



GREAT WEST WAY MARKETPLACE RETURNS TO DRIVE TOURISM GROWTH

ACROSS UK'S PREMIER TOURING ROUTE

Great West Way® – one of England's leading touring routes stretching between London and Bristol – will host its flagship **Travel Trade Marketplace** event on **23 and 25 September 2025**, bringing together top-tier international and UK travel trade buyers with tourism businesses and destinations from along the route.

Now firmly established as a must-attend fixture in the travel trade calendar, the **Great West Way Travel Trade Marketplace** is designed to drive new business, foster lasting partnerships, and support the development and distribution of bookable tourism product. This year's confirmed attendees can be seen [here](#). It's estimated that the event will facilitate over 1,700 pre-scheduled formal and informal meetings, with a virtual element as well as an exclusive networking lunch at Carvers Hill Estate, Hungerford.

This event offers new B2B opportunities, showcasing the new vineyard and winery tours, and new woodland cabin accommodation at [Carvers Hill](#). Plus, hands-on destination discovery with a horse drawn carriage boat trip with [Kennet Horse Boat Company](#).

The 2025 event will also mark the launch of the 7th edition of the **Great West Way Travel Trade Directory**, featuring new sustainable travel itineraries, new refreshment stop ideas, highlights of the route, insider tips, and bookable product listings of over 400 tourism businesses.

Florence Wallace, Head of Travel Trade said "This event opens direct access to qualified buyers and bookable product that supports tourism growth. It's all about buyers and suppliers building long-term partnerships to increase year-round visitors to the region, as well as highlighting the lesser-known tourism experiences and parts of England."

Since its inception in April 2018, the Great West Way Ambassador Network has gained the support of 120 Official Tour Operators and over 200 top-tier tourism businesses, destinations, and attractions along the route, making it one of the world's premier touring routes.

Find out more at: www.GreatWestWay.co.uk/marketplace

Eligible buyers can register to attend at www.GreatWestWay.co.uk/traveltrade/marketplace/buyers

Eligible suppliers can register to attend at www.GreatWestWay.co.uk/traveltrade/marketplace/suppliers

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:

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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