



**NEW GREAT WEST WAY<sup>®</sup> TRAVEL MAGAZINE LAUNCHED  
DURING ENGLISH TOURISM WEEK**

The first edition of a brand-new magazine showcasing the Great West Way, Britain's newest touring route, has been launched during English Tourism Week.

The Great West Way Travel Magazine features 84 pages of informative articles and stunning photography brimming with inspiration to explore further, delve deeper and uncover the essence of this unique part of England. It presents a series of inspirational themed features, articles and ideas suitable for visitors travelling along the route by road, rail, water, on bike or on foot.

View the magazine here - [Great West Way Travel Magazine 2019](#).

The magazine highlights the extraordinary variety of amazing tourism destinations and experiences along the route, each with something unique to offer. From idyllic countryside, beautifully quaint villages to elegant towns and buzzing cities, a route where creativity and culture rub shoulders with world-famous heritage.

"The Great West Way Travel Magazine will really help to bring the route to life, inspiring our readers to find their very own slice of England," said Editor-in-Chief Jessica Way.

"With so much to see and do along the route, this new high-quality magazine we are sure we will ignite readers' imaginations, and as a result, stimulate unforgettable travel experiences.

"Taking the paths from London to Bristol, based on ancient routes, we're offering curious visitors lots of great suggestions to get off the beaten track, and with such an exceptional choice of places to stay, from family-run hotels to boutique B&Bs, feel spoilt for choice in making the trip their own," she added.

A total of 100,000 printed copies have been printed and will be distributed throughout 2019. They're being distributed at UK airports (Heathrow, Gatwick, Bristol, Southampton); international airports including New York, Chicago, Newark, Washington, Atlanta and Boston; business class lounges; railway lounges; Eurotunnel (Folkestone & Calais); Eurostar (London, Brussels, Paris); selected hotels; key London outlets; cruise terminals and visitor information centres. They'll also be distributed via VisitBritain overseas offices, at travel exhibitions and events, plus via Great West Way Official Tour Operators and the Great West Way Ambassador network.

The Great West Way Travel Magazine is available to buy from WHSmith outlets (57 Travel stores and 105 High Street stores) within a 2-hour travel time of the route.

Digital copies are being distributed across all major digital platform providers including Readly, Magzter and PressReader and via [www.GreatWestWay.co.uk](http://www.GreatWestWay.co.uk).

David Andrews, Director, Great West Way said: "Thanks to our partnership with Contista Media, and with the support of VisitEngland's Discover England Fund, we are delighted to launch this high-quality, inspirational Great West Way Travel Magazine.

"The response we've had from tourism businesses and destinations along the route has been tremendous. The new magazine helps bring the story of the Great West Way to life in a compelling and engaging way, and will have a significant impact on contributing to our target of attracting an additional 1.5 million visitors to the route over 10 years."

The Great West Way was launched at World Travel Market in November 2018 as one of the world's premier tourism routes covering the 125 mile-route between London to Bristol. It has an Ambassador network of 210 businesses and destinations plus 50 Official Tour Operators. The Great West Way is supporting VisitBritain's new travel trade strategy by bringing Ambassadors and operators together to develop new bookable product along the route.

***For further information or to arrange a press visit please contact Florence Wallace, Travel Trade & PR Manager, [flowallace@GreatWestWay.co.uk](mailto:flowallace@GreatWestWay.co.uk) Tel: 01722 341309 or 07436 588860.***

***For further information about the Great West Way Travel Magazine please contact [jessica.way@contistamedia.co.uk](mailto:jessica.way@contistamedia.co.uk)***

#### **Notes to Editors:**

If you would like to receive a hard copy of the magazine please contact [flowallace@GreatWestWay.co.uk](mailto:flowallace@GreatWestWay.co.uk)

The Great West Way is one of a number of successful projects to receive funding from the UK Government's £40 million Discover England Fund, administered by VisitEngland. For further information go to [www.discoverenglandfund.org](http://www.discoverenglandfund.org)

For further information, the Story of the Great West Way booklet is available at [www.GreatWestWay.co.uk/storyoftheGreatWestWay](http://www.GreatWestWay.co.uk/storyoftheGreatWestWay)

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