



Great West Way Travel Trade Activity Update

February – July 2026

The following report details trade activity from February – July 2026:

Travel Trade Directory

We are at the final production stage of the new [Great West Way Travel Trade Directory](#) which will be launched at our Marketplace event in September. This will be distributed via Great West Way database of over 2,300+ trade buyer contacts and via third parties. This 8th edition includes new editorial sections – Highlights; Bookable Experiences, Activities and Specialist Tours; new itineraries - Literary, Film & TV; Exploring Beyond – Discover South Wales and Luxury, Wellness and Exclusive English Historic Experiences. Thanks to all Ambassadors for their input and advertisers.

Visit Britain Engagement

Great West Way have regularly engaged with the VisitBritain in-market representatives and UK Industry engagement team. Some examples of partnership activity include the following:

Trade Newsletter inclusion:

- **Germany** – May 2026 – distribution of Great West Way Marketplace [here](#).
- **Netherlands / Benelux** – May 2026 – distribution of Great West Way and a few suppliers were included in the Destination of the Month Newsletter, which can be seen [here](#).
- **Nordics/Scandinavia** – May 2026 - distribution of Great West Way Marketplace, which can be seen [here](#).
- **USA & Canada** – June 2026 – distribution of Marketplace, which can be seen [here](#). The Canadian stats were 1,104 trade contacts with 24.73% interacted, 24.46% open rate and 7.34% click through rate.
- **Spain** – July 2026 - distribution of Great West Way and Marketplace, which can be seen [here](#).
- **VisitBritain Industry Newsletter** – June 2026 and July 2026 – distributed Great West Way Marketplace.

Webinar inclusion:

- **Germany** – 17 June 2026 – 106 buyers registered, 3 suppliers presented. The slide deck was distributed together with presentation notes / links. Presentation can be seen [here](#).
- **France** – 9 June 2026 – 16 buyers on the day. Presentation can be seen [here](#).

Forthcoming Fam Trips:

There are several forthcoming VisitBritain familiarisation visits which we are assisting. These include:

- **Germany** – BITS, 8 – 15 September 2026, 2 pax.
- **Spain** – in conjunction with Tour Partner Group, 15 – 22 October 2026, 20 pax.
- **Switzerland / Austria** (c/o Birthe) for Prima Ferien, 18 – 21 September 2026, 12 pax.

Events & Exhibitions

The following events and exhibitions have been attended by Great West Way, in which Ambassadors have been represented.

- **LVEP Benelux/ Netherlands, Amsterdam, Wednesday 11 February 2026** - a VisitBritain trade 1:1 meeting event. GWR was our in-person meeting partner and with a focus on sustainable travel we represented Blenheim Palace, Longleat and Stourhead and met approximately 20 businesses.



- [ITB Berlin](#), Germany, Tuesday 3 - Thursday 5 March 2026. We attended with Meeting table on the VisitBritain stand 201, hall 18, sharing with TSE. We had approximately 20 business meetings and focussed on sustainable travel, travelling out of season and gardens, whilst representing Blenheim Palace.
- [British Tourism & Travel Show](#), NEC Birmingham, 19 March 2026. This domestic trade show is for GTOs, coach and tour operators. We had 7 stand sharers and distributed literature for 4 businesses. We met and captured data from approximately 100+ buyers.

Forthcoming Events & Exhibitions:

There are still opportunities to attend, stand share or for Great West Way to represent your business/destination at the following events:

Great West Way Marketplace, Tues 22 & Fri 25 September 2026. The virtual one-to-one meeting day on 22 Sept. will enable suppliers to meet with buyers online during pre-set time slots in your day. On 25 September in Bristol, there's an In-person networking day at Bristol Dockyards – home of Brunel's SS Great Britain. The Ambassador rate is from £400, plus £40 for the networking day. The networking day in Bristol is only available when the virtual online day is purchased. All costs are exclusive of VAT and a £20 booking fee will apply to each booking. View the confirmed attendees [HERE](#). [FIND OUT MORE](#) & [REGISTER TO ATTEND](#).

[Group Leisure & Travel Show](#), Milton Keynes, Thurs 8 October 2026. Domestic trade show for GTOs, coach and tour operators. We have one slot left for a stand sharing opportunity for **£985 + VAT** (excluding graphics). Price includes 1m space on the stand, cabinets, plus access to data capture device. Or literature distribution for only **£155 + VAT**

[Global European Marketplace \(GEM\)](#), Mon 2 Nov 2026. Great West Way will attending this ETOA event representing 4 Ambassadors – 1 hotel and 3 attractions. If you are an accommodation or tour provider we'd like to represent you. Cost is £400 + VAT, for inclusion in pre-and post-event comms, messaging to buyers in full days of 1:1 meetings, plus a post-event report including hot leads, meeting notes and key trade contacts. Please contact [Flo](#) to discuss and book.

[Britain & Ireland Marketplace](#), 22 Jan 2027. Great West Way will be attending this ETOA event, partnering with UKInbound and VisitBritain. We are interested to hear from you if you'd like representation so we can get your business in front of international trade buyers, who are looking for tourism experiences to contract in Britain. Cost is £400 + VAT, for inclusion in pre-and post-event comms, messaging to buyers in full days of 1:1 meetings, plus a post-event report including hot leads, meeting notes and key trade contacts. Please contact [Flo](#) to discuss and book.

[British Tourism & Travel Show \(BTTS\)](#), NEC Birmingham, Thurs 11 March 2026. Domestic trade show for GTOs, coach and tour operators. Stand share opportunity for £1,100 + VAT (excluding graphics). Price includes 1m space on the stand, cabinets, plus access to 1 data capture device (to share). Literature distribution for only **£170 + VAT**.

Digital Trade Communications & PR

Trade newsletters distributed during this period include:

- [Great West Way - Sustainable Travel & Latest Product News](#) – distributed on 24 February to 2,223 subscribers. It received a 27.6% OR and 3% CTR.
- [Great West Way Marketplace 2026 BOOK NOW](#) – distributed on 15 May to 2,300 subscribers. It received a 36.7% OR and 3.6% CTR.
- [Great West Way Trade News Marketplace & Christmas](#) – distributed on 30 June to 2,286 subscribers. It received 36.4% OR and 2.2% CTR



- [Marketplace 2026 – Discover New Ideas and Commissionable Experiences](#) – distributed on 31 July to 2,253 subscribers. It received 32.2% OR and 2.4% CTR.

We've recently picked up on an article from Insider Travel Report, that was published towards the end of last year, as a result of distribution of our Jane Austen 250 activity – [On the Trail of Jane Austen in England](#).

Official Tour Operators & Distribution Partners and Trade Engagement

Great West Way have recently secured some new Official Tour Operators & Distribution Partners. These include [Kerovoar Travel](#) (Brazil), [Stonehenge Deluxe Tours](#) (UK), [Gay Up Travel](#) (USA), [Wolters Rundreisen](#) (Germany), [Walking.Holiday](#) / [Walk The Thames](#) (UK) all of whom are working on new itineraries.

Latest programmes include [Walk the Great West Way](#) (Walking holiday / Walk the Thames) and [England, Taken Slowly](#) (Gay Up Travel).

Strategic Activity and Business Support

if you're working on your Travel Trade strategies for 2027 and want to enhance your messaging to buyers, partner for trade exhibitions/events or looking for strategic trade engagement, please take a look at the [Travel Trade Business Support](#) we can provide.

If you have any queries or would like to schedule a meeting to discuss, please contact [Flo](#).