

PRESS RELEASE



ANNUAL INTERNATIONAL TRAVEL TRADE EVENT TO TAKE PLACE IN WINDSOR

England's [Great West Way](#)[®] has announced that it will hold its annual Travel Trade Marketplace event in Windsor where more than 100 travel industry representatives and international and domestic travel trade buyers will be in attendance.

On Friday, 22 November the Great West Way Travel Trade Marketplace will be held at the Castle Hotel in Windsor. The day's events will include networking and a series of one-to-one business appointments. The annual event connects representatives from the UK travel industry with buyers from international tour operators and wholesalers, with the aim of creating and selling Great West Way travel packages overseas.

This year, the event coincides with the Great West Way's official first anniversary following its launch in November 2018. The Great West Way is England's first touring route and is located between Bristol and London which includes Henley on Thames, Slough, Marlow, Maidenhead and Windsor. Earlier this year, in partnership with Great Western Railway, the Great West Way Discoverer pass was launched, which gives visitors access to the Great Western Railway routes across the Great West Way and 250 local bus routes. It is the largest integrated rail and bus tickets of its kind, in the UK.

Florence Wallace, Head of Travel Trade at Great West Way, said: "The Great West Way was launched as a way of showcasing what the route has to offer international visitors in terms of its geographical location as well as its attractions, events, accommodation and hospitality. The Travel Trade Marketplace is an important event which pairs these industry providers with international buyers, in order to put together Great West Way travel packages which can be booked by international visitors who are keen travel to all locations along the route, including Windsor and the surrounding areas.

“Windsor is a great location to host this year’s event that will welcome buyers from all over the world who are interested in experiencing the best that England has to offer.”

Cllr Samantha Rayner, Deputy Leader and Cabinet Member for Windsor, said: "We are delighted that Great West Way has chosen the Royal town of Windsor as the venue for its prestigious event.

“Windsor is an international destination, and whilst perhaps best known for its castle and royal connections, there is so much more to this great, vibrant, incredibly well connected town, including many wonderful attractions, cultural events, restaurants, hotels and shops.

“Historical Eton with its great charm and individual shops is just a few steps over the bridge. It’s a fabulous destination for a day or a holiday. Tourism has a natural home here as Windsor can offer a huge range of experiences which are unique.”

To coincide with the event and the first official anniversary of England’s Great West Way, the second annual Travel Trade Directory will be available to all travel trade, which includes key information from UK businesses across the route that are keen to work with overseas travel buyers. Every business that signs up to become a Great West Way Ambassador receives a free listing in the Travel Trade Directory.

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

Note to editors:

Photo caption: Great West Way Travel Trade Marketplace 2018 in Bath (L-R) David Andrew, Director at Great West Way, Gauthier Hardy, Commercial Development Manager at Great Western Railway and Michael Ellis, UK Tourism Minister, at the time.

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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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For further information contact:

Holly Windsor, PR and Communication Manager

Hollywindsor@GreatWestWay.co.uk

01722 324 888/07444 601 421