



ENGLAND'S GREAT WEST WAY®

Great West Way Activity Update

January – March 2022

The following report details trade activity from January – March 2022.

Industry update summary

Having virtually met over 30 buyers from North America, Germany, Netherlands, Italy and the UK last week as part of the Explore GB event, I'm delighted to report that the industry is looking like it is starting to recover. Buyers are saying that bookings are coming in, a few for 2022 but mainly for 2023 and 2024 but they are struggling with staff shortages as they get busier, which impacts the development of programmes. There is pent up demand from North America which is promising but there is still a reluctance to travel from Europe, some of which is likely to be from Brexit (removal of ID cards) but there is a concern that the conflict between Russia and Ukraine is starting to impact. We now have over 90+ Great West Way Official Tour Operators committed to packaging and selling Great West Way programmes and we are continuing our focus to engage at every opportunity.

Travel Trade Business Support

We continue to support our trade focussed Ambassadors with ad hoc bespoke business support as required. We liaise regularly with businesses and destinations encouraging strategic alignment, sharing best practice, advice and activity. If you would like a discussion about how Great West Way can help support your trade strategy and programme of activity please get in touch.

New Great West Way Travel Trade Directory 2022

We are currently reviewing the content within the existing Great West Way [Trade Directory](#), which is an essential resource for buyers looking for product to include in their bookable programmes. We are updating all the listings this year in our product audit. If you haven't already been in touch about any amendments to your listing, please contact [Flo](#). There are also opportunities to enhance your business/destination and advertising/advertorial opportunities are available [here](#).

We are equally keen to hear from anyone who has any latest news for 2023 that we can include, such as events, anniversaries, specialist tours etc.

We have produced a promotional Great West Way trade postcard with a view to drive buyers to the trade portal and Travel Trade Directory using a QR code. Our new Great West Way postcard can be seen [here](#) and has been distributed at Excursions and will be taken to additional future exhibitions and events in 2022 and 2023.

Great West Way Digital Trade Communication

We distributed our recent trade newsletter - [Latest Trade News from Great West Way](#) to our trade database of 1,766 subscribers on 3 March 2022. This has received an open rate of 23% and a click through rate of 3.5% to date.



We also distributed [Visit Great West Way at Excursions](#) trade newsletter to a 1,327 targeted database of group travel organisers and domestic coach and tour operators on 14 February 2022. This received an open rate of 36.9% and click through rate of 2.8%.

Website Development

We have continued to add key product travel trade pages to www.GreatWestWay.co.uk/traveltrade to ensure buyers can access trade focussed information. The most recent ones are from destinations and include [Visit Windsor](#), [Visit Thames](#) and [Visit Reading](#), plus we're now pulling in transport provider pages such as [First Travel Solutions](#). If your product page is not featured or you would like to create a trade focussed page please contact Flo.

PR

Coach Tours UK – April edition features Great West Way Launches Journey of Discovery Map on page 7 and the publication can be seen [here](#).

Our programme of PR activity has a direct influence on the success of our travel trade activity, impacting awareness in market and generating future bookings of Great West Way programmes. Therefore, the following are worth highlighting:

- The new recently launched Great West Way Wikipedia page can be seen at https://en.wikipedia.org/wiki/Great_West_Way
- Travel Journalist Simon Calder's reference to the [Great West Way Discoverer Pass](#) in his deal of the week in his [Independent newsletter](#) on 31 January.
- Telegraph's [10 best UK road trips you must tackle in your lifetime](#) 24 March 2022.
- Lonely Planet's [3 Greatest Road Trips In Britain](#) – February 2022.
- Great West Way and the British Museum Press Visit launching The World of Stonehenge exhibition took place in January and was attended by 12 national/international arts and travel journalists. An example of coverage from a German publication Welt & Welt can be seen [here](#). Business Biscuit covered the corporate story [here](#).

Exhibitions & Events

- Great West Way has exhibited and we have represented Ambassadors at the following recent trade events:
 - **Explore GB (virtual) 21 – 24 March** where we had over 30+ meetings with buyers and 7 VisitBritain meetings as part of VIBE. More positive response from buyers who are now starting to see a recovery as they are getting busier with bookings.
 - **Excursions – 19 March, Twickenham Stadium**. This is an important domestic exhibition for winning new trade business, and as well as distributing the Great West Way postcards, we also shared the stand with destinations VisitWindsor, Visit Thames, Reading, Wiltshire, Bath & Bristol and Marlborough. Additional stand sharers included Thames Rivercruise, Museum of English Rural Life, Bowood House & Gardens, Longleat and Wessex Museums. This was a busy show with over 600



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people attending and we obtained over 80 contacts that we are now following up with.

- **UKinbound AGM and networking event – 23 February** (in-person in London).
- **Britain & Ireland Marketplace – 28 January** (in-person in London) & 1 February (virtual) – 39 meetings took place with buyers over the two days.
- **Virtual Excursions – 24 January** – 29 pax attended our Great West Way presentation which included showcasing Roman Baths and Bowood House & Gardens. This event was followed up with an [Excursions newsletter](#)

Travel Trade Engagement & Official Tour Operator Partnerships

We continue our programme of trade engagement with buyers to influence their travel trade programmes and their marketing, maximising the distribution of Great West Way.

A recent example can be seen in Janet Redler Travel and Tourism's [Newsletter](#) with her new '[Seven Quintessentially English Things to Do along England's Great West Way](#)' blog. This was distributed to 1,200 B2B agents/clients with an open rate of 32% and 2% click through rate. They've also highlighted our '[Things to Do in 2022](#)' editorial and pushed all this content out via their social channels.

We have recorded a Great West Way podcast with new Official Tour Operator Toureasy. This will be available on all streaming channels soon.

VisitBritain / VisitEngland

VisitBritain/VisitEngland continue to support England's Great West Way and we are regularly liaising with VisitBritain offices in London and abroad. We keeping them up-to-date with any new Great West Way news and collateral as well as offering them images, content for newsletters, travel trade staff training and educational.

There are ongoing discussions about a possible Destination Britain North America event in Autumn 2022. We will inform Ambassadors as soon as we know more.

2022/2023 Travel Trade Activity

We have now pulled together our DRAFT [Great West Way Travel Trade Activity Plan for 2022/2023](#). This details the activity in a timeline format and includes the trade exhibitions that we have previously exhibited at. Please take a look at these and advise if you have any further suggestions for activity or if would like to align your strategies accordingly.

We have also updated our [Travel Trade Marketing Opportunities](#) which details how Great West Way can help market and distribute your business or destination to the trade. Advertise in our Travel Trade Directory, feature in a travel trade newsletter distributed to over 1,700 key trade contacts or book a banner advert on the travel trade website portal. We can also offer supplier industry support and travel trade engagement services. If you have any queries or would like to get involved in the Travel Trade activity for Great West Way please contact [Flo](#) to discuss.