

PRESS RELEASE



GREAT WEST WAY® UNVEILS VIRTUAL TRAVEL MAGAZINE

A new virtual Great West Way Travel Magazine has launched today, providing a source of inspiration to those wanting to explore England's Great West Way this autumn, and in the future.

To view the Great West Way Travel Magazine for free, visit: www.GreatWestWay.co.uk/TravelMagazine

The Great West Way's first virtual magazine offers readers an immersive experience. Amongst the features, there are a number of pop-out videos that help to transport the reader to the destinations on the route, from their armchairs. The magazine also directly links to relevant websites which makes planning a trip effortless. After being inspired by the content of the magazine, readers can also click a link to visit the Great West Way website where they can find and download Great West Way maps.

All content included in the magazine is in line with current Government guidelines and promotes responsible travel. The magazine highlights businesses that have secured the *We're Good to Go* mark that helps to reassure visitors that it has the necessary systems in place to keep them and others safe.

The Great West Way Travel Magazine highlights eateries, accommodation providers and attractions on the route, as well as thematic features showcasing unique destinations on the Great West Way including *Experiences After Dark*, such as stargazing in Wiltshire or visiting Blenheim Palace's Illuminated Light Trail. *Hidden Gardens* is another feature in the magazine that lists just some of the Great West Way's many gardens, including the London Wetland Centre, an award-winning nature reserve which brings the countryside to London and is a 'wonderful place for a relaxing walk through the scenic paths that meander among the lakes and gardens.'

Fiona Errington, Head of Marketing, said: “The annual Great West Way Travel Magazine is a great source of inspiration, providing educational features, videos and imagery, as well as direct links to the Great West Way website and its Ambassador’s pages, where they can find more information on the route.

“This is the first ever interactive guide to the Great West Way, which we know will be very well received by those that are planning a trip but also by those that are currently armchair travelling and making plans for future travel.”

The virtual edition of the Great West Way Travel Magazine will be distributed through the Great West Way newsletter and its social media channels, as well digital publishing platforms Yumpu and Issuu, with distribution in excess of 25,000.

The magazine will also be distributed to 80 Great West Way Official Tour Operators, VisitBritain’s international offices and through VisitEngland’s marketing channels.

The Great West Way Travel Magazine is also being supported by VisitBritain’s *Escape the Everyday*, £5 million UK-wide domestic marketing campaign, intended to inspire consumers to travel and enjoy the country’s tourism offer.

For more information, visit: www.GreatWestWay.co.uk

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Notes to editors:

If tourism businesses are interested in joining the Great West Way Ambassador Network or in finding out some more information, visit: www.GreatWestWay.co.uk/Ambassador-Network

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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 www.discoverenglandfund.org

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

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