

PRESS RELEASE



EXPLORE ENGLAND'S GREAT WEST WAY® WITH SELF-DRIVE CAMPERVAN ADVENTURE TOURING BREAKS

Campervan touring breaks on England's Great West Way® have been unveiled for the 2020 season by an award-winning campervan hire company. Wanderlust Camper Tours have launched four exclusive Great West Way itineraries available to those hiring one of its campervans which range in size and style.

The Great West Way is a route between London and Bristol that lends itself perfectly to touring and exploring in a campervan. Based on ancient routes, there is 500 navigable miles on the Great West Way waiting to be explored by curious travellers. The self-drive tours come with a choice of four exclusive itineraries, yet offer flexibility for those who prefer to linger longer or detour as their journey unfolds.

The 'Encounter England' tour takes a journey through cultural and historical cities, such as Bristol and Bath, meandering across the English countryside, past chocolate-box villages and picturesque waterways. The 'History & Heritage' tour includes an overview of British history and heritage including Medieval, Roman, Regency and Victorian, through a journey of time – visiting important and significant places of interest as well as popular attractions. Historic houses and gardens feature on two themed tours: 'Historic & Royalty' and 'Blockbuster Film & TV', giving travellers the opportunity to walk in the footsteps of royalty or visit filming locations from Harry Potter and Downton Abbey, among others.

Perfect for active couples, or families with young children looking to explore the UK in a convenient and supported way. Primarily aimed towards the overseas market, the tours include meet and return at the airport or railway stations. For each booking, a fully equipped campervan is provided with kitchen equipment, bedding, linen, vehicle insurance for two drivers, unlimited mileage, plus Privilege membership for Camping and Caravanning Club's

many member sites on the route, as well as the itemised itineraries that guests can tailor before departure.

Jam-packed with information on how to make the best of the break, the itineraries include driving distances, places of interest, suggested attractions and itineraries and places to pitch up and stop off points. The tours vary between five, seven and 10 nights during March to October 2020. Prices start from £850 for 5 nights, for up to four guests. This is a cost-effective way for a multi-destination break where accommodation and transport can be conveniently rolled into one.

Head of Travel Trade at Great West Way, Florence Wallace said: "Great West Way is an ideal trip for those interested in exploring the best of England. These four new programmes offer a snapshot of what the route has to offer and its many connections to England's history, heritage, beautiful landscapes and popular filming locations on the route."

Wanderlust Camper Co's Managing Director, Annah Todman said: "We've thoroughly enjoyed putting these Great West Way tours together. It makes me want to jump in a campervan and take off now! There are so many fabulous things to see and do, narrowing down which tour and activity could be tricky! Therefore, we will include details for all four of the tours to our guests so they can have the option to pick and mix."

Great West Way road tours are available to book online at: www.wanderlustcampertours.com

For itineraries and information, visit: www.GreatWestWay.co.uk

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Notes to editors:

If you're interested in joining the Great West Way Ambassador or finding out some more information, visit: www.GreatWestWay.co.uk/Ambassador-Network

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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](#).

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. For further information go to www.discoverenglandfund.org

The Story of the Great West Way booklet is available at:
www.GreatWestWay.co.uk/storyoftheGreatWestWay

Great West Way and England's Great West Way are registered trademarks.

About Wanderlust Camper Co Ltd.

Wanderlust Camper Co started in May 2017 and have undertaken three seasons of campervan hire. 2020 will bring four campervans to its fleet. The fleet has been converted by hand by the husband and wife team. Wanderlust is based in Dymock, Gloucestershire. Wanderlust Camper Co was awarded 'Commended' in Visit Herefordshire Awards for Excellence in 2018 and was a finalist in the Federation of Small Businesses' South West Regional Awards in 2019. It is also a finalist in with a 'Highly Commended' in the Visit Worcestershire Awards for Excellence and a finalist in the Rural Business Awards – South West Region 2019.

For further information contact:

Holly Windsor, PR and Communication Manager

Hollywindsor@GreatWestWay.co.uk

01722 324 888/07444 601 421