



ENGLAND'S GREAT WEST WAY®

Great West Way Activity Update

April- October 2022

The following report details trade activity from April – October 2022:

New Great West Way Travel Trade Directory 2022

The new Great West Way® Travel Trade Directory was launched in June 2022. It's a one-stop-shop for intermediaries, making easier for them to develop and distribute itineraries, promoting the Great West Way to 'curious visitors'. It includes new specialist tours, attractions, inspirational itineraries and approx. 500 tourism supplier listings of attractions, activities, places to stay, eat and drink venues along or within easy reach of the route. The press release can be seen [here](#) and the Directory can be viewed [here](#).



Great West Way® New Travel Trade Directory

The Great West Way has launched a new digital one-stop-shop for trade, making it even easier to create bookable itineraries, contract suppliers and promote the iconic touring route. Explore the travel trade directory [here](#) and discover new specialist tours, experiences and inspirational itineraries, as well as 500 updated listings of attractions, activities, places to eat, play and stay.

Find out more

Great West Way Digital Trade Communication

The travel trade newsletter launching the trade directory can be seen [here](#). This was distributed to over 2,000 travel trade key contacts via Great West Way database and received 29% OR and 4.5% CTR. It was also distributed via third party channels including UKinbound [here](#) and VisitBritain overseas reps eg. Australia and New Zealand.

In July, we created and distributed a 'Royal Borough of Windsor & Maidenhead along the Great West Way' solus newsletter – this can be seen [here](#). It was sent out to approx. 2,000 key trade contacts and received a 32.5% OR and 8.2% CTR. If you're interested in a solus trade newsletter via Great West Way database please get in touch with Flo.

In September, we've launched our forthcoming Marketplace event via our Great West Way database. This can be seen [here](#). It was sent out to approx. 2,000 key trade contacts and received a 34% OR and 8.8% CTR. We have been delighted with the response from buyers from this. See below for Marketplace update.

UKinbound sent out a solus newsletter on 11 October, to Register Now for Great West Way Marketplace. ETOA has distributed [Great West Way Marketplace](#) via their channels

Great West Way Trade PR

Please find below a summary of the trade PR over this period:

- Escape the Everyday – Coach Tours UK, 7 April - [Great West Way awarded funding for Tourism Recovery Campaign to showcase the route's cities and towns](#)
- Group Leisure & Travel Magazine – 9 June – [Itinerary ideas the Great West Way & Wiltshire](#)
- Travel Trade Directory – Business Biscuit, 4 July - [New initiative launched to support tourism businesses on the Great West Way](#)



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- International Travel Writers Alliance – mid July – Great West way full page feature including Travel Trade Directory. The Bulletin goes to over 2,300 professional travel journalists worldwide
- Group Travel World – August edition Great West Way feature can be seen [here](#) (see pages 57, 58 and 59).
- UKInbound News including – [Great West Way appoints Sarah Jeffrey as Business Development Manager](#) and [Great West Way launches new Travel Trade Directory](#) and [Great West Way Travel Trade Marketplace open for bookings](#).
- Marketplace – The Business Exchange Swindon & Wiltshire and Bath and Somerset, 11 October – [Tourism Businesses invited to Great West Way's Marketplace](#)
- Marketplace – Group Travel World – 12 October – [Great West Way Travel Trade Marketplace](#)
- Group Leisure & Travel Magazine – Sept/Oct various editorial promoting Great West Way exhibiting at Group Leisure Show.

The Great West Way

UK:
The Great West Way has published the 4th edition of its Travel Trade Directory as a one-stop-shop to support those looking to create bookable itineraries, contract suppliers and help promote the region.



It will also be of genuine interest to travel journalists looking to feature the route.

www.greatwestway.co.uk/traveltrade/travel-trade-directory

The Great West Way is a touring route between London and Bristol that takes in some of England's most iconic heritage destinations and attractions.

It comprises 500 miles of navigable routes by road, rail, water, footpath and cycleways from West London and the Thames Valley through Berkshire, Wiltshire, the Cotswolds, Bath and Bristol.

The initiative is managed by a not-for-profit Destination Management Organisation that has created partnerships with some 250 investing destinations and tourism businesses.

The latest edition of the Travel Trade directory is a valuable resource for those looking to establish travel programmes and initiatives in and around the Great West Way.

There is also a comprehensive online travel trade toolkit.

www.GreatWestWay.co.uk/traveltrade

- www.greatwestway.co.uk
- Florence Wallace at fwallace@greatwestway.co.uk



Flo was invited to take part in a podcast for Kelly Ballard's [Elves of the Visitor Economy](#) which was distributed on streaming sites and promoted via social channels in June. This can be listed to [here](#).

Trade Engagement and Official Tour Operator Partnerships

We continue our programme of trade engagement with buyers to influence their travel trade programmes and their marketing, maximising the distribution of Great West Way.

Janet Redler Travel and Tourism's recently distributed a blog about Bath – [Small City Big Offer](#) to their client database.

We are now working with approximately 100 x Official Tour Operators, who are committed to develop and distribute on-brand Great West way programmes. Recent Official Tour Operators include Alpine Travel, Jones Holidays, The Group Company, Reisebuero Luttie Torn (Germany), GT Experiences (USA) and Beautiful Britain (Belgium)

New programmes include Avanti Destinations - [England's Great West Way - London, Cotswolds, Bath \(8 days, 7 nights\)](#) and Beautiful Britain - [Great West Way, Travel Southern England from London to Bristol](#)

Great West Way Marketplace - Wednesday 16 & Friday 18 November 2022

This hybrid event will enable tourism businesses and destinations to meet with tour operators / wholesale buyers who are interested in contracting products and selling them to their customers. It includes a virtual one-to-one meeting day on Wednesday 16 November and an in-person networking day, hosted by Ascot Racecourse on Friday 18 November.

We've had very good interest from buyers who are keen to meet our supplier network along or within easy reach of the route, including destinations, DMO's, attractions, museums, activities and events, food, drink and



accommodation providers, tour guides, local ground handlers and other tourism related businesses who can offer wholesale rates to groups and/or independent travellers.

We are encouraging suppliers book now as we will shortly be opening the appointment preference system and booking deadline is **31 October 2022**.

Please consider signing up to attend **Great West Way Marketplace 16 & 18 November**(if you haven't already). Only £195 (plus VAT and booking fee). Supplier information to book can be found [here](#). List of current confirmed attendees can be found [here](#). The appointment preference system will be open soon and bookings will close 31 October 2022.

As a pre-cursor to our Marketplace event, we are holding a **FREE Great West Way Connections Meeting with Virtual Travel Trade Training for Suppliers on Tuesday 18 October 3pm – 4.30pm**. Register to attend [here](#).

Exhibitions & Events

Great West Way has exhibited and we have represented Ambassadors at the following recent trade events:

- **Destination Britain North America (DBNA) – 9 & 10 September, Washington DC.**
Great West Way attended and had 42 one-to-one meetings with North American buyers. This was a positive event with many new buyers/contacts who are at different stages of selling England.
- **UKinbound Annual Convention - 28 & 29 September, Aberdeen.** This event was a great networking and industry engagement opportunity, with a programme of speakers and appointments with key trade contacts.
- **Group Leisure & Travel Show - 6 October, Milton Keynes.** We attend this exhibition with 12 stand sharers; Wiltshire, Bath & Bristol, Windsor, Reading, Gloucestershire, Exclusive Collection, Bowood House & Gardens, Longleat, Cheddar Gorge & Caves, DoubleTree by Hilton Swindon, Bishopstrow and Ascot Racecourse. The 12m x 3m Great West Way stand was the largest and most impressive presence at the show. We met with approx. 100 domestic tour operators and group travel organisers and 85% of the data collected were new contacts. As part of this event Great West Way sponsored an award at the dinner so received additional exposure as part of this.

Autumn/Spring events and exhibitions - attendance for Great West Way being considered:

- World Travel Market, London 7-9 November – Great West Way won't be exhibiting this year, but we will be visiting for meetings with key contacts.
- Great West Way Marketplace, virtual & Ascot 16 – 18 November
- Britain & Ireland Marketplace, London 27 January 2023 – Special offer for non-members of ETOA via Great West Way £699 plus VAT.
- Excursions, Twickenham, 28 January 2023 – Stand share from £600 plus VAT (based on min 4 stand sharers)
- Meet the Nordics, Denmark, Copenhagen – February 2023 (VisitBritain event tbc). Find out more [here](#).
- Explore GB, virtual 27 February – 2 March 2023 – FREE to register [here](#). Deadline 16 Dec.
- ITB, Berlin, Germany, 7-9 March 2023 – stand share from £700 plus Vat (based on 3 stand sharers). Deadline 25 November. Find out more [here](#).

If you are interested in any of these trade shows and would consider joint attendance with Great West Way please get in touch with Flo.