



Great West Way Travel Trade Activity Update

March – June 2025

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

Production and Distribution of Collateral

We're currently updating the [Great West Way Travel Trade Directory](#) to the 7th edition. 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. New additions this year include:

- Sustainable Travel on the Great West Way:
 - o Plug In and Explore: EV-Friendly Stops along the Great West Way (5–7-day FIT itinerary)
 - o Great West Way by Public Transport: History, Heritage, Gardens & Unmissable Experiences (7-day FIT itinerary)
- Well located, quick refreshment stops, highlighting short visitor experiences, ideal for coach groups
- Highlights/ Latest News

Please ensure you have checked your listings and been in touch about any changes to your product offer, booked advertising and updated us with any latest news, new bookable experiences etc. The new directory will be distributed later this year.

Digital Trade Communications & PR

A [Great West Way Trade News Spring 2025](#) newsletter was issued to 2,299 trade contacts. It received a 42.5% open rate and 17.6% click through rate.

Following the Great West Way Press event in March, we received the following trade PR:

- Coach Tours UK – 27 March 2025 [Successful industry event to boost regional tourism](#)
- Group Leisure & Travel Magazine – April 2025 – [What Reading can offer groups](#)

Events & Exhibitions

Great West Way attend the following recent travel trade event:

- Great West Way and Ambassadors attended [British Tourism & Travel Show](#), NEC Birmingham, 19 & 20 March 2025. Domestic trade show for GTOs, coach and tour operators. We data captured 90+ tour operators, group travel organisers and trade professionals, of which 65% were new trade contacts.

Forthcoming Exhibition Opportunity:

- [Group Leisure & Travel Show](#), Milton Keynes 2 October 2025. Domestic trade show for GTOs, coach and tour operators. We have confirmed stand sharers including Wiltshire, Waddesdon Manor, Longleat, Stourhead, English Heritage, Old Bell Hotel – Warminster, DoubleTree by Hilton Swindon and Bishopstrow Hotel. If you would like to join our stand the cost is £935+VAT (excluding graphics). **Book before 30 June.** Literature distribution is only £155 + VAT.

Trade Engagement & Webinars

We have been continuing our programme of webinars to our UK based DMC contacts and their sales teams. The webinars have included relevant themes, products and destination information, giving buyers ideas for new



itinerary development. So far this year, we have delivered webinars to over 80+ people from JAC Travel, Angela Shanley Associates, Tour Partner Group and Abbey UK. In addition to this we have also delivered a webinar in conjunction with VisitBritain USA to 90+ North American tour operators and travel advisors.

International Activity & New Official Tour Operator Programmes and Fam visits

In March, Jessica Lithén from VisitBritain attended the annual RK Travel B2B workshop in Gothenburg and represented Great West Way, showcasing [RK Travel Group AB's Great West Way programme](#) to their coach/tour operator customers in Sweden.

We've secured the following new Great West Way programmes:

Highpoint Holidays UK/USA - [Tailor Made Trips - Great West Way](#)

Highpoint Holidays - France - [Le Great West Way Uncondense d'Angleterre au rythme du train](#) and a programme for a customer traveling this summer - [Votre voyage en famille en Angleterre](#)

Evaneos - France - [Le Great West Way® : Un condensé d'Angleterre au rythme du train](#) and [Family trip: after the locks, the sea...](#)

Best of Tours – France - [Voyage au coeur du Great West Way® d'Angleterre](#)

We're working to secure agent fam visits from GT Experiences – USA (autumn 2025) and RIT Travel – Canada (Feb 2026). if you'd like to get involved in supporting these, please get in touch.

Strategic Activity and Business Support

We work closely with many tourism businesses to support their travel trade strategic activity. This includes solus newsletters to our buyer database, buyer/supplier email introductions, development of new trade resources etc. If you would like to discuss how we can help build your trade business, please contact us to schedule a meeting.

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