

PRESS RELEASE



Great West Way Launches new 'Journey of Discovery Map' in partnership with Great Western Railway

The Journey of Discovery Map is a welcome addition to the Great West Way's existing collection of resources for visitors. It joins others such as a guide to the Kennet & Avon Canal, Food & Drink Map and 125 Things to Do along the Great West Way. It has been produced in partnership with Great Western Railway as part of the latest Great West Way campaign.

The touring route between London and Bristol, launched in 2018, encourages visitors to travel using different forms of transport. Visitors are encouraged to slow right down and use the walking and cycling routes, take a cruise on the waterways or choose to explore by train or bus.

The Great West Way Journey of Discovery Map highlights the route for visitors to explore in sustainable way, travelling on GWR trains and buses using the Great West Way Discoverer pass.

The campaign helps visitors explore the many highlights along the route such as Stonehenge, Roman Baths and Windsor Castle. However, the real joy for visitors is discovering somewhere different, a real slice of England they can take back home with them – as memories, photographs or a locally sourced product.

To support the launch of the map, Great West Way will run an integrated digital and PR campaign including Facebook, Instagram and Google responsive display advertising. There's a competition to win an overnight stay along the route which includes entrance to the Roman Baths and a Discoverer pass ticket.

50,000 copies of the map are being distributed to key transport hubs including motorway service stations and train stations, plus supermarkets, accommodation and tourist information centres. The map will also be distributed to Great West Way Ambassadors, Official Tour Operators and via Visit Britain offices.

The campaign landing page can be seen [here](#).

Fiona Errington, Head of Marketing, at Great West Way said: “We’re helping visitors plan their visit detailing the huge variety of places along the way in thematic sections; Discover the Past, Discover new Tastes, Discover Adventure, Discover Houses and Gardens and Discover England. The map highlights sustainable tourism on the Great West Way with sustainable travel, eco-friendly stays and sustainable, locally sourced products.”

Chris Lund, Regional Marketing Manager – Central, from Great Western Railway said “Great Western Railway’s Great West Way Discoverer pass is a fantastic way to encourage more visitors to travel along the route in a sustainable way. It joins up the big-draw locations, such as Bath, Bristol and Windsor with lesser-known but equally interesting market towns, chocolate box villages and quintessentially English countryside – all without needing to jump in a car. The route is easily accessible for all visitors at only £139 for a 7-day pass for international visitors and options to split to an East and West ticket for domestic visitors – it’s truly flexible and great value for money.”

To download a digital version of the map, visit: www.GreatWestWay.co.uk/explore/maps
The map can also be collected from local information points on the Great West Way.

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Notes to Editors:

For further information please visit www.GreatWestWay.co.uk

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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

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. For further information go to www.discoverenglandfund.org

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

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