

PRESS RELEASE



Bradford on Avon Stars in US Travel Series as Part of the Great West Way®

This month, Bradford on Avon has starred in US television series *Curious Traveler*, as part of an episode on England's touring route, the Great West Way.

Curious Traveler airs on US television station PBS, the most prominent provider of educational television programming to public television stations in the US. The series explores intriguing locations in Europe and America and is presented by Emmy-winning host and writer, Christine van Blokland. The Great West Way Curious Traveler episode that aired this month will be repeated every 10 weeks on the station, and can also be viewed on youtube, here: [Curious Traveler Great West Way](#)

As an integral part of the Great West Way, Bradford on Avon appears on the 30-minute television show that explores the history of the town and highlights the 13th-century bridge. The town's high street is also shown with a vast amount of time spent at The Bridge Tea Rooms, which is sure to be of great interest to US viewers.

Wiltshire's Destination Management Organisation, VisitWiltshire, secured Bradford on Avon's top spot on the show as part of the activity it does with touring route Great West Way, of which two thirds is in Wiltshire. Bradford on Avon is a Designated Ambassador of the Great West Way, supported by Bradford on Avon Town Council.

The show's Presenter, Christine van Blokland, also explores areas of Bath and Bristol, and mentions other destinations on the route, and within easy reach, including London, Windsor, Salisbury, and Oxford. She explains the history of the Great Western Railway and its links to the route, and visit attractions like Stonehenge, the Roman Baths and Brunel's SS Great Britain.

Fiona Errington, Head of Marketing at Great West Way, said: "*Curious Traveler* is an excellent travel series and we are so pleased with how they portrayed the Great West Way and delved into the history of each destination on the route, including Bradford on Avon.

"The Great West Way is particularly appealing to US Travelers who love to explore the route's history and heritage, and quintessentially English destinations and traditions. Securing Bradford on Avon and other destinations in this reputable show help to increase awareness of the route and will result in additional American visitors visiting the area."

Cllr Simon McNeill- Ritchie, Mayor of Bradford of Avon, said: "These are difficult times for the tourism sector in Bradford on Avon, as they are elsewhere. I am particularly delighted therefore to see the town featuring so prominently overseas. Bradford on Avon has been a part of the Great West Way programme since its inception and we are looking forward to seeing the route grow in popularity around the globe."

This month, the Great West Way has launched a new virtual magazine which gives readers an immersive experience with a number of pop-out videos and direct links to websites, which makes planning a trip on the route effortless. All content included in the magazine is in line with current Government guidelines and promotes responsible travel. To view the Great West Way Travel Magazine for free, visit: www.GreatWestWay.co.uk/TravelMagazine

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Notes to editors:

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

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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

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

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For further information contact:
Holly Windsor, PR and Communication Manager
Hollywindsor@GreatWestWay.co.uk
01722 324 888/07444 601 421