



PRESS RELEASE

Travel with Purpose with e-VOYAGES and the Great West Way

Travel in a post-Covid environment

Founded in 2006 by Emmanuelle Spriet, e-Voyages group is a Destination Management Company with headquarters in London and regional offices in Edinburgh and Dublin, specialised in creating bespoke travel itineraries to destinations in the UK. As the company marks its' 15th anniversary, new and innovative products continue to be developed in a post Covid environment, in particular the Journey with Purpose project, featuring creative itineraries along The Great West Way with a focus on sustainability and carbon offsetting measures.

Emmanuelle Spriet, CEO of e-Voyages, is certain that slow, rural and sustainable travel will be the future of tourism in a post Covid world. "At E-voyages we firmly believe that we all have a role to play towards sustainable tourism which is why we are proud to be the only UK DMC member of UNGC and as such we are fully committed to their key Sustainable Development Goals. I have no doubt that the COVID crisis has accelerated the need to rethink our tourism strategy and we have therefore been crafting some exciting and unique experiences: ideal for small groups looking for authenticity and open air activities. We are delighted to share with our existing and future customers our unique range of "Journeys with a purpose" programmes and clearly one of the regions that ticks all the boxes is the Great West Way: amazing sceneries combined with some of the best activities and experiences that the country has on offer which I personally highly recommend!"

PRESENTING - SLOW TOURISM

Slow Tourism is the new way to travel with purpose, giving visitors time to fully explore the destination and experience country and people. The tourism industry has stood still for a year and our once fast-paced way of travelling feels somehow out of place and like a distant memory. Travel plans have been on hold for international clients, flight capacities remain low which will in evidently lead to fewer trips per year but longer stays in the destination of choice. People are prone to travel less frequent and instead opt for high quality experiences. A new way of experiencing our environment and its beauty, whilst finding purpose in the journey are at the heart of the Slow Tourism concept. The Great West Way route allows visitors to fully enjoy the journey and not just the destination. The mode of transport is also important whether it's by foot, boat, bike, rail, car, EV or coach, e-Voyages takes care that visitors travel with purpose. The key partnership with GWW and membership of UNGC and Green Tourism is the driving force and the team at e-Voyages is looking forward to welcoming international visitors to the UK and Ireland to help create more sustainable travel options.