



Great West Way Travel Trade Activity Update

June - September 2025

The following report details trade activity from June – September 2025:

Production and Distribution of Collateral

The new 7th edition Great West Way Travel Trade Directory has now been signed off and will be online shortly. This resource receives over 10,000+ views online annually from domestic and international trade and is the main resource being used by 120+ Official Tour Operators. We will shortly be rolling out the distribution plan and this will include:

- Promotion via Great West Way Travel Trade portal
- 100 copies printed and distributed at Great West Way Marketplace
- Solus newsletter to 2,000+ key trade contacts
- Direct emails to all 120+ Official Tour Operators
- Press Release to selected travel trade media
- To VB/VE plus in-market reps for onward distribution to their trade databases
- Via targeted party trade associations, such as UKInbound and ETOA for distribution to members
- Ambassadors distributing to their trade database / via their trade newsletter and relevant comms
- Ambassadors distributing via other relevant B2B channels, eg LinkedIn
- Included in all follow-up direct emails with buyers following events
- Highlighting the new itineraries to target list of relevant buyers

Digital Trade Communications & PR

Recent trade newsletters include the following:

[Great West Way Marketplace & Must Visit Experiences](#) newsletter was distributed on 23 June, to 2,274 trade contacts. It received an OR 42.5% and a CTR 11.2%.

[Great West Way Marketplace – Book Now](#) newsletter was distributed on 17 July to 2,244 trade contacts.

[Discover the Magic of Christmas along the Great West Way](#) newsletter was distributed on 24 July, to over 2,229 trade contacts. It received an OR 37% and 4.7% CTR.

[Great West Way Marketplace Returns to Drive Tourism Growth Across UK's Premier Touring Route](#) newsletter was distributed on 5 August, to 2,218 trade contacts. It received an OR of 40% and CTR 4.2%

Trade Engagement & Webinars

New Official Tour Operators working to develop and distribute new Great West Way programmes for 2026 include [Airedale Tours](#), [Belco Travel & Tours](#) and [Southern Tour](#).

Following the distribution of our Christmas newsletter, Helloworld / Viva Holidays have now packaged and are selling a new [The Magic of Christmas along England's Great West Way](#) programme for 2025 in Australia/New Zealand.

Continuing our programme of trade sales webinars, in July we delivered Great West Way product information to approx.12 reservations staff from [RIT Vacations](#) - a UK specialist selling in Canada. We are meeting RIT at the end of September to discuss follow-up options for bringing an agent fam visit to visit to the Great West Way in 2026.



So far this year, we have delivered webinars to over 100+ people from JAC Travel/Tour Partner Group, Angela Shanley Associates, Abbey The Destination Experts, RIT Vacations plus our USA VisitBritain webinar to over 90+ North American tour operators and travel advisors.

Events & Exhibitions

Great West Way will be representing Ambassadors by attending the following forthcoming travel trade events:

- [Great West Way Marketplace](#), 23 & 25 September 2025. Virtual 1:1 meetings with 24 buyers and informal networking at Carvers Hill. Focus will be on promoting the new Travel Trade Directory and itineraries etc. Booking deadline has passed but if you want to attend please contact Flo asap. Attendee list can be seen [here](#).
- [Group Leisure & Travel Show](#), Milton Keynes 2 October 2025. Domestic trade show for GTOs, coach and tour operators. Stand sharers include Wiltshire, Waddesdon Manor, Longleat, Stourhead, English Heritage, Old Bell Hotel, Warminster, DoubleTree by Hilton Swindon, Bishopstrow Hotel and HI Salisbury Stonehenge. Literature distribution is still available at only £155 + VAT.
- [Britain & Ireland Marketplace](#), London, 30 January 2026. This event brings together the networks of ETOA, UKinbound and VisitBritain. 1:1 B2B meetings connecting international buyers with tourism suppliers and destinations from across the region. Representation opportunities available.
- [British Tourism & Travel Show](#), NEC Birmingham, 19 March 2026. Domestic trade show for GTOs, coach and tour operators. Stand share opportunity for £1,100 + VAT (excluding graphics).

Strategic Activity and Business Support

If you are working on your marketing and sales strategy for 2026, and are looking for strategic support, please get in touch to arrange a meeting. We can help you enhance your messaging to the domestic and international travel trade and consumer audiences through our websites, solus newsletters, social channels and targeted trade engagement activity.

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