



GREAT WEST WAY® UNVEILS NEW TRAVEL TRADE DIRECTORY

WITH FRESH EXPERIENCES FOR 2027

Great West Way®, the touring route connecting London and Bristol, is launching the 8th edition of its [Travel Trade Directory](#) at its annual Travel Trade Marketplace this September, giving UK and international travel businesses fresh inspiration and practical contacts to develop, contract and sell distinctive programmes for 2027 and beyond.

The new edition features more than 400 travel trade-focused attraction and accommodation listings, alongside new bookable experiences, specialist tours and itinerary inspiration, showcasing new reasons for visitors to explore England's Great West Way®.

Fresh experiences for 2027

The Directory highlights the breadth of experiences available along the route, from iconic heritage and exclusive behind-the-scenes access to English wine, river adventures, wellness escapes and active holidays.

In Bristol, visitors can go behind the scenes at [Clifton Suspension Bridge](#) on exclusive Hard Hat Tours, exploring hidden chambers beneath one of Britain's great engineering landmarks and discovering the story of Brunel's design.

[Bath Assembly Rooms](#), is reopening in 2027 following major investment, a new immersive Georgian Ball experience will bring 1790s Bath to life through historical storytelling, restored interiors and engaging audio-visual elements, offering a fresh reason to revisit one of the city's most iconic heritage destinations.

In Somerset, [Wookey Hole Caves](#) have launched **Wookey Uncovered** for FIT and small groups, to go into restricted cave chambers, revealing stories of geology, folklore and witchcraft before continuing with a live papermaking demonstration and an exclusive underground tasting of cave-aged Cheddar paired with local Somerset cider.

Wiltshire's [Witchmark Distillery](#), a Certified B Corporation near Salisbury, offers tours and tastings exploring the production of whisky, gin and vodka, with its single malt whisky expected to be ready for tasting in autumn 2027.

In Windsor, [Treadgold Brock](#) (previously Windsor Carriages), now creates bespoke visits combining private guiding, Windsor Castle tours, distinctive venues, dining experiences, chauffeured and Estate hospitality with horse & carriage, all tailored for luxury FIT or groups.

At [Hampton Court Palace](#), an exclusive Horticultural History Tour takes groups behind the scenes into the gardens and palace nursery, where the Head Gardener shares the history of the gardens and the sustainable planting programme.

Looking ahead to the **European Year of the Normans 2027**, [Reading](#) offers a rich programme of Norman heritage, from its historic [Reading Abbey Quarter](#) to the UK's only full-length Victorian replica of the Bayeux Tapestry at [Reading Museum](#). Talks, exhibitions, family activities and special events provide opportunities to develop themed heritage visits and anniversary programmes, while the wider Great West Way® offers further opportunities to explore historic sites, abbeys, cathedrals and landscapes shaped by Norman rule.

New itinerary inspiration with three new suggested itineraries:

- [Literary Legends & On-Screen Locations](#) – exploring the literary and cinematic heritage of the Great West Way®.

- [Luxury, Wellness & Exclusive English Historic Experiences](#) – bringing together premium accommodation, wellness, private tours and distinctive English experiences for FIT and small groups.
- [Exploring Beyond: Extend Your Great West Way Journey into South Wales](#) – extending a Great West Way® journey across the Severn Bridge to discover industrial heritage, dramatic landscapes and Welsh culture.

With new product highlights for 2027 and beyond, the Directory provides the trade with the inspiration, practical information and supplier contacts to help plan, contract and sell England's Great West Way®.

Travel Trade Marketplace event connects international and domestic buyers with regional suppliers

The Directory launch coincides with the Great West Way Travel Trade Marketplace, taking place on Tuesday 22 September and Friday 25 September 2026. This year, the event welcomes 40 buyers from more than 17 visitor source markets, alongside 50 tourism suppliers from across the route and all sectors of the visitor economy.

Bringing together UK and international travel trade buyers with tourism businesses and destinations, the Marketplace supports new business relationships and the development and distribution of bookable tourism products.

The 2026 Marketplace event is expected to facilitate approximately 1,700 pre-scheduled formal and informal meetings, including virtual 1:1 appointments on Tuesday and at an in-person networking event at Bristol Dockyards on Friday.

Delegates will enjoy a private dock tour with [Bristol Packet Boats](#), a buffet lunch and exclusive access to the newly launched [Bristol Dockyards - home of Brunel's SS Great Britain Experience](#), including guided ship tours and the chance to explore the Brunel Exhibition, Dockyard Museum and Brunel Institute Library.

Florence Wallace, Head of Travel Trade & Business Support at Great West Way®, said:

"We're delighted to launch our 8th edition Travel Trade Directory at this year's Marketplace event and connect the trade with suppliers and their experiences, in order to develop new programmes for 2027 and beyond.

"Our focus is on creating meaningful commercial connections between buyers and suppliers, supporting the development of bookable tourism products and encouraging visitors to explore more of the Great West Way® throughout the year. By bringing lesser-known experiences and destinations to the attention of the trade, we can help create new reasons for visitors to stay longer and discover more."

A growing network of trade and tourism partners

Since its inception in April 2018, the Great West Way has grown to include more than 120 Official Tour Operators and Distribution Partners, alongside over 200 Ambassador tourism businesses, destinations and attractions along the route.

Through its Travel Trade programme, Great West Way® supports the industry with 1:1 business support, product development, trade engagement and access to a growing network of tourism suppliers, helping turn new ideas into bookable experiences.

The new Travel Trade Directory is available to explore at GreatWestWay.co.uk/traveltrade/travel-trade-directory. For further trade information visit GreatWestWay.co.uk/traveltrade.

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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:

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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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