

## PRESS RELEASE



### Unveiling the Essence of Great West Way® in the latest edition of the Travel Magazine

Great West Way has launched the latest edition of their Travel Magazine which provide a source of inspiration for readers yearning to explore the route which stretches from London – Bristol.

This digital edition can be viewed at [www.GreatWestWay.co.uk/TravelMagazine](http://www.GreatWestWay.co.uk/TravelMagazine).

The Travel Magazine immerses readers imagining their journey along the Great West Way, offering them a bird's-eye view through a mesmerizing collection of panoramic virtual tours and awe-inspiring drone footage. Seamlessly linking to websites, videos, and downloadable Great West Way maps and guides, this magazine effortlessly transitions from inspiration to the planning stage of your next adventure.

There is a spotlight on Sustainable Dining that delves into the world of plant-based menus and delectable vegan dishes, shining a spotlight on restaurants that champion sustainability and locally sourced ingredients.

This is intertwined with the concept of slow travel, showcasing responsible modes of transport that cement the Great West Way's reputation as one of the world's premier touring routes.

The Travel Magazine includes an insider's guide to its World Heritage Sites, ranging from the Stonehenge to the captivating Tudor kitchens of Hampton Court Palace. Plus the latest travel news along the Great West Way, including the opulent allure of five-star luxury on a houseboat, a deeper look into the charms of the Kennet & Avon canal, and a guide to the most splendid festive light trails and illuminations to visit along this picturesque route.

Readers can also draw inspiration from a seasonal events calendar, a gourmet guide, a curated hotels selection, and features that transport them to Windsor. They can also find out about how to travel using the Great West Way Discoverer pass, and so much more.

Fiona Errington, Head of Marketing, shares her enthusiasm, stating, "This latest edition of our Great West Way Travel Magazine showcases the myriad of new experiences awaiting our visitors. We aspire to make journey planning more seamless than ever before, and our Ambassadors look forward to welcoming new and returning guests this season."

The virtual edition of the Great West Way Travel Magazine will find its way to readers through the Great West Way newsletter and its vibrant social media channels, captivating a weekly audience of over 30,000 enthusiasts. Additionally, it can be found on 10 magazine platforms, including Readly, Yumpu, and Issuu. This magazine will be distributed to more than 100 Great West Way Official Tour Operators, VisitBritain's international offices, and through VisitEngland's expansive marketing network.

For a deeper dive into the magic of the Great West Way, visit [www.GreatWestWay.co.uk](http://www.GreatWestWay.co.uk), and let the journey begin."

END

**Notes to Editors:**

For further information please contact [DavidAndrews@GreatWestWay.co.uk](mailto: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/gp/129320754@N03/3g1fd7> 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](http://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](http://www.GreatWestWay.co.uk/ambassador-network).

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