

PRESS RELEASE



GREAT WEST WAY NAMED FINALIST IN INTERNATIONAL TOURISM AWARDS

England's Great West Way® has been announced as a finalist in the City Nation Place Awards, which recognises and celebrates best practice in place branding and marketing.

Winners from each of the five categories will be announced at the annual City Nation Place Global conference, taking place in London on Thursday, 7 November. Each year, the conference welcomes more than 200 place branding and place marketing professionals, and provides an opportunity to review and share the most creative and effective approaches to the challenges facing place branding.

The Great West Way is a finalist in the Place Brand of the Year category, alongside the Bermuda Five Year Tourism Plan, entered by Bermuda Tourism Authority and RedSky Strategy, Finland, entered by Visit Finland and The State of Denmark, entered by Copenhagen Capacity, among other finalists.

David Andrews, Director of the Great West Way, said: "It's an honour to be a finalist alongside such strong place brands at this year's City Nation Place Awards. The Great West Way has so much potential, and although we've had a very successful year, there's no slowing down. We have big plans for 2020, as well as a 30-year vision and beyond."

The Great West Way is a tourist route between London and Bristol that launched in November 2018, with the aim of driving international and domestic tourism. The Great West Way was granted over £1million in funding by the Discover England Fund administered by VisitEngland, and has a network of more than 240 Ambassadors, including Bristol Airport, National Trust, Great Western Railway and the Canal and River Trust, as well as 60 Official Tour Operators.

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

Note to editors:

For more information on City Nation Place Awards, visit:

www.citynationplace.com/awards/2019-finalists

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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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