

PRESS RELEASE



NEW GREAT WEST WAY TRAVEL MAGAZINE LAUNCHED AS PART OF ENGLISH TOURISM WEEK

The latest edition of the Great West Way Travel Magazine has launched today, providing a timeless source of inspiration for curious visitors wanting to explore England's Great West Way, a multi-modal touring route between London and Bristol.

The magazine can be viewed for free at www.greatwestway.co.uk/travelmagazine and is being launched in time for English Tourism Week 17 – 26 March 2023.

The digital magazine offers readers an immersive experience, including the opportunity to enjoy a bird's-eye view of the Great West Way, with a selection of stunning panoramic virtual tours and captivating drone footage. With direct links throughout to relevant websites and videos and links to download a selection of Great West Way maps and guides, the magazine provides an effortless transition from inspiration to planning a trip for this year.

Sustainable and slow travel is a key theme of this issue, with the variety of responsible modes of transport along the Great West Way contributing to its reputation as one of the world's greatest touring routes. Readers will discover how easy it is to leave the car behind and explore the Great West Way by boat, train, bike and on foot, travelling at their own pace on a journey to evoke all the senses.

The Travel Magazine also includes 10 brilliant reasons to visit the Great West Way this summer ranging from spending a day exploring Windsor and the River Thames to climbing the high mainmast on Brunel's SS Great Britain in Bristol.

Readers can also be inspired by a seasonal Great West Way events calendar, gourmet guide, a hotels guide and features on historic train stops, museum gems, and smartphone apps offering self-guided tours of destinations along the Great West Way.

Plus, 10 great picnic spots from Richmond Park to Kennet & Avon Canal and picnicking amongst the stones at Avebury Circle in Wiltshire.

VisitEngland Director Andrew Stokes said: "It's great to see this latest edition of the Great West Way Travel Magazine launched with its focus on sustainable and slow travel, inspiring visitors with fresh and exciting ideas, experiences and activities to enjoy and explore along the Great West Way. It is timely too with spring upon us, the Easter break just ahead and as we come together to celebrate English Tourism Week, to be shining the spotlight on the outstanding visitor attractions, local businesses and destinations here on our doorstep."

Fiona Errington, Head of Marketing, added: "This latest edition of our Great West Way Travel Magazine highlights many new experiences to offer visitors, from award-winning projects, new Gelato café and walking festivals. We hope that planning a journey will have never

been easier and our Great West Way Ambassadors look forward to offering visitors the warmest of welcomes to all visitors this season.”

The virtual edition of the Great West Way Travel Magazine will be distributed through the Great West Way newsletter and its social media channels, reaching over 30,000 people per week, as well on 10 digital magazine platforms including Readly, Yumpu and Issuu.

The magazine will also be distributed to 100+ Great West Way Official Tour Operators, VisitBritain’s international offices and through VisitEngland’s marketing channels. For more information, visit: www.GreatWestWay.co.uk

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Notes to Editors:

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

If you’re interested in joining the Great West Way Ambassador or wish to find out more please visit: <https://www.greatwestway.co.uk/ambassador-network/the-ambassador-network>

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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

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 visit www.GreatWestWay.co.uk/ambassador-network.

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