

PRESS RELEASE



SALISBURY & SOUTH WILTSHIRE SET TO SEE AN INCREASE IN INTERNATIONAL TOURISM IN 2020 FROM THE GREAT WEST WAY®

South Wiltshire is due to benefit from substantial growth in international visitors in 2020 and beyond, due to the increase in visitors travelling along the Great West Way.

South Wiltshire is set to see an influx of international visitors in 2020 due to the extensive travel trade and marketing activity undertaken by England's Great West Way®, in overseas markets.

The Great West Way, between London and Bristol, was launched at World Travel Market in November 2018 as the world's first multi-modal touring route, encouraging visitors to travel the route by road, rail, water, on foot or by bike. The Great West Way includes many of England's best-known icons including Windsor, Stonehenge, Bath and The Cotswolds, and encourages curious international visitors to explore these iconic destinations as well as towns and villages off the beaten track.

Alongside all the Great West Way promotion of north and central Wiltshire, Salisbury and South Wiltshire has also benefitted from the wide range of consumer, PR and travel trade marketing activity, including hosting travel trade and press visits, promotion at Great West Way Marketplace, an event that connects the tourism trade with international group travel trade buyers and other key travel trade events throughout the year. Other activity includes references in the Great West Way Travel Trade Directory, the official Rough Guide to the Great West Way, and inclusion in digital and social activity.

As a direct result of the Great West Way, Salisbury and South Wiltshire is currently included in 34 travel trade programmes being sold by 19 tour operators in 9 countries including Australia, Canada, France, Germany, Netherlands, UK and USA. JacTravel is the world's fastest-growing and second largest B2B travel provider worldwide and is just one of the tour

operators currently selling a Great West Way programme. Jac Travel's programme features Salisbury Cathedral and Stonehenge as well as an overnight stay in the Salisbury area before taking visitors across north and west Wiltshire and on to Bath.

Florence Wallace, Head of Travel Trade at Great West Way, said: "England's Great West Way is proving extremely attractive to people overseas who are keen to experience a quintessentially English holiday. We have achieved great success in working with the travel trade this year. The new GWR Great West Way Discoverer pass includes every rail station in Wiltshire and is already proving popular with international customers – they can buy an unrestricted 7-day pass for £129, which is great value for money. We now have over 70 domestic and international Great West Way Official Tour Operators who are developing, marketing and distributing, on-brand Great West Way programmes, and we look forward to welcoming many international visitors as a result."

John Glen, MP for Salisbury, said: "It is great news that Salisbury has been added to the programmes of 34 new tour operators and I hope this will bring a fresh influx of visitors to appreciate all we have to offer.

"Salisbury is a wonderful destination in its own right and also perfectly positioned as a gateway to explore the whole region."

Tracey Cook, Sales and Marketing Manager at The Red Lion Hotel, said: "Over the past 18 months we at The Red Lion Hotel Salisbury have been working together with Great West Way on their planned activities. For the hotel, that means, being involved with hosting visiting tour operators to the city. Promoting the value of visiting Salisbury, what is planned for the coming year, including Salisbury 2020: City on the Move, and the various events and festivals planned.

"We have seen some growth in our visiting leisure market, with new operators looking at Salisbury as not only a '2 hours stopover', but stay 24 hours stay to explore. Fresh new customers are a positive sign and I can accredit this to the work Great West Way has done with a good strong strategic approach and working with interested partners such as ourselves at the Red Lion, putting Salisbury is on the 'map again'."

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

Notes to editors:

Photo caption: Jac Travel Great West Way itinerary featuring South Wiltshire

To view Jac Travel's full Great West Way itinerary, visit: [LINK](#)

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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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