



## Great West Way Wins National Group Travel Award

England's Great West Way picked up a prestigious award for the 'Development of Incoming Group Visitors to the UK', at the recent Group Travel Awards 2019 on Friday 7 June.

Organised by Landor Travel Publications this annual awards event which took place at the Park Plaza Riverbank Hotel, London, was hosted by BAFTA award-winning TV presenter, author and public speaker Michaela Strachan.

The Group Travel Awards are decided by the readers of GTO magazine and an editorial panel; they have earned an enviable reputation as the most prestigious event serving the group travel market; they reflect a highly valued endorsement from customers in this most important market sector.

David Andrews, Director, Great West Way said, "We are delighted to have received this prestigious award. It is a fantastic reward for all the hard work our team, Great West Way Ambassadors, partner Destinations and international travel trade have put into creating one of the world's premier touring routes between London and Bristol."

England's Great West Way targets visitors in Germany, the Netherlands, USA and Canada, as well as working with domestic tour operators, wholesalers and DMC's. A number of bookable programmes, an extensive travel trade Directory as well as sample itineraries and a travel Trade toolkit is available at [www.GreatWestWay.co.uk/TravelTrade](http://www.GreatWestWay.co.uk/TravelTrade)

55 Great West Way Official Tour Operators are now selling or developing new Great West Way programmes. There are now 225 industry and destinations Great West Way Ambassadors.

For further information on England's Great West Way please visit [www.GreatWestWay.co.uk](http://www.GreatWestWay.co.uk)

**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.**

### Notes to Editors:

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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