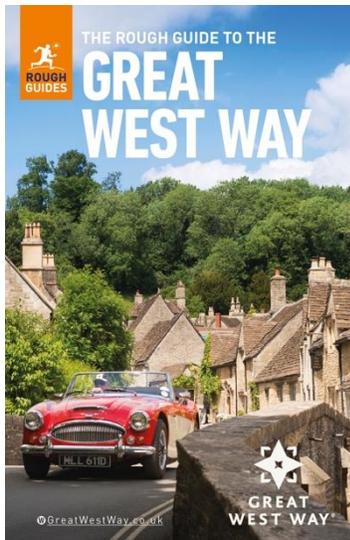


Rough Guides partners with VisitWiltshire to publish guide to the brand new Great West Way® touring route



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Discover the brand new Great West Way touring route with this comprehensive, entertaining, 'tell it like it is' Rough Guide, packed with practical information and our experts' honest and independent recommendations.

The Great West Way is a brand new 125-mile touring route that joins up many of England's iconic destinations and attractions along a corridor west of London through to Bristol. Rough Guides has partnered with VisitWiltshire to create a dedicated guide book to the route.

The Great West Way project was launched in November 2018 as the UK's newest touring route and the first multi-modal touring route of its kind in the world. Visitors can travel the route by road, rail, bicycle, foot, or boat. A range of themed itineraries and trails, including heritage, food and drink, countryside, and film tourism allow visitors to explore the route in depth and the project rivals any of the great touring routes in the world.

Whether you plan to paddle-board through Bath, visit Windsor Castle, marvel at Stonehenge, narrow-boat down the Kennet & Avon Canal, or explore the Marlborough Downs on horseback, *The Rough Guide to the Great West Way* will help you discover the best places to explore, sleep, eat, drink, and shop along the way.

David Andrews, director, Great West Way, says,

"We are delighted to be working with such an iconic travel publisher as Rough Guides to help bring the Great West Way to life. The new Rough Guide to the Great West Way gives the curious visitor a real insight into the extraordinary variety of tourism experiences along Britain's newest touring route."

Agnieszka Mizak, managing director, Rough Guides, says,

"Britain has so much rich history, culture, and beauty, that anything to make it easy for people to explore all this is something to be celebrated. Therefore, we're proud to be producing a dedicated guide book to this unique new route."

Discover more at www.GreatWestWay.co.uk.

What to expect from The Rough Guide to the Great West Way

Detailed regional coverage: provides in-depth practical information for each step of the way. Regions covered include: West of London, Berkshire, the southern Cotswold's, Wiltshire, Bath and Bristol.

Fabulous full-colour photography: features a richness of inspirational colour photography, including the captivating Kew Gardens, the awe-inspiring Stonehenge, and the idyllic Cotswold's countryside.

33 things not to miss: Rough Guides' rundown of 33 highlights of the best things to see and do and the top visitor experiences along the route.

Itineraries: carefully-planned routes will help you organise your trip and inspire and inform your on-the-road experiences.

MEDIA OPPORTUNITIES

- Images and extracts for media use available on request.
- Interview and expert comment opportunities available on request.

For Rough Guide publicity queries, please contact:

Jessica Cropper | PR & Marketing Executive | Rough Guides
jessica@insightguides.com | 0207 234 8943

For Great West Way publicity and media visits queries, please contact:

Florence Wallace | PR Manager | Great West Way
flowallace@GreatWestWay.co.uk | 01722 341309

About Rough Guides

Rough Guides is synonymous with practical travel tips, quality writing and a trustworthy "tell it like it is" ethos. The brand has been inspiring travellers for over 35 years, especially independent travellers seeking off-the-beaten-track experiences. The Rough Guides list includes over 400 titles in a range of formats – from country guides and pocket guides to inspirational travel specials and targeted series, including First-Time guides, On a Budget series, phrasebooks, and eBooks. Additionally, www.roughguides.com offers a booking platform for tailor-made trips.

As well as travel books, Rough Guides also provides travel inspiration on its podcast:

<https://www.roughguides.com/podcast/>. Season 4 is currently in development and due to air in May 2019.

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. VisitWiltshire are the Destination Organisation leading the project. For further information go to www.discoverenglandfund.org or www.GreatWestWay.co.uk/StoryoftheGreatWestWay

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