

PRESS RELEASE



GREAT WEST WAY® LAUNCHES NEW 'GREEN TRAVEL CAMPAIGN' IN PARTNERSHIP WITH GREAT WESTERN RAILWAY AND ROUGH GUIDE

Great West Way, announce the launch of its innovative 'Green Travel Campaign' in collaboration with Great Western Railway and Rough Guide. This campaign aims to highlight green travel experiences along the Great West Way, promoting sustainability, connectivity, and responsible tourism. The campaign is expected to generate an estimated reach of over 1.5 million potential visitors.

The touring route between London and Bristol launched in 2018 encourages visitors to travel using different forms of transport. Visitors are encouraged to slow right down and use different forms of transport and methods of exploring the route such as walking, cycling, using the waterways or to explore by bus or train.

The campaign highlights how you can enjoy a journey of discovery like no other as you venture through stunning gardens, unwind whilst enjoying award-winning, locally sourced dishes, explore historic landmarks and World Heritage Sites, all whilst making the most of sustainable travel along the Great West Way travelling on GWR trains and buses using the Great West Way Discoverer pass.

The main campaign landing page can be seen [here](#). Highlighted are the many sustainable things to do along the route such as visiting Stonehenge using the Stonehenge Bus, Blenheim Palace The Roman Baths, Savill Gardens in Windsor Great Park, are offering visitors a 2 for 1 entry with a valid train ticket and scenic areas such as the Vale of Pewsey, together with Wiltshire Connect are providing a flexible and responsive Wiltshire bus service, ideal for rural exploration.

The integrated campaign includes content hosted by Rough Guide online platform [Destinations on the Great West Way](#) and [Travel the Great West Way](#) and content hosted by the British Travel Journal, [Win a Green Travel inspired overnight stay in a luxury 5-star hotel on the Great West Way](#) plus and integrated digital and PR campaign including Facebook and Google responsive advertising. There is a competition to win a sustainable trip along the Great West Way with incredible prizes from Whatley Manor, Savill Garden, Roman Baths and Stonehenge!

Fiona Errington, Head Of Marketing, at Great West way said "We're helping visitors to plan their sustainable visit detailing the variety of places along the way and how they can enjoy a visit with sustainable travel, eco friendly stays and sustainable, locally sources products."

Chris Lund, Senior Marketing Manager from Great Western railway said " "GWR's Great West Way Discoverer pass is a hassle free way to connect train and bus travel in one ticket, allowing you visit some of Wiltshire and the surrounding area's awe-inspiring local attractions, such as Stonehenge or Bristol's Clifton Suspension Bridge. Or simply use it to help navigate the best of Wiltshire and the West of England's Christmas markets including Salisbury, Bath and Bristol.

"With 1-day Discoverer pass ticket starting at only £27.50, it makes a great value-for-money option and allows unlimited off-peak travel."

END

Notes to Editors:

For further information please contact davidandrews@GreatWestWay.co.uk

If you're interested in joining the Great West Way Ambassador or wish to find out more please visit: <https://www.greatwestway.co.uk/ambassador-network/the-ambassador-network>

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Images for Great West Way can be downloaded from our Flickr gallery via this link <https://www.flickr.com/photos/129320754@N03/albums/72177720312990412> 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](#).

About the Great West Way

Great West Way is the multi-modal touring route between London and Bristol, spanning some of England's most iconic heritage destinations and attractions. Based on ancient routes, the Great West Way encompasses 500 miles of navigable route on road, rail, water, footpath and cycleways through West London and the Thames Valley, Berkshire, Wiltshire, the Cotswolds, Bath and Bristol.

The route was established in 2017 with support from the UK Government's £40 million Discover England Fund, administered by VisitEngland. Managed by Great West Way Ltd, a not-for-profit Destination Management Organisation, the route is developed and promoted in partnership with over 250 investing destinations and tourism businesses, working collaboratively as Great West Way Ambassadors.

The Great West Way Ambassador Network includes accommodation providers, attractions, restaurants, retail outlets, tour guides, activity providers and other organisations. For more information on joining network visit www.GreatWestWay.co.uk/ambassador-network.

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