

PRESS RELEASE



GREAT WEST WAY® UNVEILS LATEST EDITION OF TRAVEL MAGAZINE

The latest edition of the Great West Way Travel Magazine has launched today, providing a timeless source of inspiration to those wanting to explore England's Great West Way this winter, or in future seasons.

The magazine can be viewed for free at www.GreatWestWay.co.uk/TravelMagazine and has been launched in time for World Travel Market 2021 and to inspire visitors to travel and visit in 2022.

The digital format offers readers an immersive experience, including the opportunity to enjoy a bird's-eye view of the Great West Way with a selection of stunning panoramic virtual tours and captivating drone footage. With direct links throughout to relevant websites and videos and links to download a selection of Great West Way maps and guides, the magazine provides an effortless transition from inspiration to planning a trip.

Sustainable and slow travel is a key theme of this issue, with the variety of responsible modes of transport along the Great West Way contributing to its reputation as one of the world's greatest touring routes. Readers will discover how easy it is to leave the car behind and explore the Great West Way by boat, train, bike and on foot, travelling at their own pace on a journey to evoke all the senses.

The Travel Magazine also includes an insider's guide to Great West Way's top ten unmissable adventures, features on the most striking architecture to see on the route, where to lace up for an autumn walk in some of England's most beautiful gardens, and which single item museum curators along the route would choose to save from their collections if disaster struck!

Readers can also be inspired by a seasonal Great West Way events calendar, gourmet guide, a hotels guide and features on historic train stops, museum gems, and smartphone apps offering self-guided tours of destinations along the Great West Way.

Plus, from Bristol Blue Glass baubles to locally distilled gins, the magazine highlights where to find unique and special mementos to remind readers of their trip to the Great West Way.

Fiona Errington, Head of Marketing, said: “This latest edition of our Great West Way Travel Magazine shows that despite the challenges faced in the last year, businesses along the route have managed to achieve so much and we have so many new experiences to offer visitors, from award-winning restoration projects, new paddle boarding tours and luxury glamping, to the launch of new immersive experiences. Now that travel restrictions have been lifted, we hope that planning a journey will have never been easier and our Great West Way Ambassadors look forward to offering visitors the warmest of welcomes.”

The virtual edition of the Great West Way Travel Magazine will be distributed through the Great West Way newsletter and its social media channels, reaching over 30,000 people per week, as well on 10 digital magazine platforms including Readly, Yumpu and Issuu.

The magazine will also be distributed to 90+ Great West Way Official Tour Operators, VisitBritain’s international offices and through VisitEngland’s marketing channels.

For more information, visit: www.GreatWestWay.co.uk

END

Notes to Editors:

For further information please contact amandasnowe@GreatWestWay.co.uk

About the Great West Way

The Great West Way is one of the world’s premier touring routes, allowing visitors to explore 500 miles of navigable routes between London and Bristol by road, rail, on foot, bike and waterway. The Great West Way includes many of England’s most iconic attractions -

Windsor, the River Thames, Bath, Lacock, Stonehenge and The Cotswolds – and encompasses three Areas of Outstanding Natural Beauty.

For further information on the route and its development see [The Story of the Great West Way](#) and [Great West Way: The Journey so Far and the Way Ahead](#).

Great West Way and England's Great West Way are registered trademarks.

www.GreatWestWay.co.uk

Imagery

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](#).

Great West Way Ambassador Network

The Ambassador Network is a collaborative network of destinations, businesses and organisations on the Great West Way working together to promote Great West Way as one of the world's premier touring routes.

If tourism businesses are interested in joining the Great West Way Ambassador Network or in finding out some more information, visit: www.GreatWestWay.co.uk/Ambassador-Network

Great West Way Social Channels

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

Great West Way and England's Great West Way are registered trademarks.