



Great West Way Connections

Virtual Meeting Tuesday 17 February 2025, 2pm

AGENDA

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|---|------------------|
| 1. Welcome / introductions | SJ Beasley |
| 2. How's Business?
eg. top line trade visitor figures, forward bookings etc. | SJ Beasley |
| 3. VisitBritain Germany – Market Update | Birthe Pohlmeier |
| 4. Great West Way Travel Trade Update <ul style="list-style-type: none">a. Tactical Activity Plan & Priorities 2026b. Events & Exhibitionsc. Great West Way Opportunities & 1:1 Support | Flo Wallace |
| 5. Any Other Business | All |