

September 2019



REGISTRATION IS NOW OPEN FOR  
GREAT WEST WAY® TRAVEL TRADE MARKETPLACE

21 - 24 November 2019, Windsor

This flagship annual trade event, led by VisitWiltshire, will bring buyers and suppliers together to package products and destinations from England's Great West Way.

International and domestic travel trade buyers are invited to attend this four-day event, starting with a private tour and champagne reception at Windsor Castle, followed by a VIP evening reception at De Vere Beaumont Estate.

On Friday 22 November there will be a series of one-to-one appointments in The Castle Hotel, Windsor, where tour operators and wholesalers will meet with representatives from attractions, hotels, transport, ground handlers and other sectors of the route's tourism infrastructure, with a view to contracting their products and selling them to their customers.

Attendees will be the first to see the new Great West Way Travel Trade Directory, featuring over 300 local businesses and a key tool in helping trade develop bookable product along the route. There will also be an extensive Delegate Directory ensuring buyers and suppliers have all the information required to continue to develop business relationships, working together to bring bookable packages to market.

On 23-24 November, buyers will be taken out on the route for a first-hand look at what it has to offer. There is a choice of three "Discovery Visits", Highlights of the Great West Way; Journey of Discovery along the Great West Way and Travel Through Time along the Great West Way. Each have been designed to showcase the route's key places to stay, eat, drink and things to do.

Florence Wallace, Head of Travel Trade, said: "We are delighted that this event is so popular for buyers and suppliers. Last year we welcomed over 40 buyers and over 50 suppliers and this year we have had demand prior to the launch, so hope to exceed these numbers. We are keen to continue our partnerships with Official Tour Operators offering one-to-one assistance in helping them develop new Great West Way themed programmes, whilst facilitating business introductions with a range of Ambassador suppliers."

Since launching the Great West Way Ambassador Network in April 2018, 230+ top tourism businesses, destinations and attractions along the route have signed-up to support the project as Ambassadors.

Since launching the Great West Way Official Tour Operators programme in May 2018, there are now over 50 Tour Operators either already selling or developing on-brand Great West Way tour programmes. See Annex.

Official Destination partners include Destination Bristol, Visit Bath, Cotswolds Tourism, VisitWiltshire and Tourism South East. England's Great West Way is supported by VisitEngland/VisitBritain and the UK Government's Discover England Fund.

Buyers and Suppliers can book now at

[www.GreatWestWay.co.uk/marketplace](http://www.GreatWestWay.co.uk/marketplace)

Join the conversation on Twitter @GreatWestWaybiz  
#GreatWestWaymarketplace

Find out more about the route at [GreatWestWay.co.uk](http://GreatWestWay.co.uk)

Ends

For further information or to arrange a press visit please contact Holly Windsor, PR & Communications Manager [hollywindsor@GreatWestWay.co.uk](mailto:hollywindsor@GreatWestWay.co.uk) Tel: 07444 601421 or Florence Wallace, Head of Travel Trade, [flowallace@GreatWestWay.co.uk](mailto:flowallace@GreatWestWay.co.uk) Tel: 07436 588860

Notes to Editors:

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)

Images for Great West Way can be downloaded from our Flickr gallery via this link <https://www.flickr.com/gp/129320754@N03/9WD3c5> 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](#).

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

Great West Way and England's Great West Way are registered trademarks. Please always use the appropriate symbol (®) on the first reference to indicate that *Great West Way*® is a registered trade mark.

For further information on or to join the Great West Way Ambassador Network please contact Claire Margetts, Head of Ambassador Network, [clairemargetts@GreatWestWay.co.uk](mailto:clairemargetts@GreatWestWay.co.uk) Tel: 07850 080679

For further information or to find out more about becoming an Official Tour Operator please contact Florence Wallace, Head of Travel Trade, [flowallace@GreatWestWay.co.uk](mailto:flowallace@GreatWestWay.co.uk) Tel: 01722 341309 or 07436 588860

Annex 1

### Great West Way Official Tours Operators

Below is a current list of Great West Way Official Tour Operators. These companies have developed or are currently developing, and/or marketing, on-brand Great West Way programmes.



## UK

- Abbey Ireland & UK
- AC Group
- Active England Tours
- Albatross Group
- Angela Shanley Associates
- Battered Suitcase
- Best of Tours
- CHR Travel
- Compass Holidays
- ECT Travel
- Eurowelcome / Latin travel
- E-Voyages
- Groupia
- Hotels & More
- ICT Group Travel
- Interopa
- Jac Travel
- Janet Redler Travel & Tourism
- Norman Allen Group Travel
- Pathfinders
- Saltours International
- Select Travel Service
- Sovereign Tourism
- Sterling Travel
- Tailor-Made Tours
- Travel Agenda
- The Circle

## Canada

- Authentic Vacations
- Freedom Tours and Travel
- Senior Discovery Tours
- Victours International

## Germany

- BITS – Britain & Ireland Tours

- BTO International
- Dreamtours for you
- Dreamtours for you
- HTS Touristik
- Mundt Touristik
- One World Travel
- Service Reisen
- Travelling Britain
- Troll Touristik

## USA

- Celtic Tours
- Crystal Travel & Tours
- Eurobound
- Indulgent Vacations & Destinations
- Orion Celtic Expeditions
- Reformation Tours
- Special Group Tours
- Tenon Tours
- Tradesco Tours

## Netherlands

- De Jong Intra Vakanties
- Buro Scanbrit
- House of Britain
- Motoerit Motorcycle Tours
- Pharos Reizen
- Travel 4 U

## Carrier – Multi Market

- DFDS

## Russia

- Bosco Tours

## Norway

### Authentic-Europe

## Annex 2

### Great West Way Ambassador Network

The Great West Way Ambassador Network invites destinations and businesses along the route to invest and collaborate in the project in exchange for use of the brand and inclusion in promotional activity. There are currently 230+ signed-up Ambassadors, whose support will contribute to the success and connectivity of the route:

### Title Ambassadors

- **Bristol Airport**  
Airport Ambassador
- **Canal & River Trust**  
Waterways Ambassador
- **Great Western Railway**  
Rail Ambassador
- **National Trust**  
Houses & Gardens Ambassador

## Destination Ambassadors

- Bath Business Improvement District
- Bradford on Avon Town
- Calne Town
- Chippenham Town
- Corsham Town
- Cotswolds Tourism
- Visit Bristol
- Devizes Town
- Henley on Thames Town
- Hungerford Town
- Malmesbury Town
- Marlborough Town
- Marlow Town
- North Wessex Downs AONB
- Reading UK
- Royal Borough of Windsor & Maidenhead
- Stonehenge & Avebury WHS
- Swindon Town
- Tourism South East
- Trowbridge Town
- Vale of Pewsey
- Visit Bath
- Visit Thames
- VisitNewbury
- VisitRichmond
- VisitWiltshire

## Designated Attraction & Hotel Ambassadors

- Aerospace Bristol
- Bowood House & Garden
- Cheddar Gorge & Caves (*within easy reach*)
- Cobbs Farm Shop & Kitchen, Hungerford
- Fashion Museum, Bath
- Longleat (*within easy reach*)
- McArthurGlen Designer Outlet, Swindon
- The Old Bell Hotel
- The Roman Baths
- Stonehenge (*within easy reach*)
- The Royal Crescent Hotel & Spa
- Thermae Bath Spa
- Wadworth Brewery & Tours
- West Berkshire Brewery
- Westonbirt, The National Arboretum
- Whatley Manor Hotel & Spa
- Windsor Castle

## Gateway Ambassadors

- Abbey Hotel
- The Abbey Quarter
- a'Beckett's Vineyard
- Active England
- Alder Ridge Vineyard
- Aldermaston Tea Rooms, Visitor Centre, & Shop
- Aldwick Estate
- Alison Howell's Foottrails
- All Saints Church, Alton Priors
- The Apartment Bath
- Apex Hotel, Bath
- Apsley House
- Arnos Vale Cemetery
- Around and About Bath
- Atwell-Wilson Motor Museum
- Avalon Lodge Bed and Breakfast
- Avebury Landscape Wiltshire
- Avon Valley Adventure & Wildlife Park
- Bailbrook House Hotel
- Bailey Balloons
- Bainton Bikes
- Barbara McLellan
- The Barn Theatre
- Barrington Court
- Bath Apartment Breaks
- The Bath Brew House
- Bath Bus Company
- Bath Self Catering
- Beanhill Farm B&B
- Berkeley Castle
- Best Western Plus Angel Hotel, Chippenham
- Bombay Sapphire
- Bozedown Alpacas

- The Bridge Tea Rooms
- Bristol Blue Glass
- Bristol Cathedral
- Bristol Community Ferry Boats
- Bristol Nordic Walking
- Bristol Packet Boats
- Bristol Tandem Hire
- Bristol Zoo
- Brooks Guest House B&B, Bath
- Bruce Branch Boats
- Brunel's SS Great Britain
- Buttle Farm
- Canal Trust Café
- Castle Combe Circuit
- Cheddar Camping and Caravanning Club Site (*within easy reach*)
- Cheddar Gorge
- Chertsey Camping and Caravanning Club Site
- The Chilterns View
- Chippenham Museum and Heritage Centre
- Church Farm Country Cottages
- Clayton's Kitchen
- Clifton Suspension Bridge
- Cobbs Farm Shop & Kitchen, Englefield
- Compass Holidays
- The Courts Garden
- Cricklade Hotel
- Crofton Beam Engines
- Cumberwell Country Cottages
- Devizes Camping and Caravanning Club Site
- Devizes Marina
- Devizes Marina Day Boat Hire
- Devizes Wharf Tea room
- Didcot Railway Centre
- Donnington Grove
- DoubleTree by Hilton, Swindon
- Dyrham Park
- The Engineman's Rest Café
- The Farm Camp
- French Brothers
- Gainsborough Bath Spa
- Glenside Hospital Museum
- Great Northern Hotel
- Guyers House Hotel & Restaurant
- Hampton by Hilton Bristol Airport
- Hampton Court Palace
- The Harrow at Little Bedwyn
- Helen Browning's Royal Oak
- Henley Greenlands Hotel
- Henley Rowing Association
- Heritage Bed & Breakfast
- Hobbs of Henley
- The Holburne Museum
- Holiday Inn, Salisbury - Stonehenge
- Honey Street Boats & Café
- Hungerford Wharf and Kintbury
- Iford Manor Gardens
- Jane Austen Centre
- Kenavon Venture
- Koffmann & Mr. Whites
- Lacock Abbey, Fox Talbot Museum and village
- The Langley
- Liberty Car Tours
- Lido Bristol
- Lorne House
- Lytes Cary Manor
- Maidenhead Heritage Centre
- Manor Farm B&B
- Marlborough College Summer School
- The Matthew Of Bristol
- Meadowbank House Bed and Breakfast
- Merchants House
- Monkey Island Estate
- Castle Hotel, Windsor - MGallery Hotel Collection
- Mompesson House
- Montacute House
- Museum of East Asian Art
- The Museum of English Rural Life
- MV Jubilee
- Newark Park
- The Newbury Pub
- Newbury Racecourse
- No.15 Great Pulteney
- No. 1 Royal Crescent
- Noah's Ark Zoo Farm
- Old Sarum
- Oldbury Tours
- Original Wild
- Parkway Shopping, Newbury
- Postern Hill Camping in the Forest
- Pound Arts
- Practical Car and Motorhome hire
- Prince Street Social
- Prior Park Landscape Garden
- Queens Arms, East Garston
- Reading Museum
- The Red Lion East, Chisenbury
- REME Museum
- River & Rowing Museum
- Roman Bath Private Hire
- Roseate House London
- The Roseate Villa, Bath
- The Roseate Reading
- Rose of Hungerford
- Roves Farm
- Royal Oak, Yattendon
- The Royal Windsor Pub

- Salisbury Camping and Caravanning Club Site (*within easy reach*)
- Salisbury Cathedral (*within easy reach*)
- Salisbury, Stonehenge and Sarum Tours
- Sally Narrowboats
- Salters Steamers
- Savouring Bath
- Shaw House
- Sheephouse Manor
- Skydive Netheravon
- Stay in Bath
- South West Heritage Tours
- South Western Railway
- Stonor Park
- Stourhead
- Strawberry Hill House & Garden
- Sulis Guides Ltd
- SUP Bristol
- The Swan, Bradford on Avon
- Swinley Bike Hub
- Thames Lido
- Thames Rivercruise
- Three Tuns Freehouse
- Tintinhull Garden
- Totteridge Farm
- Tour and Explore
- Tours 2 Order
- TransWilts Community Rail Partnership
- Troutbeck Guest House
- Tucking Mill Self catering
- Turner's House
- The Tutti Pole
- Tyntesfield
- University of Bristol Botanic Garden
- Vaughan's Kitchen
- Vintage Classics
- Walton on Thames Camping and Caravanning Club Site
- The Watermill Theatre
- The Wave
- Wellington Arch
- West Berkshire Museum
- We The Curious
- Wild Swim Bike Run Ltd
- Whitchurch Silk Mill
- White Horse Inn, Compton Bassett
- Wilton Windmill
- Wiltshire landscape, Stonehenge
- Wiltshire Museum
- Wiltshire Music Centre
- Wiltshire Wildlife Trust, Blakehill Farm
- Wiltshire Wildlife Trust, Lower Moor
- Wiltshire Wildlife Trust, Jones's Mill
- Woolley Grange Hotel
- WWT London Wetland Centre