



Great West Way Connections

Virtual Meeting Tuesday 17 February 2025, 2pm

AGENDA

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 Pohlmeyer
4. Great West Way Travel Trade Update	Flo Wallace
a. Tactical Activity Plan & Priorities 2026	
b. Events & Exhibitions	
c. Great West Way Opportunities & 1:1 Support	
5. Any Other Business	All