

## PRESS RELEASE



### SECURE YOUR PLACE AT GREAT WEST WAY®

#### TRAVEL TRADE MARKETPLACE 15 - 19 NOVEMBER 2023

Great West Way® – the tourism route between London and Bristol, is proud to unveil the much-awaited registration for the annual [Great West Way® Travel Trade Marketplace](#) event.

This event serves as a dynamic platform for bridging connections between buyers and suppliers, facilitating the creation of compelling packages and tourism experiences for curious visitors wishing to explore the route.

International and domestic travel trade buyers, and tourism suppliers from along or within easy reach of the route are invited to take part in this hybrid event. It starts with a virtual one-to-one meeting day on Wednesday 15 November, followed by an in-person networking day, hosted by Longleat, and a choice of Discovery Visits for buyers over the weekend 18 & 19 November.

This is a great opportunity for tour operators and wholesalers to engage with representatives from a diverse range of tourism businesses from all sectors including attractions, accommodation, transport, food and drink, ground handlers etc. The aim is to facilitate productive relationships and lucrative partnerships between buyers and suppliers to enable the contracting and distribution of bookable tourism product in the region.

Attendees will be the first to see the new 5<sup>th</sup> edition [Great West Way Travel Trade Directory](#), featuring almost 500 local business listings which serves as a one-stop-shop resource for intermediaries seeking to curate market-ready experiences along or within easy reach of the Great West Way.

The 18<sup>th</sup> and 19<sup>th</sup> of November will see buyers embarking on one of two immersive Discovery Visits along the route. Buyers can choose to journey East or West from Longleat and the itineraries include immersive experiences and activities, historic gardens, castles and palaces, caves, walking tours and unique art installations.

Florence Wallace, Head of Travel Trade, said, "We're really excited to be able to offer this Great West Way Marketplace event again to our Great West Way Ambassadors helping them to meet and do business with our [Official Tour Operator](#) network. This network has now grown to over 100+ intermediaries, who are committed to developing and distributing Great West Way [bookable programmes](#) in over 20 countries."

Since its inception in April 2018, the Great West Way Ambassador Network has garnered the support of over 250 top-tier tourism businesses, destinations, and attractions along the route, all championing the project's success.

**Buyers and Suppliers can Register to attend at**

[www.GreatWestWay.co.uk/marketplace](http://www.GreatWestWay.co.uk/marketplace)

## Ends

Issued by Great West Way. For further information or to arrange a press visit please contact Florence Wallace, Head of Travel Trade, [flowallace@GreatWestWay.co.uk](mailto:flowallace@GreatWestWay.co.uk) Tel: 07436 588860

### Notes to Editors:

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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### 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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