



**Great West Way Launches a Travel Industry Business Support Programme
to help Level Up Tourism**

Great West Way is working in partnership with VisitEngland, tourism organisations, Official Tour Operators and industry partners to deliver a new travel industry support programme for tourism and hospitality businesses and destinations along or within easy reach of the route.

Great West Way is a new touring route between London to Bristol which is based on ancient landscape following 500 miles of navigable routes, roaming through idyllic countryside, quaint villages and elegant towns.

The virtual business support programme begins on Tuesday 12 October and consists of 8 x 1–2-hour sessions. These sessions are aimed at tourism and hospitality businesses and destinations who are either new to working with the travel trade or for those who are more experienced but keen to develop a clearer understanding. It aims to grow volume and value by way of winning new travel trade business and levelling up tourism and the spread of visitors to the region.

The content delivered includes a foundation course - an introduction to working with the travel trade; sharing best practice with a supplier panel of experts; sustainable tourism; tourism insights on evaluation, research and development.

In addition, content will be delivered by VisitEngland as part of their licensed training programme 'Taking England to the World' with the newly added domestic tourism module.

Florence Wallace, Head of Travel Trade said "We are delighted to be able to launch this new B2B business support programme for our industry supplier partners. We have over 90+ Official Tour Operators who are committed to marketing and distributing Great West Way itineraries all over the world. This programme will assist tourism businesses to understand how to work with these B2B operators, enabling more product be to sold via this important route to market."

The benefits of attending include:

- Understanding markets and how to target the trade to generate additional visits and spend
- Learn how to price your product accordingly
- Understand the Travel Trade Distribution System
- Obtain insights from travel trade experts
- Maximise opportunities for generating new travel trade business
- Develop relationships with other businesses along the route targeting travel trade

The Travel Trade Business Support programme is open to all SME tourism and hospitality businesses and destinations along or within easy reach of the route. Each session can be attended individually or a series of sessions booked for relevant staff. It is free of charge for Great West Way Ambassadors and non-Ambassadors will be charged £25 plus Vat per person per session (excluding

Taking England to the World sessions). For those interested in joining the Great West Way Ambassador Network further information can be found [here](#).

To find out more and to book your place please visit <https://www.greatwestway.co.uk/ambassador-network/travel-trade-training>

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Notes to Editors:

For further information please contact flowallace@GreatWestWay.co.uk.

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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, 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 <https://www.visitbritain.org/discover-england-fund-overview>

The Story of the Great West Way booklet is available at: www.GreatWestWay.co.uk/storyoftheGreatWestWay

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