

PRESS RELEASE



## GREAT WEST WAY LAUNCHES NEW DIGITAL TRAVEL MAGAZINE

*This year's Great West Way Travel Magazine is available to download now, providing the perfect inspiration for virtual travellers and future travellers*

The new annual edition of the Great West Way Travel Magazine is out now and available to download, providing a source of inspiration and timeless content for those wanting to explore England's Great West Way now, from home, and those planning a trip in the future.

The second annual edition of Great West Way Travel Magazine includes a number of features including what's new for the route this year and locations to consider when planning a future trip. To download the new Great West Way Travel Magazine for free, visit: [www.GreatWestWay.co.uk/plan-your-way/great-west-way-travel-magazine](http://www.GreatWestWay.co.uk/plan-your-way/great-west-way-travel-magazine)

The Great West Way Travel Magazine highlights the many eateries, accommodation providers and attractions on the route, as well as a number of thematic features revealing the many unique destinations on the Great West Way including *Experiences After Dark*, which refers to stargazing in Cranborne Chase an Area of Outstanding Natural Beauty in Wiltshire, with plans to achieve 'Dark Sky Status'. Another feature in the Great West Way Travel Magazine is *Hidden Gardens*, revealing just some of the Great West Way's many gardens including the London Wetland Centre, an award-winning nature reserve which brings the countryside to London and is a 'wonderful place for a relaxing walk through the scenic paths that meander among the lakes and gardens.'

Fiona Errington, Head of Marketing, said: "From the comfort of their homes, many people are making plans for future travel and taking the time to research. The new Great West Way Travel Magazine provides the perfect inspiration for virtual travellers. The Great West Way Travel Magazine offers just that, a useful guide full of recommendations for planning the perfect trip, but it is also an escape in itself. The Great West Way website is also a great resource for those that are wanting inspiration and are keen to learn more about the many ways you can travel the route, as well as what to see and do while you're travelling.

“In the Travel Magazine, we reveal the finalists of the Capturing the Moment Photography Competition and ask for help picking the winner, who will receive a family ticket to a number of attractions on the route including The National Arboretum, Longleat and Cheddar Gorge & Caves, among others, plus a Bombay Sapphire Distillery Cocktail Masterclass experience for up to three guests.”

The digital Great West Way Travel Magazine is part of a wider virtual marketing campaign being undertaken by Great West Way. In the last month, Great West Way has unveiled new website content highlighting virtual experiences available for people to explore on its website.

To take a virtual trip of the Great West Way, visit: [www.GreatWestWay.co.uk/take-a-virtual-trip-along-the-great-west-way](http://www.GreatWestWay.co.uk/take-a-virtual-trip-along-the-great-west-way)

Great West Way has also recently launched a new aerial video which offers a bird’s-eye view of many of the destinations on the touring route, as well as popular attractions and the different modes of travel visitors can use when it’s possible to travel the route.

To view the new Great West Way aerial video, visit: [www.youtube.com/watch?v=vj3Q\\_05SKZM&feature=youtu.be](http://www.youtube.com/watch?v=vj3Q_05SKZM&feature=youtu.be)

The Great West Way Travel Magazine and all virtual Great West Way content, is live on its website and is being shared through its social media platforms, newsletters and additional PR activity.

For more information, visit: [www.GreatWestWay.co.uk](http://www.GreatWestWay.co.uk)

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**Notes to editors:**

If you’re interested in joining the Great West Way Ambassador or finding out some more information, visit: [www.GreatWestWay.co.uk/Ambassador-Network](http://www.GreatWestWay.co.uk/Ambassador-Network)

Follow and engage with us on our social channels Facebook [@GreatWestWay](https://www.facebook.com/GreatWestWay), Instagram [@GreatWestWay](https://www.instagram.com/GreatWestWay) and Twitter [@theGreatWestWay](https://twitter.com/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**

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](http://www.discoverenglandfund.org)

The Story of the Great West Way booklet is available at:  
[www.GreatWestWay.co.uk/storyoftheGreatWestWay](http://www.GreatWestWay.co.uk/storyoftheGreatWestWay)

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