

PRESS RELEASE



Great West Way awarded funding for Tourism Recovery Campaign to showcase the route's cities and towns

Great West Way, the destination organisation working in partnership with 27 destinations to promote the multi-modal touring route between Bristol and London, has been awarded a share of the £1m VisitEngland 2022 'Escape The Everyday' Destination Marketing Fund, established to support post-pandemic tourism recovery in England.

The funding will be used to launch a national digital and social media marketing campaign promoting urban short breaks on the Great West Way this spring and early summer. Cities and towns including West London, Bristol, Bath, Reading, Salisbury, Windsor and Swindon, as well as a range of Great West Way 'ambassadors' - tourism partners and businesses from across the visitor economy - will feature in the Great West Way campaign.

David Andrews, Chief Executive at Great West Way said, "We're delighted to have been selected by VisitEngland to receive this funding. The campaign is an important support for tourism businesses who have been hard hit by the pandemic across the last two years and we are aiming to replicate the success of last year's Great West Way 'Escape the Everyday' campaign which generated an estimated £5m visitor spend in local economies across the route.

We'll be working closely with our town and city destinations to showcase the surprising, contemporary and high-quality urban experiences to be found along the Great West Way and encouraging visitors to explore these alongside our extraordinary heritage and countryside."

VisitEngland Director, Andrew Stokes, said, "VisitEngland is very pleased to be delivering this fund to support destinations locally as they align their activities to our national 'Escape the Everyday' campaign, encouraging more people to discover the fantastic array of tourism products on their doorstep and further afield. The funding will support businesses along the Great West Way who have been working so hard to welcome visitors back and provide a stand-out experience."

Great West Way welcome hearing from tourism related businesses on the route who'd like to find out more about involvement in the campaign. Businesses can contact Great West Way's Head of Marketing, Fiona Errington at fionaerrington@GreatWestWay.co.uk.

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Notes to Editors:

For more information and assets on this story contact Amanda Snowe on 07891 682380 / amandasnowe@GreatWestWay.co.uk.

Imagery

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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 contact SteveFossett@GreatWestWay.co.uk or visit www.GreatWestWay.co.uk/ambassador-network

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