

20 November 2018



IT'S A MEETING OF GREAT WEST WAY® MINDS

The trade launch of England's new touring route, the Great West Way will bring buyers and suppliers together to package up England's new touring route

On 22 November, 51 industry suppliers and 42 international and domestic travel trade buyers will attend an official trade launch of England's new touring route, the Great West Way, and have the opportunity to work together to bring bookable packages to market.

The four-day event starts with an evening of networking at The Roman Baths and Pump Room, attended by the Tourism Minister, Michael Ellis, MP. The Minister will start proceedings with a speech to applaud the innovative project, which has received £1m funding from UK Government's Discover England Fund, designed to boost inbound tourism. The route has ambitions to encourage an additional 1.5 million visitors over 10 years, winning significant new business and market share along the route.

Attendees will be the first to see the Great West Way Travel Trade Directory, featuring 350 local businesses and a key tool in helping trade develop bookable product along the route. The event will also be the first showing of a new Great West Way film and the unveiling of a Great West Way map that features '125 things to do' along the route has to offer, from iconic attractions such as Stonehenge, to rolling green countryside and chocolate box villages.


On 23 November, there will be a series of one-to-one appointments in The Assembly Rooms in Bath, where tour operators and wholesalers will meet with representatives from attractions, hotels, transport, ground handlers and other sectors of the route's tourism infrastructure, with a view to contracting their products and selling them to their customers. In total, over 1,100 business meetings will take place.

On 24-25 November, buyers will be taken out on the route for a first-hand look at what it has to offer. There is a choice of three "Discovery Visits", each designed to showcase the route's key attractions, including Hampton Court Palace, Westonbirt Arboretum, Lacock Abbey, Stonehenge & Avebury, Bowood House and Gardens, Wadworth Brewery, Thermae Bath Spa and SS Great Britain.

Since launching the Great West Way Ambassador Network in April, 180 top tourism businesses and attractions along the route have signed-up to support the project as Ambassadors. Since launching the Great West Way Official Tour Operators programme in May, there are 35 Tour Operators either already selling or developing on-brand Great West Way tour programmes. See Annex.

The Great West Way name and marque are registered trade marks, with a licensing programme in-place.

The Great West Way website was launched this month at World Travel Market, find out more about the route at GreatWestWay.co.uk.

Visitors can get social and follow us along the Great West Way  @GreatWestWay

 @theGreatWestWay  @GreatWestWay #GreatWestWay

Ends

For further information or to arrange a press visit please contact Rebecca Lowe, Head of PR, rebeccalowe@GreatWestWay.co.uk Tel: 07444 601421 or Florence Wallace, Head of Travel Trade, flowallace@GreatWestWay.co.uk Tel: 07436 588860

Images for **Great West Way** can be downloaded from our Flickr gallery via this link <https://www.flickr.com/gp/129320754@N03/9WD3c5> Photos may be used in print and/or online for the promotion of tourism to the Great West Way and photos used must be credited to www.GreatWestWay.co.uk, unless otherwise stated in the title of the photo. Full terms and conditions can be found [here](#).

Note to editors:

About the Great West Way®

The Great West Way is one of a number of successful projects to receive funding from the UK Government's £40 million Discover England Fund, administered by VisitEngland. VisitWiltshire are the Destination Organisation leading the project. For further information go to discoverenglandfund.org Further information and link to The Story of the Great West Way booklet, a guide for businesses and destinations, is available at visitwiltshire.co.uk/GreatWestWay

The Great West Way Ambassador Network gives access to a wide range of additional consumer, travel trade and media marketing activity; connecting businesses and destinations along the route

Great West Way and England's Great West Way are registered trademarks. Please always use the appropriate symbol (®) on the first reference to indicate that *Great West Way* ® is a registered trade mark.

For further information on or to join the Great West Way Ambassador Network please contact Claire Margetts, Head of Ambassador Network, ClaireMargetts@GreatWestWay.co.uk Tel: 07850 080679 For further information or to find out more about becoming an Official Tour Operator please contact Florence Wallace, Head of Travel Trade, FloWallace@GreatWestWay.co.uk Tel: 01722 341309 or 07436 588860

About the Discover England Fund

In November 2015, the Government announced a £40 million Discover England Fund; an unprecedented opportunity for English tourism. The Fund aims to deliver world-class bookable tourism products joined up across geographies and/or themes; including integrated transport solutions to provide an end-to-end customer experience.

The Fund supports the growth of one of England's most successful export industries, inbound tourism. Tourism is an industry that delivers jobs and economic growth across the English regions – contributing some £106bn each year to the economy and supporting 2.6 million jobs.

The Fund supported a number of pilot projects in year one (2016/17) that tested product development approaches. In years two and three, 2017-19, the fund has supported:

- A number of large-scale collaborative projects to be delivered over the 2 year period 2017-2019 that will create a step-change in bookable English tourism product for international consumers,
- A smaller funding pot for new one-year pilot projects (in year two), and
- Continuation funding for year one projects that demonstrated early learnings (in year two).

About VisitBritain/VisitEngland

VisitBritain/VisitEngland is the national tourism agency – a non-departmental public body funded by the Department for Digital, Culture, Media & Sport (DCMS).

Working with a wide range of partners in both the UK and overseas, our mission is to grow the volume and value of inbound tourism across the nations and regions of Britain and to develop world-class

English tourism product to support our growth aspirations. For further information and to access the latest in-depth market intelligence and statistics visit visitbritain.org or visitbritain.com and visitengland.com for consumer information.

Annex 1

1. Great West Way Official Tours Operators

The following 35 Official Tour Operators have either developed, or are currently developing, on-brand Great West Way programmes:

- Abbey UK & Ireland - UK
- Active England – UK
- AC Group - UK
- Albatross – UK
- Angela Shanley Associates - UK
- Battered Suitcase – USA
- The Circle – UK
- Compass Holidays – UK
- Crystal Travel & Tours – USA
- De Jong Intra – Netherlands
- DFDS – Multi-market
- ECT Travel - UK
- Eurobound – USA
- E-Voyages – UK
- Freedom Tours and Travel - Canada
- Gallia – Belgium
- Hotels & More – UK
- House of Britain – Netherlands
- Victours International – Canada
- HTS Touristik - Germany
- ICT Group Travel - UK
- Indulgent Vacations - USA
- Interopa – UK
- Motoerit Motorcycle Tours – Netherlands
- Norman Allen Group Travel - UK
- One World Travel - Germany
- Orion Celtic Expeditions – USA
- Reformation Tours - USA
- Select Travel Service - UK
- Senior Discovery Tours – Canada
- Special Group Tours – USA
- Sterling Travel – UK
- Tradesco Tours - Canada
- Tenon Tours – USA
- Travelling Britain – Germany

2. Great West Way Ambassador Network

The Great West Way Ambassador Network invites destinations and businesses along the route to invest and collaborate in the project in exchange for use of the brand and inclusion in promotional activity. There are currently 180 signed-up Ambassadors, whose support will contribute to the success and connectivity of the route:

Title Ambassadors

- Bristol Airport – Official Airport Ambassador
- Canal & River Trust – Official Waterways Ambassador
- Great Western Railway – Official Rail Ambassador
- National Trust – Official Houses & Gardens Ambassador

Destination Ambassadors

- Bath Business Improvement District
- Bradford on Avon Town
- Calne Town
- Chippenham Town
- Corsham
- Cotswolds Tourism
- Destination Bristol
- Devizes Town
- Henley on Thames
- Hungerford Town
- Malmesbury Town
- Marlborough Town

- Marlow
- North Wessex Downs AONB
- Reading UK
- Stonehenge & Avebury WHS
- Swindon Town
- Tourism South East

- Trowbridge Town
- Vale of Pewsey
- Visit Bath
- Visit Thames
- Visit Newbury
- VisitWiltshire

Designated Attraction & Hotel Ambassadors

- Aerospace Bristol
- Alder Ridge Vineyard
- Bowood House & Garden
- Cheddar Gorge & Caves
- Designer Outlet, Swindon
- Fashion Museum
- Longleat
- Roman Baths
- Royal Crescent Hotel & Spa, Bath
- Stonehenge
- Thermae Bath Spa
- Wadworth Brewery & Tours
- West Berkshire Brewery
- Westonbirt, The National Arboretum
- Whatley Manor

Gateway Ambassadors

- Abbey Hotel
- The Abbey Quarter
- A'Beckett's Vineyard
- Active England
- Aldermaston Tea Rooms, Visitor Centre, & Shop
- Aldwick Estate
- Alton Priors Church
- Apex Hotel, Bath
- Arnos Vale Cemetery
- Around and About Bath
- Aspley House
- Atwell Motor Museum
- Avalon Lodge Bed and Breakfast
- Avebury
- Bailey Balloons
- Bainton Bikes
- Barbara McLellan
- The Barn Theatre
- Barrington Court
- The Bath Brew House
- Bath Bus Company
- Beanhill Farm B & B
- Berkeley Castle
- Best Western Plus Angel Hotel, Chippenham
- Bombay Sapphire
- Bozedown Alpacas
- Bristol Blue Glass
- Bristol Cathedral
- Bristol Community Ferry Boats
- Bristol Packet Boats
- Bristol Tandem Hire
- Bristol Zoo
- Brooks Guest House B&B, Bath
- Bruce Boats
- Brunel's SS Great Britain
- Buttle Farm
- Canal Trust Café
- Castle Combe Circuit
- Cheddar Gorge
- Chippenham Museum and Heritage Centre
- Church Farm Country Cottages
- Clifton Suspension Bridge
- Cobbs Farm Shop
- The Courts Garden
- Cricklade Hotel
- Crofton Pumping Station
- Cumberwell Country Cottages
- Devizes Marina
- Devizes Wharf Tea room
- Donnington Grove
- DoubleTree by Hilton, Swindon
- Dyrham Park
- The Engineman's Rest Café
- The Farm Camp
- Foottrails
- French Brothers
- Hampton by Hilton Bristol Airport
- Hampton Court Palace
- Harrow at Little Bedwyn
- Helen Browning's Royal Oak
- Heritage Bed & Breakfast
- Hobbs of Henley
- Holburne Museum
- Holiday Inn, Salisbury - Stonehenge

- Honey Street Boats & Café
- Hungerford Wharf and Kintbury
- Iford Manor Gardens
- Jane Austin Centre
- Kenavon Venture
- Koffmann & Mr. Whites
- Lacock Abbey, Fox Talbot Museum and village
- The Langley
- Lytes Cary Manor
- MacDonald Hotel
- Maidenhead Heritage Centre
- Manor Farm B&B
- Marlborough College Summer School
- The Matthew Of Bristol
- Meadowbank House
- Merchants House
- Mompesson House
- Montacute House
- The Museum of English Rural Life
- MV Jubilee
- Newark Park
- The Newbury Pub
- Newbury Racecourse
- No. 1 Royal Crescent
- Noah's Ark Zoo Farm
- The Old Bell, Malmesbury
- Old Sarum
- Oldbury Tours
- Parkway Shopping, Newbury
- Pound Arts
- Practical Car and Motorhome hire
- Prince Street Social
- Prior Park Landscape Garden
- Queens Arms, East Garston
- Woolley Grange Hotel
- Reading Museum
- The Red Lion East Chisenbury
- REME Museum
- Roseate House London
- Roseate Villa, Bath
- The Roseate Reading
- Rose of Hungerford
- Roves Farm
- Royal Oak, Yattendon
- Salisbury Cathedral
- Salisbury, Stonehenge and Sarum Tours
- Savouring Bath
- Shaw House
- Stonor Park
- Stourhead
- SUP Bristol
- The Swan, Bradford on Avon
- Thames Rivercruise
- Three Tuns Freehouse
- Tintinhull Garden
- Tour and Explore
- Tours 2 Order
- TransWilts Community Rail Partnership
- Troutbeck
- Tutti Pole
- Tyntesfield
- University of Bristol Botanic Garden
- Vaughan's Kitchen
- Vintage Classics
- Wellington Arch
- West Berkshire Museum
- Wiltshire landscape, Stonehenge
- Wiltshire Music Centre
- Wiltshire Wildlife Trust, Blakehill Farm
- Wiltshire Wildlife Trust, Lower Moor
- Wiltshire Wildlife Trust, Jones's Mill