



Great West Way Travel Trade Activity Update

Mid-September 2025 – February 2026

The following report details trade activity from Mid-September 2025 – February 2026:

Production and Distribution of Collateral

The new [Great West Way Travel Trade Directory](#) was finalised and distributed in November 2025 to over 2,200 travel trade and industry contacts, including in-market Visit Britain reps. It is a one-stop-shop for those seeking to curate market-ready experiences along or within easy reach of the route. This new 7th edition is an excellent resource for assisting the development of new itineraries. It features Great West Way Ambassador destinations, attractions, accommodation and new conveniently located quick refreshment stops; approx. 400+ trade focussed bookable listings, new Sustainable Travel itineraries - [Plug In & Explore for EV vehicles](#) and [Travel by Public Transport](#); plus ideas for bookable experiences, activities, specialist tours and new highlights looking ahead to 2027.

VisitBritain in-market newsletter distribution included:

- VisitBritain Germany distributed the new trade guide on their December newsletter [here](#).
- VisitBritain Nordics distributed the new trade guide on their November newsletter [here](#).

ACTION: Please can all Ambassadors continue to distribute the [Great West Way Travel Trade Directory](#) to your travel trade contacts to encourage multi-destination itineraries along or within easy reach of the Great West Way.

Digital Trade Communications & PR

Trade enewsletter during this period was [New for 2026 | Great West Way Highlights, Tours & Experiences](#) issued in November 2025, to over 2,200 key trade contacts. It received a 34% open rate and 2.5% click through rate. Links to many Ambassador travel trade product pages were included.

Great West Way Marketplace received a lot of trade PR interest. Some of the articles can be seen below, including:

- Wiltshire Times Series – [Great West Way Marketplace 2025 delivers Strong Results](#) and in the Gazette & Herald [here](#).
- Business Biscuit – [Wiltshire & Berkshire Tourism Boosted with Major Event](#)
- Marlborough News - [Carvers Hill in Shalbourne hosts international travel trade event for the Great West Way](#)
- MSN & Yahoo News also featured the story with headline - Tourism Event exceeded expectations

Great West Way's New Travel Trade Directory articles were featured in Travel Industry Today – [here](#), and again in their roundup [here](#).

Trade Engagement, Official Tour Operators, Distribution, Webinars and Fam Visits

Over many years, we have developed relationships with buyers who all work in different ways. This year, we have decided to extend our Official Tour Operator scheme to include Distribution partners – now known as [Official Tour Operators & Distribution Partners](#). This allows large scale wholesalers to work with us, not necessarily to develop itineraries/programmes, but giving them the flexibility to distribute on-brand Great West Way® content and receive the 1:1 support for embedding Ambassador products into their systems.



New Official Tour Operators & Bookable Programmes

Following recent trade engagement we have secured a number of new Official Tour Operators and bookable programmes – these include:

- [Adeo Travel](#) (UK / USA) with their new [Great West Way by Rail](#) programme.
- [Dr Seick Kultur-und Gartenreisen](#) (Germany) and their new programme - [Wiltshire English Gardens](#) programme.
- [Able & Fox Tours](#) as a new Official Tour Operator following attendance at Marketplace 2025
- [Intrepid Travel](#), who are looking to increase their England offer and are developing a new Great West Way programme.
- Plus a new programme from Frank Devos Reisen (Belgium) - [England Tour along the Great West Way](#).

Great West Way Distribution

- I'm delighted that [G2 Travel](#) are the first company to sign up as a new Distribution partner
- Others such as [Evaneos](#) - one of our French Official Tour Operators, continue to promote Great West Way as part of their marketing strategy. They ran a promotional campaign with [Guide Papier](#) promoting their bookable Great West Way programme [Le Great West Way® : Un condensé d'Angleterre au rythme du train](#). There were 3,000 copies distributed across 150+ sales points in France.
- Many other Official Tour Operators, such as [Janet Redler Travel & Tourism](#) continue to produce excellent blogs/ comms and they recently promoted [Christmas on the Great West Way](#) to their customers.

Webinars

Great West Way attended VisitBritain's - 'Travel That Gives Back: Britain's Regenerative Tourism' webinar in December, in which several of our Ambassadors presented to approximately 40 USA/Canadian buyers. The webinar included presentations from Windsor Carriages, Exclusive Collection and Blenheim Palace. Great West Way highlighted the route and the Travel Trade Directory and followed up accordingly.

Familiarisation Visit

Great West Way were delighted that approximately 20 group sales staff from Tour Partner Group visited Bath on a fam visit on 20 September 2025. They visited Mary Shelley' House Of Frankenstein, Jane Austen Centre and The Roman Baths.

Great West Way recently hosted VisitBritain fam visits following Britain & Ireland Marketplace event. We hosted 5 buyers from Netherlands and 6 buyers from Brazil. China and USA buyers also visited the Great West Way region.

Events & Exhibitions

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

Great West Way Marketplace took place on 23 & 25 September 2025. It brought together approximately 100 domestic and international and tourism supplier businesses. The event proved a huge success and feedback from buyers has been really positive. A press release was issued and distributed to media which received good pick up (see above).

[Group Leisure & Travel Show](#), took place in Milton Keynes on 2 October 2025. This domestic trade show for GTOs, coach and tour operators didn't disappoint. We had a 10m stand with 9 stand sharers. We ran a competition to win overnight stays and attraction tickets and managed to obtain over 100 trade contacts, with approx 50% of these being new contacts added to the Great West Way database.



[Britain & Ireland Marketplace](#), London, 30 January 2026. This event brought together the networks of ETOA, UKinbound and VisitBritain. We had 35 1:1 B2B meetings with lots of interest from buyers to develop new Great West Way programmes and to be put in touch with Ambassador businesses we represented.

Forthcoming Events & Exhibitions:

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

- **LVEP Benelux/ Netherlands, Amsterdam, Wednesday 11 February 2026** - a VisitBritain trade 1:1 meeting event. Our meeting partner is GWR and we'll be focussed on a sustainable travel by train message to buyers - ideal for FIT. If your business links with this connectivity / easily accessible and you're interested to target this market please get in touch to discuss representation options/costs. This could include distribution of your key trade messaging and 'hot leads' from the event as well as relevant email introductions and post event report.
- **ITB Berlin, Germany, Tuesday 3 - Thursday 5 March 2026**. Largest trade fair in the world, to showcase the best of Britain to German and global buyers. We're on the VisitBritain stand 201, hall 18, sharing a meeting table with TSE. There are opportunities to have additional business or destination representation at this event. Representation cost is £795 + VAT, which includes distribution of your key trade messaging and 'hot leads' from the event as well as relevant email introductions and post event report.
- **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). Price includes 1m space on the stand, cabinets, plus access to 1 data capture device (to share). Literature distribution for only £170 + VAT.
- **Group Leisure & Travel Show, Milton Keynes, Thursday 8 October 2026**. Domestic trade show for GTOs, coach and tour operators. Stand sharing opportunity for £985 + VAT (excluding graphics). Price includes 1m space on the stand, cabinets, plus access to data capture device. Literature distribution for only £155 + VAT

Strategic Activity and Business Support

A Travel Trade strategic activity plan, identifying routes to market for both domestic and international trade is produced annually and we've just updated this for 2026. You can view the latest [Great West Way Travel Trade Tactical Activity Plan 2026](#).

We've also updated all the [2026 Travel Trade Opportunities](#), including [Travel Trade Directory Advertising Opportunity](#), so if you're working on your own Travel Trade strategies for 2026 and want to enhance your messaging to buyers, or looking to book trade exhibitions and events, please do take a look at how we can partner with Great West Way Ambassadors and get in touch.

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