



ENGLAND'S GREAT WEST WAY®

Great West Way Connections Meeting

Thursday 16 March 2023

Attendees:

Florence Wallace	Great West Way	Alison Hilton	Museum of English Rural Life
Fiona Errington	Great West Way	Vicki Smith	Mary Shelly's House of F.
David Andrews	Great West Way	Matthias Kurth	Galahad Tours
Sarah Jeffrey	Great West Way	Ann Wilson	Hampton Court Palace
Iain Terry (Chairman)	Royal Collections Trust	Caroline Robson	Canal & River Trust
Carl Walsh	VisitBritain USA	Julia White	Visit Windsor
Diego Perez	VisitBritain USA	Tracey-Ann Walpole	Corsham
Jonathan Heasman	VisitBriain USA	Rob Boreham-Fish	Henley Greenlands Hotel
Andrew Newman	Black Tie Travel	Jon Chamberlain	Visit West
Alice Hodges	Jane Austen Centre	Max Rawlinson	Visit West
William Davy	In & Beyond Bath	David Smith	BGAM
Jules Mittra	In & Beyond Bath	Marie Thomas	Salisbury Cathedral
Helen Stewart	The Stones Hotel	Bethan Wood	Strawberry Hill House
Lewis Collins	Kaleidoscope Collection	Joseph Briggs	Bath Bus Company
Jenny Low	Berkley Castle	Karen Roebuck	Visit Thames
Kerry Watson	Hampton By Hilton Bath	Carla Brooks	Brooks Guest House
Laurence Davis	Oldbury Tours	Nat McConnell	Bluestone Vineyard
Ian Newman	Britain's Best Heritage Tours	Lucy Grier	SS Great Britain
Elaine Falconer	Village Hotels Swindon	Ann Bartlett	Tour & Explore
Alan Mellins	Maidenhead Heritage Centre	Chris Harris	Mary Shelley's House of F.
Katie Weller	National Gallery	Emily Castles	The British Museum
Paul Upton	First Travel Solutions	Philip Woods	The British Museum
Jen Edmondson	Bowood House & Gardens	David Lane	BGAM
Sarah-Jayne Beasley	Blenheim Palace	Jonathan Bonn	Angel Hotel Chippenham
Aimee Edwards	Cholderton Rare Breeds F.	Emma Griffiths	Angel Hotel Chippenham
Jacqui Mills	Bristol Airport		

1. Welcome and Introduction

2. Great West Way Travel Trade Update

Please see [Activity update for November 2022 – March 2023](#).

We are now working with over 100+ [Official Tour Operators](#), with many developing new or revised [bookable programmes](#) for 2023/2024.

Activity includes busy season of 'selling' Great West Way at events and exhibitions including new Nordic/Scandinavia market focus with recent trip to Copenhagen.

Great West Way Travel Trade priorities include ongoing engagement with buyers developing partnerships and influencing programmes.

Forthcoming opportunities include taking part in webinars to USA agents, supplying content for future newsletters and advertising opportunities in the Travel Trade Directory. Please take a look at the [Great West Way Travel Trade Opportunities](#) document for further details.

We'll shortly be reviewing the [Travel Trade Directory](#) for another edition to be launched later this year. This resource is the key publication distributed to thousands of buyers over the next year.

ACTION: Please check your listing and content featured in the existing [Travel Trade Directory](#) and advise [Flo](#) of any amends. Please advise if you wish to take an advert from as little as £285 plus VAT. Book before 31 May 2023.

ACTION: Please make us aware of any USA links/stories within your business so we can highlight your product in relation to this. Please respond to any specific webinar requests so you can take part and promote your own business/destination to this audience.

ACTION: Please advise if you wish to attend the following Autumn travel trade events under a Great West Way umbrella or for your business/destination to be specifically represented by Great West Way:

- Destination Britain North America (representation) 7 – 9 September 2023
- Group Leisure & Travel Show, Milton Keynes (stand share) 5 October 2023
- Global European Marketplace, London (representation) 3 November 2023
- World Travel Market, London (representation or stand share) 6-8 November 2023

Great West Way Marketplace is being planned for the autumn – dates tbc. We are looking for supplier support for this hybrid event.

ACTION: Do you have a wow venue and experience you would like to showcase to buyers? Are you interested in sponsoring this event? Can you support this event by offering complimentary rooms/transport/guides/experiences/food & drink?

3. North American Market Travel Trade update from Carl Walsh, Director of Travel Trade North America, VisitBritain USA

Carl has supplied the following information to help businesses/destinations target the North American travel trade.

- [North American Update by Carl Walsh, VisitBritain](#)
- [Experience Seeker Pen Portraits USA](#)

4. Product Development for the High Net Worth in North America by Andrew Newman, Founder & President of Black Tie Travel.

Andrew's presentation can be seen [here](#).

5. Questions & Answers

Questions and answers followed plus a discussion on the following:

- Great West Way theme ideas for North American audience?
- How are businesses developing their products for different audiences?
- What are the barriers to product development within businesses & how can we overcome these to be able to offer a more experiential trade product offer?

A shortage of chauffer driver guides was highlighted and discussed. A need to highlight these to Official Tour Operators in Travel Trade Directory and via VisitBritain channels. Flo will pick up with Carl in separate meeting.

Lack of unique experiences, sustainable and accessible product. Look to weave this in to sustainable and eco-friendly content in ongoing communication to buyers.

It doesn't have to be difficult for businesses to develop new product for the trade as sometimes being creative and adapting existing product will work. Also consider how new products are being promoted, perhaps making the visitor think it's a special arrangement/experience just for them (even though it may have been done before).

6. Any other Business

AOB – No comments

Date of next Great West Way Connections meeting will take place on Thursday 14 September 2023, 15:00 London time.

Register in advance for this meeting:

https://us02web.zoom.us/meeting/register/tZYkdemhbj4iHNZ_FHJNW1vFKxXFKwxgOzSb

After registering, you will receive a confirmation email containing information about joining the meeting.

ACTION: If you have any questions regarding working with the travel trade please contact [Flo](#).