

5 December 2018



## GREAT FESTIVE WAY

Cosy pubs, chocolate box villages, great shopping and one of the country's best Christmas markets:  
The Great West Way is the perfect destination for a festive break

England's new touring route from London to Bristol, the Great West Way, has some of the country's biggest-ticket festive experiences from root (Ice-skating at Hampton Court Palace) to tip (Bath Christmas Market and Bristol's winter curling rink – NEW for this year), plus some of the country's prettiest villages and cosiest pubs, making it perfect for a Christmas getaway.

### Festive Experiences:

- Hampton Court Palace's ice rink offers visitors the chance to skate in one of the country's most scenic settings, against a backdrop of the majestic palace. Open until 6 January 2019. Prices from £10.50.
- Longleat's Festival of Light is a stunning display of Chinese lanterns that has to be seen to be believed. This year's event includes a Santa Train and Santa's Grotto, for pure Christmas overload! The festival of light is on selected dates until 6 January 2019 and costs from £23.55.
- New this year is Bristol Shopping Quarter's winter curling rink, a chance to try out this Nordic Olympic sport-on-ice alongside Broadmead's annual German-themed Christmas market. It's best played in teams of 4, so it's a great Christmas activity to enjoy with family or friends. The course is open until 28 January and costs from £45 per game.
- Lacock's Christmas Tree Festival features 20 trees, beautifully-decorated by the local community, on display in the National Trust village's atmospheric medieval cloister and is Christmas in an Instagram-shot! The trees are on display from 1<sup>st</sup> December and entrance is included in the admission of Lacock Abbey, costing from £13.40.

### Christmas Shopping:

- The award-winning Bath Christmas Market is one of the country's biggest, consisting of 180 stalls set amongst Bath's Georgian streets. The market sells hand-made ceramics, glassware, jewellery and local produce, perfect for Christmas shopping.
- Go rummaging at Hungerford Arcade Antiques, home to more than 100 antiques dealers and packed to the rafters with weird and wonderful finds, great for finding unique and unusual gifts.
- The Great West Way boasts not one, but two outlet centres - Parkway Shopping Newbury and the McArthur Glen Designer Outlet Swindon – making it easy to find presents for everyone under one roof.

Find out more about the Great West Way at [GreatWestWay.co.uk](http://GreatWestWay.co.uk).

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

Ends

For further information or to arrange a press visit please contact Flo Wallace, Head of Travel Trade, [flowallace@GreatWestWay.co.uk](mailto:flowallace@GreatWestWay.co.uk) Tel: 07436 588860

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](http://www.GreatWestWay.co.uk), unless otherwise stated in the title of the photo. Full terms and conditions can be found [here](#).

Note to editors:

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. VisitWiltshire are the Destination Organisation leading the project. For further information go to [discoverenglandfund.org](http://discoverenglandfund.org)

Further information and link to The Story of the Great West Way booklet, a guide for businesses and destinations, is available at [visitwiltshire.co.uk/GreatWestWay](http://visitwiltshire.co.uk/GreatWestWay)

The Great West Way Ambassador Network gives access to a wide range of additional Great West Way consumer, travel trade and media marketing activity; connecting businesses and destinations along the route

Great West Way and England's Great West Way are registered trademarks. Please always use the appropriate symbol (®) on the first reference to indicate that *GREAT WEST WAY*® is a registered trade mark.

For further information on or to join the Great West Way Ambassador Network please contact Claire Margetts, Head of Ambassador Network, [ClaireMargetts@GreatWestWay.co.uk](mailto:ClaireMargetts@GreatWestWay.co.uk) Tel: 07850 080679

For further information or to find out more about becoming an Official Tour Operator please contact Florence Wallace, Head of Travel Trade, [FloWallace@GreatWestWay.co.uk](mailto:FloWallace@GreatWestWay.co.uk) Tel: 01722 341309 or 07436 588860

About the Discover England Fund

In November 2015, the Government announced a £40 million Discover England Fund; an unprecedented opportunity for English tourism. The Fund aims to deliver world-class bookable tourism products joined up across geographies and/or themes; including integrated transport solutions to provide an end-to-end customer experience.

The Fund supports the growth of one of England's most successful export industries, inbound tourism. Tourism is an industry that delivers jobs and economic growth across the English regions – contributing some £106bn each year to the economy and supporting 2.6 million jobs.

The Fund supported a number of pilot projects in year one (2016/17) that tested product development approaches. In years two and three, 2017-19, the fund will support:

- A number of large-scale collaborative projects to be delivered over the two year period 2017-2019 that will create a step-change in bookable English tourism product for international consumers,
- A smaller funding pot for new one-year pilot projects (in year two), and
- Continuation funding for existing year one projects that demonstrated early learnings (in year two).

#### About VisitBritain/VisitEngland

VisitBritain/VisitEngland is the national tourism agency – a non-departmental public body funded by the Department for Digital, Culture, Media & Sport (DCMS).

Working with a wide range of partners in both the UK and overseas, our mission is to grow the volume and value of inbound tourism across the nations and regions of Britain and to develop world-class English tourism product to support our growth aspirations. For further information and to access the latest in-depth market intelligence and statistics visit [visitbritain.org](https://www.visitbritain.org) or [visitbritain.com](https://www.visitbritain.com) and [visitengland.com](https://www.visitengland.com) for consumer information.