

## DESIGNATED DESTINATION AMBASSADOR OPPORTUNITY



Benefits of being a Great West Way Designated Destination Ambassador include:

- Access to the trade marked Great West Way® name, brand assets and visual identity and ability to use these in local promotional activity, collateral, town signage.
- A seat on the Great West Way Destinations Working Group.
- Supporting the creation of one of the world's premier touring routes: winning market share for England; encouraging international visitors out of London, joining up the region, and generating additional sustainable tourism visits and spend.
- Raised profile; additional tourism visits and spend.
- The ability to influence how your Destination is represented on the Great West Way and across marketing and product development activity.
- Designated Destination listing on [GreatWestWay.co.uk](http://GreatWestWay.co.uk)
- Destination inclusion on the digital illustrated map and on updated versions of printed/digital maps.
- Designated Destination listing in the updated Great West Way Travel Trade Directory.
- Inclusion in a core programme of travel trade activity and promoted to Great West Way Official Tour Operators.
- Editorial inclusion in a core programme of activity consisting of digital, website, print and social media.
- Additional benefit from VisitEngland / VisitBritain including Great West Way in their marketing
- Access to, and use of, the Great West Way official photo library and videos. There is also an opportunity for Designated Destination Ambassadors to add high-res photography to the library, as it's a great resource for press and travel trade to access.
- Inclusion as a Designated Destination in relevant consumer campaigns and activity

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- Opportunity to buy into additional marketing opportunities at discounted Designated Destination Ambassador rates, for example: advertising in consumer/trade publications, attending travel trade events.
- Opportunity to access additional press and travel trade activity, for example hosting or meeting visits.
- Access to Great West Way marketing and consultancy services in support of additional consumer and travel trade marketing activity.
- Networking and relationship building opportunities, including through the Great West Way Ambassador Network and Official Tour Operators
- Opportunity to increase destination profile by supporting applications from local businesses to become Great West Way Ambassadors.
- 1:1 support and advice on strategy development and tactical implementation with the opportunity to buy into additional marketing services at reduced Ambassador rates.
- Opportunities to attend Great West Way events and training.