



ENGLAND'S GREAT WEST WAY®

Great West Way Connections

Virtual Meeting Tuesday 21 September 2021, 2pm

[Join the Meeting](#)

Meeting ID: 878 0795 4843

Passcode: 647545

AGENDA

- | | |
|---|---------------|
| 1. Welcome and introductions | Iain Terry |
| 2. Business Updates | All |
| a. How's Business? Eg: Top line trade visitor figures, forward trade bookings, COVID impacts etc. | |
| b. Update on how Ambassadors are including/referencing Great West Way in their travel trade activity. | |
| 3. Great West Way Travel Trade Update | Flo Wallace |
| 4. Great West Way Tactical Activity Plan /Forthcoming Opportunities | Flo Wallace |
| 5. Excursions Update | Karen Roebuck |
| 6. Summary of the forthcoming Travel Trade Training Programme | David Andrews |
| 7. Taking England To The World overview | VisitEngland |
| 8. Any Other Business / Date of next meeting | All |