

2019 / 2020

# CONSUMER MARKETING ACTIVITY & OPPORTUNITIES





# INTRODUCTION

Great West Way® specialist marketing, sales and development opportunities are enclosed for your perusal. Opportunities are open to buy-in from Ambassadors, and those destinations, businesses, or organisations looking to maximise their on-the-route visibility and to who may not be directly on the route, but who are 'within easy reach' and looking to get involved. All Great West Way activity has been designed to compliment your local destination organisation's activity and geared up to develop the touring route, its destinations and businesses as an outstanding and sustainable place to visit, live, work and invest. Together, we are developing one of the world's premier touring routes between London and Bristol.



**WEBSITE /  
DIGITAL**



**PRINT**



**TRAINING /  
EXPERTISE**

All activity prices are exclusive of VAT and subject to T&C's, availability and change. Ambassadors can exclusively enjoy savings on all our add-on print-based advertising with preferential Ambassador rates.

## International Consumer Exhibitions

**VAKANTIEBEURS  
UTRECHT, NETHERLANDS**

Consumer days 16 - 19 January 2020

Stand Share for Ambassadors from **£445** per day (min 2 days)

Stand Share for non-Ambassadors from **£685** per day (min 2 days)

Email [fionaerrington@GreatWestWay.co.uk](mailto:fionaerrington@GreatWestWay.co.uk)  
to register your interest

**ITB BERLIN  
BERLIN, GERMANY**

Consumer days 9 & 10 March 2020

Stand Share for Ambassadors from **£445** per day (min 2 days)

Stand Share for non-Ambassadors from **£685** per day (min 2 days)

Email [fionaerrington@GreatWestWay.co.uk](mailto:fionaerrington@GreatWestWay.co.uk)  
to register your interest

# WEBSITE / DIGITAL

Make the most of your digital visibility by enhancing your presence on GreatWestWay.co.uk with these opportunities, extending your reach and visibility. The Great West Way® website is our main digital channel, our strategy is to direct visitors to the website through the majority of our activity.



## Digital Services

If you need help with your digital activity, we offer Ambassadors website and digital campaign consultations

## Social Media

We can now offer Ambassadors help with setup, management and training

## DIGITAL BUNDLE

Package for a year to include: -

- 12 months homepage navigation link
- 3 x newsletter feature
- 1 x competition
- 3 x homepage banner adverts
- 3 x blogs

**£3,100**

## DIGITAL PACKAGE

Package for 6 months to include: -

- 6 months homepage navigation link
- 1 x newsletter feature
- 1 x competition
- 3 x featured page banner adverts
- 1 x blogs

**£1,650**

## BLOG

Discover Our Way Blog is a high-impact benefit for existing Title and Designated Ambassadors. Available as an add-on opportunity for all Ambassadors.

**Free of charge for Ambassadors  
£250 per blog post**

## ENHANCED AMBASSADOR LISTING

Ambassadors are eligible to an enhanced web listing. Designated Ambassadors get 20 images, enhanced copy, plus a video. Gateway Ambassadors get 8 images and 300 words of copy. Update your listing as often as you like, please contact [helendalton@GreatWestWay.co.uk](mailto:helendalton@GreatWestWay.co.uk)

## TARGETED E-NEWSLETTERS

Our consumer database is continually growing, with over 3,000 who have expressed an interest in the Great West Way. Each month we run competitions, feature products, highlight events, festivals and seasonal offers. Take a feature to highlight your product or you can sponsor an edition (we need 100 words and an image).

Feature	Introductory offer rate £75 *Rates are per inclusion
Sponsor	Introductory offer rate £260 *Rates are per inclusion

## COMPETITIONS

Distributed via E-newsletter, social media and on the website. Minimum Prize Value of £150.

**Opportunity to offer is free to Ambassadors.  
£550 per competition**

# DIGITAL ADD-ONS / BANNER ADVERTS

- The website is seen globally by over 63,500\* unique visitors and growing
- All our campaigns and advertising drive visitors to our website
- Fantastic way of guaranteeing visitors see your business first and that you are top of their mind when they plan a Great West Way adventure.
- Provide a direct link to any page on your website



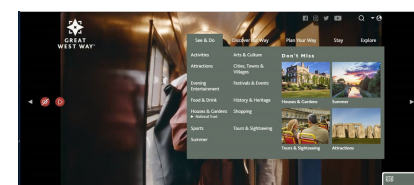
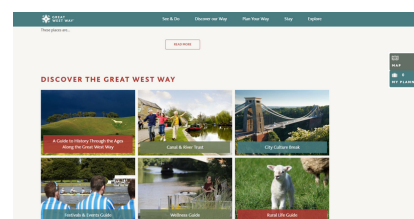
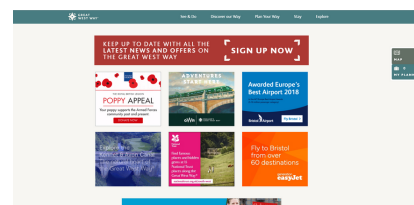
Introductory  
offer 35%  
discount off  
these rates!  
**BOOK NOW**

## WEBSITE ADD-ONS / BANNER ADVERTS

MPU Banner Adverts	One Month	Three Months	Six Months	Year
Home Page	£150	£405	£765	£1,440
Featured Page	£75	£200	£380	£720

Highlights Feature	One Month	Three Months	Six Months	Year
Home Page	£150	£405	£765	£1,440
Featured Page	£75	£200	£380	£720

Don't Miss Navigation Link	One Month	Three Months	Six Months	Year
See & Do	£125	£335	£640	£1,200
Stay	£125	£335	£640	£1,200
Plan Your Way	£125	£335	£640	£1,200
Explore	£125	£335	£640	£1,200



For further details on all opportunities please contact  
fionaerrington@GreatWestWay.co.uk or call 01722 324780

**GreatWestWay.co.uk**



# CONSUMER PRINT

Reach more people and increase brand awareness by taking out display advertising within our consumer publications. The Rough Guide, Travel Magazine and maps are aimed at visitors planning their journey with inspirational editorial pages showcasing the Great West Way and reasons to visit. They are also an invaluable tool for visitors whilst on the Great West Way. All consumer print is available digitally.



## VISITOR MAP

Great West Way produced its first printed visitor map, 100,000 in English, 5,000 in German and 5,000 in Dutch. A digital version is also available to view [HERE](#). For 2020 we will review the content and there will be editorial opportunities available.



## UPCOMING GUIDES

Great West Way Food & Drink Guide and Great West Way Guide to the Kennet & Avon Canal, along with a Visitor Passport are in planning. Look out for more information in The Way Forward e-newsletter. Subscribe [HERE](#). Rates to advertise start from £205.



## A ROUGH GUIDE

JUNE 2019 ROUGH GUIDES PRODUCED 10,000 COPIES OF A ROUGH GUIDE TO THE GREAT WEST WAY AVAILABLE TO BUY £10.99 AT WATERSTONES AND AMAZON. AMBASSADORS ARE ELIGIBLE TO RECEIVE COMPLIMENTARY COPIES, ALONG WITH ACCESS TO RESELL AT 30% OFF COVER PRICE. A DIGITAL VERSION IS AVAILABLE TO VIEW [HERE](#).



## GREAT WEST WAY® TRAVEL MAGAZINE

Great West Way 2019 Travel Magazine is stocked in 65 WHSmith Travel Outlets connected with the route, including Bristol Rail, Bristol Airport, Reading Railway and Paddington Station, 45 WHSmith High Street stores, UK and overseas airline routes and lounges including New York, Washington DC, Newark, Chicago, Heathrow, Gatwick, Southampton and Bristol, 200+ hotels, Eurostar London, Paris and Brussels, Eurotunnel Folkestone and Calais, and all major digital platforms. A digital version is available to view [HERE](#). Issue 02 is underway, find the best option for your business with our choice of advertisement sizes and editorial opportunities [HERE](#).

# CONSUMER PRESS AND PR

The Great West Way® operates a fully functioning press office to raise awareness of the route as well as its Ambassadors. Consistent coverage is generated across newspapers, magazines, blogs and social media, in line with the Great West Way's objectives.

If Ambassadors are interested in achieving standout coverage, for a separate fee we can create and manage events, organise press and blogger opportunities, plus write and distribute press releases, to help you reach your target markets.

For more information on the packages we offer, please contact:  
hollywindsor@GreatWestWay.co.uk or call 01722 324888



## DISCOVERY PROGRAMME TRAINING

We are pleased to announce our Autumn programme of Great West Way® Discovery Workshops, covering the length of the Great West Way. These workshops are designed for those with direct contact with the public, or in marketing, and offer the opportunity to:

- Discover more about the Great West Way
- Improve product knowledge of attractions and activities along the route
- Understand the target markets
- Consider ways in which your business, or organisation, can benefit through itineraries, and telling your stories.

Courses are conveniently available along the length of the Great West Way. You do not have to attend your closest. If you can, travel along the route to one of the other locations to meet and network with others, and discover another point along the Great West Way for yourself.

**To book one of the following workshops, at just £45 per person.**

23 September 9.30am – 1pm followed by light networking lunch – Aerospace Bristol, Bristol  
22 October 9.30am – 1pm followed by light networking lunch - Doubletree by Hilton, Swindon  
26 November 9.30am – 1pm followed by light networking lunch - Strawberry Hill House, Twickenham

The previous courses have proved very popular, and numbers are limited, places will be allocated on a first come, first served basis. Ideally the attendees should be in a position to feed back the information to their teams, where appropriate.

**We have already run a number of successful in house courses. If you have a minimum of 10 staff who could benefit from this workshop, and can provide the facilities, the cost is just £20 per person for Ambassadors.**

For further details on all opportunities please contact  
theresahopwood@GreatWestWay.co.uk or call 01722 324780

**GreatWestWay.co.uk**