

## PRESS RELEASE



### GREAT WEST WAY® LAUNCHES

### NEW TRAVEL TRADE DIRECTORY

The new Great West Way® Travel Trade Directory is now available as a one-stop-shop for supporting intermediaries in finding out more about Great West Way and its Ambassadors, making easier for them to create bookable itineraries, contract suppliers and promote the region to the 'curious visitor'.

The new Digital Great West Way Travel Trade Directory can be seen at [greatwestway.co.uk/traveltrade/travel-trade-directory](https://greatwestway.co.uk/traveltrade/travel-trade-directory)

This 4<sup>th</sup> edition of the directory enables buyers to find key destinations 'Along the Route', as well as less well-known, places nearby. It includes specialist tours, attractions, and a range of themed itineraries to help create inspiring tours. Following an extensive audit of attractions, activities, places to stay, eat and drink there are also around 500 up-to-date supplier listings of Ambassador and non-Ambassador tourism product.

Florence Wallace, Head of Travel Trade said, "This latest edition of the Travel Trade directory is our best resource yet and a true 'bible' of information for the trade who are interested selling programmes in and around the Great West Way.

"There are lots of inspirational ideas and key contacts to enable buyers to contract and distribute tourism experiences that are unique and exciting for their customers. We continue to work closely to support these intermediaries and to maximise bookable programmes increasing the number of visitors choosing to explore and stay along the route."

Great West Way introduced a Travel Trade Connections Group last year. This group, chaired by Iain Terry from Royal Collection Trust, continues to focus on raising awareness and winning business for Great West Way Ambassadors, which are being highlighted to, and distributed by, domestic and international travel trade. The tactical activity plan includes attending a range of domestic travel trade shows, ongoing trade engagement and delivering virtual product training sessions. Plans are now also underway to deliver another Great West Way Marketplace event later this year, facilitating buyers and suppliers to do business together for future programme development.

With nearly 100 Great West Way Official Tour Operators based across 12 different countries, the Great West Way travel trade directory is a key resource, ensuring the region is connecting the curious visitors' journey continuing to offer an extraordinary variety of unique and quintessentially English experiences.

This digital resource 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 too.

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](https://GreatWestWay.co.uk/traveltrade).

**ENDS**

## **Notes to Editors:**

For further information please contact [flowallace@GreatWestWay.co.uk](mailto:flowallace@GreatWestWay.co.uk).

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>

Follow and engage with us on our social channels Facebook [@GreatWestWay](#), Instagram [@GreatWestWay](#) and Twitter [@theGreatWestWay](#)

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](http://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](http://www.GreatWestWay.co.uk/ambassador-network).

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