

PRESS RELEASE



GREAT WEST WAY® UNVEILS NEW TRAVEL TRADE DIRECTORY

TO INSPIRE AND BOOST TRADE VISITORS

Great West Way®, the iconic touring route between London and Bristol, offering unparalleled English experiences, is thrilled to announce the launch of its latest Great West Way® Travel Trade Directory.

This comprehensive directory serves as a one-stop resource for intermediaries seeking to delve into the heart of the Great West Way and its array of things to do, streamlining the process of curating enticing itineraries, forging partnerships with suppliers, and showcasing the region's charm to curious travellers.

Intermediaries can access the Digital Great West Way Travel Trade Directory at www.GreatWestWay.co.uk/traveltrade/travel-trade-directory.

This fifth edition brings to light not only prominent destinations "Along the Route," but also hidden gems in close proximity - 'within easy reach'. New highlights, specialist tours and attractions and a new Stately Homes, Palaces and Castles suggested itinerary, offers inspiration for those creating new programmes. With a meticulous assessment of attractions, activities, accommodations, and dining options, the directory boasts a comprehensive compilation of approx. 500 up-to-date supplier listings, ranging from the less well known to the more prominent players in the tourism sector.

Florence Wallace, Head of Travel Trade says, "This latest edition of the Travel Trade directory stands as our most invaluable asset yet – a veritable compendium of information catering to trade professionals keen on curating experiences within and around the Great West Way."

"Packed with inspirational concepts and vital contacts, it empowers buyers to cultivate and present distinctive and exhilarating tourism experiences for their clients. We remain steadfast in our commitment to aiding these intermediaries, striving to optimize bookable programs that entice a growing number of travellers to explore and savour the wonders strewn along this magnificent touring route."

With over 100+ Great West Way [Official Tour Operators](#) and over 80 [bookable programmes](#) being distributed in over 20 countries, the Great West Way team are playing a key role in product development and distribution generating an estimated £14.2 million in additional visitor spend along the route.

Developing partnerships is key to this success, sharing best practice and tactical activity through a Great West Way Connections Travel Trade sector group supporting 115 tourism businesses/destinations.

Copies of the directory will be available at the popular annual Great West Way Marketplace event, which is now open for [buyers to register](#). This hybrid event will run from 15 – 19 November 2023 and aims to facilitate business between buyers and suppliers.

The award-winning Great West Way travel trade team is now uniquely positioned among DMOs to offer an added-value travel trade industry support service to buyers and suppliers. Offering 1:1 advice and support to over 225 Great West Way Ambassador businesses on how to work with the international travel trade. Plus, continued support for the Great West Way Official Tour Operator network, including

a travel trade help desk, ongoing engagement and communications, troubleshooting, itinerary development and personal introductions to suppliers.

The trade engagement service is a great option for businesses who need additional support, over what they already get as an Ambassador, in developing trade contacts, distributing product and securing new trade business. Giving enhanced access to, and leveraging the trusted advisor relationships with the trade, is often hard for individual suppliers to achieve.

The digital Travel Trade Directory is being distributed to over 2,000 key intermediaries, via exhibitions and events and industry partners such as UKinbound and ETOA. There is also continued commitment from VisitBritain/ VisitEngland to distribute Great West Way via their marketing channels and overseas offices.

The interactive edition of the directory is now available to view [HERE](#). It is complemented by an online travel trade toolkit which includes additional information to assist the development of wholesale programmes at GreatWestWay.co.uk/traveltrade.

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Notes to Editors:

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If you're interested in joining the Great West Way Ambassador or wish to find out more please visit: <https://www.greatwestway.co.uk/ambassador-network/the-ambassador-network>

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Images for Great West Way can be downloaded from our Flickr gallery via this link <https://www.flickr.com/gp/129320754@N03/3g1fd7> 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 route was established in 2017 with support from the UK Government's £40 million Discover England Fund, administered by VisitEngland. Managed by Great West Way Ltd, a not-for-profit Destination Management Organisation, the route is developed and promoted in partnership with over 250 investing destinations and tourism businesses, working collaboratively as Great West Way Ambassadors.

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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