

PRESS RELEASE



SUCCESSFUL TRAVEL INDUSTRY PRESS EVENT

SET TO BOOST REGIONAL TOURISM

A new travel industry press event, [Great West Way®](#) Media Discovery has been a huge success for tourism in the London to Bristol region.

This event celebrated English Tourism Week in Reading on Sunday 23 March and Monday 24 March and showcased businesses and destinations along the whole route including: Wiltshire, Vale of Pewsey, Malmesbury, Royal Borough of Windsor & Maidenhead, Warminster, Henley-on-Thames, Hungerford, Corsham, Bath & Bristol.

Over 1,600 pre-scheduled 1:1 meetings took place and it was attended by over 40 top travel media and 40 Ambassador tourism businesses and destinations. It was sponsored by Visit Reading, Bombay Sapphire Distillery, Thames Rivercruise, Pentahotel Reading, Malmaison and Roseate Reading.

The press attendees included editors, journalists, influencers and content creators, from a range of regional, national and international titles, who met with tourism businesses and destinations who feature along the Great West Way route, including attractions, hotels, transport and other sectors of the route's tourism infrastructure.

Great West Way launched their new [Travel Magazine](#) with features on stargazing spots, the best distilleries, breweries and vineyards, festivals and events bringing together local culture, flavours and special experiences.

In addition, a new Great West Way Jane Austen 250 campaign was launched, celebrating the 50th Anniversary of this amazing author's life. Plus 2025 highlights and stories from all the attending Ambassador tourism businesses and destinations which can be seen [here](#).

David Andrews, CEO, said, "We're delighted to have welcomed so many media and tourism professionals to our Great West Way Media Discovery event. We're confident that by raising the profile of the Great West Way, and its unique and exciting places to visit and stay, we will increase our reach to potential visitors and we're encouraging them to explore the region in more depth and encouraging increased length of stay.

"We're looking forward to seeing the press coverage come through over the next few weeks and months."

Since its inception in April 2018, the Great West Way Ambassador Network has gained the support of over 250 top-tier tourism businesses, destinations, and attractions along the route, making it one of the world's premier touring routes. Find out more at www.GreatWestWay.co.uk

Ends

Issued by Great West Way. For further information and to arrange interviews please contact David Andrews, CEO, davidandrews@GreatWestWay.co.uk Tel: 07435 788362

Notes to Editors:

Images for Great West Way can be downloaded from our Flickr gallery via this link <https://flic.kr/s/aHsmuy6X3G>. 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 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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