltshire and North Wessex Downs. The History and Heritage tour provides a journey through time from pre-historic to the Industrial Age and beyond. For those who love grand houses with Royal links and 'seen on screen' locations, where used as a backdrop on the silver screen, The Houses & Gardens tour is perfect. Here visitors can walk in grand footsteps of high society, as well tread where famous feet have been 'treading the boards'.

### **Easy To Use, Flexible 'Must Have' Companion**

The tour guides, priced at just £49 each, have been developed in such a way that the holiday maker can either leave no stone unturned, or select part of the tour. Inspiration spills off every page so you really can choose your pace, your budget, timescales and create the perfect getaway to suit your interests. You may even find a new interest! The flexibility in every tour allows for spontaneous changes to be made en route should something catch your eye as you linger or simply fancy a change in direction. With rigid tours there's no wriggle room so you can't pick out the experiences that match your own preferences.

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### Forward-thinking

The launch of these unique tour guides has come at the perfect time to help kickstart tourism for 2021. We can see why this forward-thinking Gloucestershire based company has been nominated area finalist for the FSB's Business & Product Innovation Award 2020 and reached national finalist 2020/21 for The Rural Business Awards hosted by Amazon.

Head to the Wanderlust Camper Tours website [www.WanderlustCamperTours.com](http://www.WanderlustCamperTours.com) to see their full range of self-drive tours. For more information on England's Great West Way please visit [www.GreatWestWay.co.uk](http://www.GreatWestWay.co.uk)

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NOTES NOT FOR PUBLICATION

WANDERLUST CAMPER TOURS [www.wanderlustcampertours.com](http://www.wanderlustcampertours.com)

Annah and Andrew Todman, Owners of Wanderlust Camper Tours and Wanderlust Camper Co Ltd.

Annah available on 07931 741 029 / [info@wanderlustcamperco.com](mailto:info@wanderlustcamperco.com)

2 Dowles Cottages, Dymock, Gloucestershire, GL18 2AF

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