



ENGLAND'S GREAT WEST WAY®

Great West Way Activity Update

May – September 2021

Great West Way Connections Group

Iain Terry, Head of Travel Trade & Marketing at Windsor Castle was appointed as chairman of Great West Way Connections Group in June 2021.

A new Great West Way Tactical Activity Plan Timeline has been drafted for 2021/2022. This can be viewed [here](#).

We have pulled together a number of Travel Trade Opportunities for Ambassadors based on the tactical activity plan. Please take a look at these [here](#) and contact Flo if you'd like to book or discuss.

Travel Trade Directory

The new Great West Way Travel Trade Directory was finalised and launched in July 2021. It can be viewed [here](#). This digital resource is being distributed to approximately 10,000 key trade contacts, via newsletters, follow ups from exhibitions/events and industry partners. It has been distributed by VisitBritain in Germany (1,050), Italy (1,544), Belgium and the Netherlands (700). It will shortly be distributed in Australia, New Zealand (950), USA and Canada (4,200) and we are in touch with Spain and Scandinavia regarding future distribution.

Travel Trade PR

A press release was written and distributed - [New Great West Way 'Connections' Group Launches New Travel Trade Directory](#), 1 July 2021. This was picked up and featured in UKinbound's members newsletter [here](#).

Beau Business Media / Group Travel Today media partner has just launched a new Great West Way Supplement which can be seen at <https://issuu.com/ctouring/docs/gww>. This is an extensive 40-page supplement which is being distributed with Group Travel Today Magazine – September edition with an average circulation of 5,000 printed copies and 13,500 online reach (per month) at <https://www.grouptravel-today.com/>

Group Travel Today helps UK-based group organisers source, plan and book their day trips, short breaks, and long-haul tours. They represent over 190,000 members spending millions of pounds generating vast revenues for the UK and overseas attractions. The magazine is read by thousands who collectively organize an average of 450,000 plus travel visits a year. Readers are responsible for groups of all sizes who can organize 3- 5 trips a year.

Travel Trade Newsletter

'[New Connections Group Launch New Travel Trade Directory](#)' Travel Trade enewsletter was sent to 1,800 travel trade subscribers on 1 July 2021. This received a 26% Open rate and 31.3% click through rate. Future travel trade newsletters are scheduled for October 2021, February and July 2022.

Travel Trade Engagement and Product Sales Training



The international and domestic travel trade are focussing on new programme development for 2022 and beyond. They continue to require one-to-one engagement, COVID reassurance and detailed information about supplier products. In order to retain and win future travel trade business for Great West Way there has been a strategic focus on engagement with UK based Destination Management Companies (DMC's) so as to broaden our reach as and when different international markets re-open and to reinforce our relationships with these key intermediaries.

We continue to deliver virtual travel trade product sales training sessions to sales teams and agents who are keen to broaden their Great West Way product knowledge. It's been important to match the right suppliers with the right buyers so some presentations have included relevant trade focussed suppliers, and for others we have represented Great West Way through imagery and script inclusion.

Earlier this year Great West Way presentations took place with Abbey Ireland & UK staff, UKinbound buyers, E-voyages clients, Tour Partner Group staff and Scancoming clients.

This August we delivered a product sales presentation to Jac Travel alongside a number of Ambassadors including Whatley Manor Hotel & Spa, Holiday Inn Salisbury Stonehenge, Novotel Reading Centre, Savouring Bath, Bombay Sapphire Distillery, American Museum & Gardens and Salisbury Cathedral. There was a total of 23 staff from all Jac Travel departments including FIT, Groups and their new tailormade department. You can see the presentation [here](#).

Official Tour Operator Partnerships and Programmes

We have now secured over 90 Great West Way Official Tour Operators. A list of these can be seen [here](#) and their associated B2B bookable programmes can be seen [here](#).

We have been working closely with our Official Tour Operator partners to help create new B2C '[Book a Package Trip](#)' programmes. These include guided & self-guided group cycling tours, guided history, literary & cultural tours, tailor made tours and self-guided campervan or motorhome road trips. These consumer programmes have been distributed via our marketing channels to over 133,000 subscribers in our July newsletter and via social media. They have also been distributed via third party marketing channels.

Travel Trade Training Programme

In consultation with industry, we have developed a Great West Way Travel Trade Training Programme for Autumn/Winter 2021. This 8-session programme will assist your business/destination to be Travel Trade ready, with a view to develop and implement your own travel trade strategy and activity plan, aligned to working with your regional DMO. Each session can be attended individually or a series of sessions booked for relevant staff. Further details and registration links for each session will be available in due course.

VisitBritain/ VisitEngland

VisitBritain/VisitEngland have confirmed their DEF legacy support package which sets out how they intend to continue working with us to ensure that the product created through the fund is integrated into their business as usual and marketing activities, and that all opportunities are maximised. This support spans various departments within their organisation and ensures that we continue to have



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key contacts to retain the strong relationships formed over the past 5 years. The support includes, Relationship Management from the core England team; Product Development & Distribution (incl. TXGB); Marketing and PR (domestic & international); Overseas B2Bs and PR (in market) and Strategy and Communications.

On 5 August, we were invited to speak at a VisitBritain Coffee Catch up session and presented England's Great West Way to over 30 VisitBritain/VisitEngland staff, highlighting the product in the region and how we can work in partnership to help ongoing marketing and distribution.

VisitBritain Spain have recently launched a new Great West Way website page which can be seen [here](#).

VisitBritain USA is continuing to liaise with us regularly about future trade engagement and presentations.

We will continue to liaise with all the VisitBritain offices in London and abroad keeping them up-to-date with any new Great West Way news and collateral.

If you have any queries or would like to get involved in the Travel Trade activity for Great West Way please contact [Flo](#) to discuss.