

PRESS RELEASE



GREAT WEST WAY® REPORTS ON ACTIVITY AND PERFORMANCE

The Great West Way reported against targets at its Review Launch today - 22 March 2021. The launch was attended by over 134 media, 114 Ambassadors and other stakeholders, who heard how the route has been developed into one of the great touring routes of the world.

The headline results reported in its review, entitled: *'The Journey So Far and The Way Ahead'* included:

- 270 Investing Great West Way Ambassadors signed-up
- 26 Investing Destination Ambassadors
- 4 Title Ambassadors – Bristol Airport, Canal & River Trust, Great Western Railway, National Trust
- 82 Great West Way Official Tour Operators producing new programmes
- 450 bookable new products
- 80 new themed consumer and trade itineraries
- 1,800 tourism businesses along the route engaged with
- 900+ one-to-one meetings with travel trade
- 300million press coverage reach
- 5.25million social reach
- 200 businesses using the Great West Way branding
- 5 industry awards won

Speakers at the event included David Andrews, Nigel Huddleston MP, Minister for Sport and Tourism, Sally Balcombe, CEO VisitBritain/VisitEngland and Richard Parry, CEO Canal & River Trust.

David Andrews, Director, Great West Way said; "This Review Launch has been an opportunity for us to reflect on just how much the Great West Way has achieved along its journey so far. As is evident from the support outlined in the Review, the Great West Way tourism corridor has an important role to play in the country's national tourism recovery."

"It's more important now than ever to work together in partnership, developing new bookable experiences, maximising our sustainable tourism potential, and supporting destinations and businesses along the Great West Way." David added.

Nigel Huddleston MP, Minister for Sport and Tourism who spoke at the event said "The success of the initiative, which has already exceeded many of its initial targets, is testament to what can be achieved by working in partnership with the tourism industry. It has been a catalyst for developing innovative new itineraries, products and experiences."

Sally Balcombe, CEO of VisitBritain and VisitEngland said "The bold ambition of the Great West Way, creating a new world-class touring route from London to Bristol, has added an exciting new dimension to the England offer in international markets and is a great example of what can be achieved with imagination, ambition, and targeted support."

Richard Parry, CEO of The Canal & River Trust said “ The popular Kennet & Avon Canal is a key element of the Great West Way - a 'slow travel' mode of exploration, offering all the health and wellbeing benefits of spending time on, or by, water, taking people to the many attractions along its length. As people emerge from lockdown, they might be thinking about taking a holiday, booking a short break or simply seeking a change of scenery. The Kennet & Avon Canal offers a relaxing way to explore the London to Bristol route and we hope visitors might find the map both inspiring and useful.”

'The Journey so Far and the Way Ahead' review can be seen [here](#).

For further information please visit www.GreatWestWay.co.uk

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Notes to Editors:

If you're interested in joining the Great West Way Ambassador or wish to find out more please visit: www.GreatWestWay.co.uk/ambassador-network

Follow and engage with us on our social channels Facebook [@GreatWestWay](#), Instagram [@GreatWestWay](#) and Twitter [@theGreatWestWay](#)

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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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