



**GREAT WEST WAY MARKETPLACE 2025 PROVES
MAJOR SUCCESS IN BOOSTING TOURISM BUSINESS**

[Great West Way® Travel Trade Marketplace](#) has once again delivered strong results for the UK's tourism industry, bringing together more than 1,700 business meetings with approx. 100 domestic and international buyers and leading tourism suppliers across the route from London to Bristol.

Now firmly established as a key fixture in the global travel trade calendar, the 2025 event took place on **23 and 25 September**. Delegates from across the UK, Europe, and North America joined virtual meetings, with many attending in-person for the networking day in **Wiltshire and Berkshire**, showcasing the latest bookable product.

Delegates were able to enjoy a horse-drawn boat trip with **Kennet Horse Boat Company** and at **Carvers Hill Estate** were introduced to the new vineyard & winery tours, and woodland cabin accommodation.

Florence Wallace, Head of Travel Trade at Great West Way®, said: "Great West Way Marketplace 2025 once again exceeded expectations. Initial feedback captured stated that buyers especially valued the chance to discover new tourism products and engage in productive meetings to foster long-term partnerships. This reinforces the event's vital role in broadening the range of bookable experiences available along the Great West Way for future visitors."

Lucy Floyd, General Manager at Carvers Hill Estate commented: "Hosting the trade was a fantastic opportunity for us to share our new experiences with an international audience. The enthusiasm and interest from buyers confirmed the demand for authentic, locally rooted tourism experiences."

This event also marked the launch of the 7th edition of the [Great West Way Travel Trade Directory](#), featuring over 400 tourism businesses, new sustainable itineraries, and fresh insider tips for travel planners.

Since 2018, the Great West Way initiative has brought together over 200 tourism businesses and destinations as Ambassadors, along with 120+ Official Tour Operators, ensuring the region continues to benefit from domestic and inbound tourism growth and cementing its position as one of the world's leading touring routes.

For more information, visit: www.GreatWestWay.co.uk/traveltrade

Ends

Issued by Great West Way. For further information or to arrange a press visit please contact Florence Wallace, Head of Travel Trade, flowallace@GreatWestWay.co.uk Tel: 07436 588860.

Notes to Editors:

For details of the delegates attending Great West Way Marketplace 2025 please refer to the [Delegate Directory](#).

Images for Great West Way can be downloaded from our Flickr gallery via this link <https://www.flickr.com/gp/129320754@N03/3g1fd7> Photos may be used in print and/or online for the promotion of tourism to the Great West Way and photos used must be credited to www.GreatWestWay.co.uk, unless otherwise stated in the title of the photo. Full terms and conditions can be found [here](#).

About the Great West Way

Great West Way is the multi-modal touring route between London and Bristol, spanning some of England's most iconic heritage destinations and attractions. Based on ancient routes, the Great West Way encompasses 500 miles of navigable route on road, rail, water, footpath and cycleways through West London and the Thames Valley, Berkshire, Wiltshire, the Cotswolds, Bath and Bristol. The Great West Way Ambassador Network includes accommodation providers, attractions, restaurants, retail outlets, tour guides, activity providers and other organisations. For more information on joining network visit www.GreatWestWay.co.uk/ambassador-network.

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