

**PRESS RELEASE**  
**5 July 2022**



### **England's Great West Way® Appoints New Business Development Manager**

England's Great West Way has appointed Sarah Jeffery as its new Business Development Manager.

In her new role, starting on 4 July 2022, Sarah's priority is to secure commercial partnerships and to develop the Great West Way Ambassador Network – a partnership of over 250 destinations and tourism businesses working collaboratively to develop the Great West Way as one of the world's premier touring routes.

David Andrews, Chief Executive at Great West Way said: "We are delighted to announce the appointment of Sarah Jeffery as Business Development Manager. This is a critical time for many tourism and hospitality businesses and Sarah's focus on developing the Ambassador Network will play a key role in supporting them."

Sarah brings a wealth of travel and tourism experience to the business, including previous roles as Partnership and Project Director for Landor Travel Publications, Commercial Partnerships Director for the Plus Ten Group and Event Director for the prestigious Group Travel Awards.

Sarah Jeffery said: "I am absolutely delighted to be joining the Great West Way at such an exciting time and look forward to supporting our Ambassador Network."

The appointment coincides with renewed interest in booking Great West Way programmes from almost 100 Official Tour Operators; publication of the latest edition of the Great West Way Travel Magazine; the final wave of Great West Way's £100k national Escape The Everyday marketing campaign and the announcement of Great West Way's prestigious B2B Marketplace event taking place in November 2022.

If tourism businesses along or within easy reach of the route, are interested in joining the Great West Way Ambassador Network or wish to find out more, visit:

[GreatWestWay.co.uk/Ambassador-Network](https://GreatWestWay.co.uk/Ambassador-Network) or contact Sarah at [sarahjeffery@GreatWestWay.co.uk](mailto:sarahjeffery@GreatWestWay.co.uk)

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## Notes to Editors:

### **About England's Great West Way**

The Great West Way is the multi-modal touring route between London and Bristol, spanning some of England's most iconic heritage destinations and attractions.

The route was established in 2018 with support from the UK Government's £40 million Discover England Fund, administered by VisitEngland.

The Great West Way Ambassador Network includes over 250 destinations and tourism providers including accommodation providers, attractions, restaurants, retail outlets, tour guides, activity providers and other organisations.

Great West Way provides a range of business support services free of charge to the travel trade and operates an Official Tour Operator scheme, currently working with over 90 operators who have developed and sell Great West Way branded programmes.

If you're interested in joining the Great West Way Ambassador Network contact [sarahjeffery@GreatWestWay.co.uk](mailto:sarahjeffery@GreatWestWay.co.uk) or visit [GreatWestWay.co.uk/ambassador-network](https://www.GreatWestWay.co.uk/ambassador-network)

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