

PRESS RELEASE



## GREAT WEST WAY® MARKETPLACE IS A ROYAL SUCCESS

England's [Great West Way](#) Travel Trade Marketplace was held this year in Windsor, where more than 100 travel industry representatives from across the touring route met with international and domestic travel trade buyers, resulting in over 1,000 meetings in one day.

On Thursday, 21 November and Friday, 22 November, UK travel industry and buyers from domestic and international tour operators and wholesalers, were invited to discover more about the Great West Way. During their stay they attended a three course Welcome Dinner at a 14th Century Chapel on the Beaumont Estate, an exclusive VIP tour of Windsor Castle, as well as the Great West Way Marketplace event which was held on Friday at the Castle Hotel. Great West Way familiarisation trips for international buyers also took place at the weekend, following the event, and visited places across the route, such as the Thames Lido in Reading, Marlborough College in Wiltshire, Bristol's new attraction The Wave, West Berkshire Brewery in Yattendon, Dyrham Park in South Gloucestershire and the River and Rowing Museum in Henley on Thames.

The Great West Way, located between London and Bristol, is the world's first multi-modal touring route, encouraging visitors to travel using different forms of transportation such as road, rail and water.

This November, the Great West Way celebrates its first official anniversary which not only coincides with Great West Way Marketplace, but also an industry award win. Earlier in the month, the Great West Way was awarded Launch Campaign of the Year at the Travolution Awards, Travel Weekly's sister title which covers the travel technology sector.

Florence Wallace, Head of Travel Trade at Great West Way, said: "Our Great West Way Marketplace event went incredibly well. We achieved what we set out to do with this event, which was to bring travel industry professionals together to create mutually beneficial

relationships and bookable product, which ultimately drives tourism to England and the Great West Way.

“As well as being attended by travel trade buyers from across globe – including USA, Germany, Netherlands and Russia, the event saw attendance from some of the UK’s most prestigious travel industry representatives, including National Trust, Great Western Railway, Canal & River Trust, Royal Collection Trust, and English Heritage, among others.”

All who were in attendance to the event received a copy of the second edition of the Great West Way Travel Trade Directory, which includes key information from nearly 400 UK businesses across the route that are keen to work with domestic and overseas travel trade buyers.

For more information on the Great West Way, visit: [www.GreatWestWay.co.uk/trade](http://www.GreatWestWay.co.uk/trade)

#### **Note to editors:**

**Photo caption:** Peter Wragg, Chairman at VisitWiltshire, David Jackson, Manager at Marketing Cheltenham, Lyndsey Turner-Swift, Head of England Planning and Delivery VisitEngland/VisitBritain, David Andrews, Director at Great West Way, Florence Wallace, Head of Travel Trade at Great West Way, Karen Roebuck, Project Manager at Visit Thames, and Fiona Errington, Marketing Manager at Great West Way.

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#### **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](http://www.discoverenglandfund.org)

The Story of the Great West Way booklet is available at: [www.GreatWestWay.co.uk/storyoftheGreatWestWay](http://www.GreatWestWay.co.uk/storyoftheGreatWestWay)

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