



## ENGLAND'S GREAT WEST WAY®

### Great West Way Activity Update

#### October 2021 – January 2022

We are continuing our Great West Way Travel Trade programme of activity as detailed in our [Tactical Activity Plan 2021/2022](#). We welcome input from our Ambassador destinations and businesses on the Connections group to help us to help you to target the trade. New ideas for campaigns and activity are always welcome.

The following report details trade activity from October 2021 – January 2022.

#### Travel Trade Business Support

In support of VisitBritain's national strategy, offering one-to-one business support to help people understand how to work with the travel trade has been a key focus this autumn/winter.

We ran a series of Great West Way Travel Trade Business Support sessions which was attended by over 50+ businesses. These included Foundation Course: an introduction to working with the travel trade; Taking England to the World; Sharing Best Practice; Sustainable Tourism and Accommodation: Working with the travel trade & OTA's to build back better.

Any feedback on these business support sessions would be welcome.

#### Great West Way Digital Trade Communication

We distributed [Things to do in 2022](#) newsletter to our trade database of 1,754 subscribers on 2 November 2021. This has received an open rate of 28.4% and 2.8% click through rate.

#### Website Development

We have created some new domestic groups pages on the Great West Way website – these feature group [attractions and activities](#), [accommodation](#) and [group travel](#).

We have also been updating the key product travel trade pages to ensure the information that is being distribute to the trade is accurate. You can see these at [www.GreatWestWay.co.uk/traveltrade](http://www.GreatWestWay.co.uk/traveltrade). Please contact Flo if you'd like your product or destination listed with a separate travel trade page.

#### PR

[Things to do in 2022](#) trade press release was written and distributed on 2 November 2021 to key trade media contacts. This was picked up UKinbound and distributed to members – [Explore the Great West Way in 2022](#).

We were delighted to read in a recent Group Leisure & Travel Magazine interview with Simon Calder that he was quoted saying 'I also love the Great West Way between London and Bristol'. You can read the article [here](#).



Group Travel World is the media partner for Excursions and the new Great West Way coach transfer programme was mentioned under the 'Don't Miss' section [here](#).

### Exhibitions & Events

We have represented Great West Way Ambassadors at the following recent exhibitions and events:

- **UKinbound Convention** – 16 & 17 September, Manchester (in-person) – 17 meetings; 24 September (virtual) 6 meetings.
- **Global European Marketplace** – 29 October, in-person in London – 21 meetings with buyers.
- **Relaunch 2022** – 30 November, virtual – 19 meetings with buyers

Forthcoming events include:

- **[Britain & Ireland Marketplace](#) – 28 January (in-person) and 1 February (virtual) 2022**. This event has been subsidized by VisitEngland for ETOA and UKinbound members.
- **[Excursions](#) – 19 March 2022**, Twickenham Stadium. This is a date change due to COVID – originally 22 January. This is an important domestic event for winning new trade business, and as well as distributing partner information at the event. Stand sharers include Visit West, Reading, MERL, Visit Thames, Thames Rivercruise Royal Borough of Windsor & Maidenhead, Bowood, Longleat, Wessex Museums and Marlborough. There is an opportunity for leaflet distribution at this show for a cost of £75 plus VAT.
- **[Explore GB](#) – 21 – 24 March 2022**. This virtual event is free of charge and our application for Great West Way to attend has now been confirmed by VisitBritain.

### Travel Trade Engagement & Official Tour Operator Partnerships

During this period, we have continued our engagement with buyers, in particular DMC's. We continue to liaise with our contacts offering one-to-one support, virtual product sales training / fam visits and are keen to encourage in-person visits as soon as practically possible.

We have secured a least three new Official Tour Operators who are committed to developing and distributing future Great West Way programmes – these include the UK's first carbon neutral coach tour operator Toureasy (secured following GEM), plus Avanti Ventures and the large USA distributor Avanti Destinations.

There still continues to be significant pent-up demand from international operators and UK-based DMCs, however, the whole supply chain is under considerable strain with the governments ever changing travel regulations and testing requirements. This makes it difficult to plan and execute marketing and distribution strategies. Regular communication with our key contacts is critical to ensure we are front of mind for future joint activity.

### VisitBritain / VisitEngland

We have been working closely with VisitBritain USA who have included '[Discover England's Great West Way](#)' in their recent trade newsletter that was distributed to 4,200 travel agents and tour operators in North America.



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VisitBritain have also just launched their new Travefy system, an all-in-one itinerary tool for the travel trade which includes itinerary management, quote tools and much more. A Great West Way itinerary has been featured on their Great Britain page [here](#) and will continue to be distributed to the trade accordingly.

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 as well as offering them trade educationals as and when practically possible.

Now is a good time to plan your travel trade activity so please take a look at the [Travel Trade Marketing Opportunities](#) which details how Great West Way can help market and distribute your business or destination to the trade. Advertise in the next Travel Trade Directory, feature in a travel trade newsletter distributed to over 1,700 key trade contacts or book a banner advert on the travel trade website portal. We can also offer supplier industry support and travel trade engagement services. 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.