



## **ALL ABOARD THE GREAT WEST WAY®**

### **England's new touring route can now be fully explored car-free, thanks to Great Western Railway's new Great West Way Discoverer pass**

International and domestic travellers can now visit some of the South West's leading destinations with a single ticket, thanks to a partnership between train and bus providers and the Great West Way.

Great Western Railway has joined forces with a host of bus providers, covering as many as 250 local bus routes, to create the largest integrated rail and bus ticket of its kind in the UK.

The Great West Way was launched in November 2018 as a brand new touring route that joins up many of England's iconic destinations and yet-to-be-discovered attractions along a corridor between London and Bristol.

As part of the Great West Way product development programme, visitors can now purchase the Great West Way Discoverer pass at a reduced rate, allowing for travel along a corridor between London and Bristol.

The international pass can be purchased for 3 or 7 day trips and includes travel on specific train routes including Bristol to Bath; Swindon and Hungerford; Swindon to Paddington; Westbury to Waterloo; and the TransWilts line plus a comprehensive network of bus routes that connect places of interest along the route. Key destinations within easy reach of the Great West Way, such as Salisbury and Oxford, are also included in the pass.

For domestic visitors there are three Great West Way Discoverer options available – East, West or Global - giving the opportunity to explore the area in one-day instalments or over the duration of a week. The East route covers the railway line from London Paddington and London Waterloo to Swindon, Pewsey and Salisbury, and is available as a one-day or seven-day pass.

The West route covers the railway line from Bristol Temple Meads to Swindon, Pewsey and Salisbury and is available as a one-day or seven-day pass.

The Global route combines both the East and West passes and covers the entire route between London, Bath and Bristol, available as a seven-day pass only. Domestic prices start from £24 for a 1-day pass up to £239 for the full 7 day pass.

#### **Great West Way Director, David Andrews said:**

"Great Western Railway's Great West Way Discoverer ticket is a fantastic way to encourage more visitors to travel along the Great West Way. It makes the route easily accessible for international visitors and at £129 for a 7-day pass for international visitors is truly exceptional value.

"The ticket will join up the big-draw locations, such as Bath, Bristol and Windsor with lesser-known but equally interesting market towns, chocolate box villages and quintessentially English countryside – all without needing to jump in a car or join a group tour."

**GWR's Head of Marketing and Sales, Amanda Burns said:**

"GWR are proud to be working with the Great West Way and VisitEngland on this new tourism initiative. The pass will provide international visitors with the best way to travel and experience the spectacular beauty, history and attractions along the route, offering flexibility and convenience of travel by train and bus, all on just the one ticket.

"With the introduction of new Intercity Express Trains and an improved travelling experience, GWR offer tourists a truly unique and memorable way to experience the Great West Way."

**VisitEngland Director Andrew Stokes, said:**

"VisitEngland is delighted to be supporting the Great West Way through the Discover England Fund which aims to deliver world-class bookable tourism products joined up across geographies; including integrated transport solutions to provide an end-to-end customer experience."

"Partnering with rail providers will help put the Great West Way on the international tourist map getting more visitors to explore the West of England, driving economic growth through tourism."

**Notes to Editors:**

Children under 5 travel free and those aged between 5-15 can also enjoy a 50% discount. All pass-holders will get a discount on open top bus tours of Bath, Bristol, Salisbury, Stonehenge and Oxford and on connecting services from Heathrow and Bristol airports.

International Discoverer passes must be purchased 7 days in advance and are available for international visitors at [www.acprail.com/rail-passes/great-west-way-discoverer-pass](http://www.acprail.com/rail-passes/great-west-way-discoverer-pass).

Domestic Great West Way Discoverer passes can be purchased at [www.gwr.com/plan-journey/tickets-railcards-and-season-tickets/great-west-way](http://www.gwr.com/plan-journey/tickets-railcards-and-season-tickets/great-west-way) or from station ticket offices.

Find out more about the Great West Way at [GreatWestWay.co.uk](http://GreatWestWay.co.uk).

For further information on the Great West Way, or to arrange a press visit, please contact Flo Wallace, [flowallace@GreatWestWay.co.uk](mailto:flowallace@GreatWestWay.co.uk) Tel: 07436 588860

For further information on GWR and the new Great West Way Discoverer pass please contact: James Davis, [james.davis@GWR.com](mailto:james.davis@GWR.com), 0845 410 4444

**Great West Way** images 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](http://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](http://www.discoverenglandfund.org)

The Story of the Great West Way booklet is available at [www.GreatWestWay.co.uk/storyoftheGreatWestWay](http://www.GreatWestWay.co.uk/storyoftheGreatWestWay)

Great West Way and England's Great West Way are registered trademarks.

### **About Great Western Railway**

Great Western Railway (GWR) provides high speed, commuter, regional and branch line train services. We help over 100 million passengers reach their destinations every year - across South Wales, the West Country, the Cotswolds, and large parts of Southern England.

We're currently seeing the biggest investment in the network since Brunel so we can offer more trains, more seats, and shorter, more frequent journeys and continue the network's heritage of helping connect more businesses to new and prosperous markets. Through a series of initiatives we aim to be a good neighbour to the communities we serve and are committed to making a positive social impact in those regions. Learn how we're Building a Greater West at [GWR.com](http://GWR.com). GWR is a FirstGroup company.

### **About the Discover England Fund**

In November 2015, the Government announced a £40 million Discover England Fund; an unprecedented opportunity for English tourism. The Fund aims to deliver world-class bookable tourism products joined up across geographies and/or themes; including integrated transport solutions to provide an end-to-end customer experience.

### **About VisitBritain/VisitEngland**

VisitBritain/VisitEngland is the national tourism agency – a non-departmental public body funded by the Department for Digital, Culture, Media & Sport (DCMS).

Working with a wide range of partners in both the UK and overseas, their mission is to grow the volume and value of inbound tourism across the nations and regions of Britain and to develop world-class English tourism product to support growth aspirations. For further information and to access the latest in-depth market intelligence and statistics visit [visitbritain.org](http://visitbritain.org) or [visitbritain.com](http://visitbritain.com) and [visitengland.com](http://visitengland.com) for consumer information.