



## ENGLAND'S GREAT WEST WAY®

### Great West Way Connections

Virtual Meeting Tuesday 5 April 2022, 3pm

[Join the Meeting](#)

Meeting ID: 899 4012 4898

Passcode: 369857

### AGENDA

- |   |             |
|---|-------------|
| 1. Welcome and introductions  | Iain Terry  |
| 2. Business Updates   | All         |
| a. How's Business? E.g.: Top line trade visitor figures, forward trade Bookings etc.                  |             |
| b. Update on how Ambassadors are including/referencing Great West Way in their travel trade activity. |             |
| 3. VisitBritain Travel Trade Update Europe  | Holger Lenz |
| 4. Great West Way Travel Trade Update   | Flo Wallace |
| a. Proposed Tactical Activity Plan 2022/2023  |             |
| b. Forthcoming Opportunities  |             |
| 5. Discussion for priorities and ideas for 2022/2023  | All         |
| 6. Any Other Business / Date of next meeting  | All         |