

PRESS RELEASE



SUCCESSFUL INDUSTRY EVENT SET TO GROW TOURISM IN THE REGION

A major international tourism event, [Great West Way](#)[®] Travel Trade Marketplace that took place from 15-19 November 2023, is set to generate an additional £3.5 million in tourism visitor spend for the region.

The prestigious Marketplace event aims to grow tourism visits and spend along one of the world's premier touring routes between London and Bristol. Attendees included 50 international and domestic tour operators, 60 tourism businesses, and the national tourist boards, VisitBritain & VisitEngland.

Included in the programme were a virtual meeting day on Wednesday 15 November, a networking day, hosted by the main event sponsor, Longleat, on Friday 17 November and a choice of two Discovery Visits exploring over the weekend of Saturday 18 and Sunday 19 November. The Discovery Visits showcased the popular destinations along the route such as Windsor, Richmond, Reading, Bath and Bristol, and Wiltshire.

Local tourism businesses included in the event included a wide range of visitor attractions, visitor accommodation, transport, guides, food and drink providers, event organisers, arts and culture properties, historic houses and tourism experiences.

Florence Wallace, Head of Travel Trade, said "There are 110 Official Tour Operators in 20+ countries, who are committed to packaging and distributing on-brand Great West Way programmes. We are delighted that this Great West Way Marketplace event has been so useful to both trade buyers and suppliers, with reports of new Great West Way programmes and new bookings for businesses already having been secured, leading to an increase in international and domestic tourism visits and spend along the route for 2024 and beyond."

To coincide with the event, a printed fifth edition Travel Trade Directory was distributed to all attendees. This resource for buyers will enable them to find out more about Great West Way and the Ambassador network, making easier to create bookable itineraries, contract suppliers and promote the region to the 'curious visitors'. It includes key trade information such as new specialist tours, attractions, and inspirational itineraries and 500 up-to-date supplier listings.

For more information on the Great West Way, visit www.GreatWestWay.co.uk

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Note to editors:

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

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