



**GREAT
WEST WAY®**

Green Travel Campaign

October 2023 – February 2024

Campaign Overview

Working in partnership with Great Western Railway to promote sustainable travel between London and Bristol, using various digital and inspirational content across our Great West Way channels.

The campaign included:

- Dedicated Great West Way Green Travel campaign page
- New Ambassador specific content page linking to partner product page
- Dedicated Green Travel campaign newsletter and features in Great West Way consumer newsletter
- Third party promotion of content partnering with Rough Guide, British Travel Journal and Great Western Railway
- Dedicated blog post on Great West Way
- Dedicated Great West Way Green Travel social posts
- 3 months Ambassador Banner adverts on Great West Way website
- Paid Digital / Social advertising campaign



Total Reach: 1,227,230

Campaign Web Content

- [Campaign landing page](#) with strong positioning on Great West Way Sustainable pages and navigation.
- **Content Page Views: 8714**
- [Campaign blog post](#)
- Campaign competition featuring first and runner up prizes from Stonehenge, Roman Baths, Savill Gardens and Whatley Manor Hotel & Spa
- **Total Reach: 27,621**
- **Total Page Views: 9,044**
- **Total Responses: 6,965**
- Dedicated campaign partner product pages, linked on the main campaign landing page.
- **Web Content Pageviews: 2,117**
- Banner ads featured across the website, promoting participating ambassador' campaign content
- **Banner Ad Impressions: 64,052**
- **Total Clicks: 1,400**

Total Impressions: 119,913

GREAT WEST WAY GREEN TRAVEL

Travel Green along the Great West Way this Autumn and Winter season! Explore new and exciting destinations with sustainability at the heart of everything you do.

GREEN TRAVEL

Did you know that you can travel the Great West Way route by bike, foot, boat, car or public transport? There are so many ways to focus on sustainable travel between Bristol and London! Make use of our Great West Way Discoverer pass, offering unlimited off-peak train and bus travel options with Great Western Railway! For further information about sustainable train travel, read about the GWR's commitment to sustainability.

Our Great West Way Discoverer Pass provides an affordable, convenient and eco-friendly way to explore from London to Bristol, via Reading and/or Basingstoke, and with plenty of options to branch off towards Oxford and Farnham! Choose from a day pass or a week-long ticket and enjoy your next Great West Way adventure!

KENNET AND AVON CANAL

Looked after by the Canal & River Trust, the Kennet & Avon Canal provides another perfect introduction to eco-friendly travel along the Great West Way. Flowing along 87 miles of the route from Bath to Reading, explore quintessential rolling Wiltshire hills, bustling towns and World Heritage Sites, all whilst enjoying the famous waterway by narrowboat, by bike or on foot!

VALE OF PEWSEY - CONNECTING WILTSHIRE



SUSTAINABLE THINGS TO DO

Stretching from Bristol to London, the Great West Way offers a range of Things to Do whilst also keeping sustainability in mind. Browse a range of attractions and activities and plan your eco-friendly journey now!

BLENHEIM PALACE

Within easy reach of the Great West Way is Blenheim Palace, home of the 12th Duke and Duchess of Marlborough and the birthplace of Sir Winston Churchill! Wonder at this masterpiece of 18th century Baroque architecture, which houses some of the finest antique collections in Europe. Take an audio tour of the State Rooms and admire the portraits, tapestries and exquisite furniture while learning about the 300-year history of this National Treasure.

Surrounding the Palace you will find 2000 acres of parkland, featuring Grand Cascades, stunning lakes, and monuments. Admire some of the finest views in England as you discover some of the historical monuments in the grounds, including the Column of Victory, Grand Bridge and Temple of Diana. Discover the array of Formal Gardens, including the Rose Garden, Churchill Memorial Garden, Water Terraces and Secret Garden.

ROMAN BATHS

At the heart of the World Heritage city of Bath, the Romans built a magnificent temple and bathing complex on the site of Britain's only hot spring, which still flows with naturally hot water. You can walk around the steaming Great Bath where people bathed nearly 2,000 years ago, see the ruins of the Temple of Sulis Minerva, and explore the fascinating museum. Costumed characters bring to life the stories of past inhabitants: You might meet a Roman lady called Ravia, slave girl Apulia, stonemasons Sulinus and Bructus, or a travelling merchant named Peregrinus. Discover their history at the Roman Baths this season.

SAVILL GARDEN, WINDSOR GREAT PARK



GREEN TRAVEL ALONG THE GREAT WEST WAY

This season, embark on a green journey, through picturesque countryside, exploring hidden gems off the beaten track as you discover everything the Great West Way has to offer! Reduce your carbon footprint by travelling by train with our Great West Way Discoverer pass, or make the most of the many foot and cycling paths! Your Green Travel experience starts here.

ECO-FRIENDLY THINGS TO DO

From Bristol to London and everywhere in between, the Great West Way offers a range of eco-friendly things to do. Venture through royal gardens, filled with rich autumn colour, or step back in time as you discover world famous prehistoric landmarks along the route.

THE ROMAN BATHS



Did you know the World Heritage City of Bath is home to Britain's only hot spring? Still flowing today, see the natural hot water inside the Roman Baths, a historic bathing complex built by the Romans nearly 2,000 years ago! Here, you can walk around the steaming Great Bath, see the ruins of the Temple of Sulis Minerva, and explore the fascinating museum.

This winter, the historic site will be dressed for the season with Saturnalia-inspired greenery. Listen in as costumed Roman characters share stories of their seasonal celebrations, follow the festive family trail, and try a Saturnalia-themed drink beside the Great Bath!

BLENHEIM PALACE



Within easy reach of the Great West Way and another World Heritage Site is Blenheim Palace. Home of the 12th Duke and Duchess of Marlborough and the birthplace of Sir Winston Churchill, there is plenty to discover when roaming the Palace grounds and surrounding 2,000-acre of Capability Brown landscape.

Marvel at the 18th Century Baroque architecture, which boasts some of the finest antique collections in Europe. Take an audio tour of the State Rooms and admire the portraits, tapestries, and exquisite furniture all around. The landscape that encompasses the great palace features Grand Cascades, stunning lakes, and historic monuments; all can be appreciated whilst admiring breath-taking views of the surrounding countryside.

STONEHENGE



Newsletter Promotion

Total Impressions: 70,187

- Campaign promotion via the Great West Way newsletter, with a subscriber list of 25k.
- Dedicated 'Great West Way Green Travel' campaign newsletters sent on November 30th and January 12th.
- **Total Opens: 48,316**
- **Open Rate: 28%**
- **Total Clicks: 314**
- Solus newsletter sent to the VisitWiltshire database (113k) on November 16th.
- **Total Opens: 20,358**
- **Open Rate: 19%**
- **Total Clicks: 1,199**



Time for...
Wiltshire

Travel Green along the Great West Way this Autumn and Winter Season 

Explore new and exciting destinations with sustainability at the heart of everything you do. Plus, enter the latest competition for your chance to experience sustainable travel along the Great West Way...

[Plan your Way >>](#)



The Roman Baths

At the heart of the World Heritage city of Bath, the Romans built a magnificent temple and bathing complex on the site of Britain's only hot spring, which still flows with naturally hot water. You can walk around the steaming Great Bath where people bathed nearly 2,000 years ago, see the ruins of the Temple of Sulis Minerva, and explore the fascinating museum.

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[Plan your Visit >>](#)



Blenheim Palace

Within easy reach of the Great West Way is Blenheim Palace, home of the 12th Duke and Duchess of Marlborough and the birthplace of Sir Winston Churchill! Wonder at this masterpiece of 18th century Baroque architecture, which houses some of the finest antique collections in Europe.

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[Plan your Visit >>](#)



Great West Way Discoverer Pass

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The Great West Way Discoverer Pass provides an affordable, convenient and eco-friendly way to explore from London to Bristol, via Reading, and/or Basingstoke, and with plenty options to branch off towards Oxford and Kemble! Choose from a day pass or a week-long ticket and enjoy your next Great West Way adventure!

[Find out More >>](#)



Vale of Pewsey

Visit Pewsey Vale at any time of the year and explore the landscape's network of ancient footpaths, byways and bridleways. The Vale is a beautiful area in the eastern half of the county of Wiltshire with the village of Pewsey at its centre. It is a walking and exploring landscape, studded with pretty and unspoilt villages and forms the western extent of the North Wessex Downs National Landscape.

Wiltshire Connect operates flexible and responsive bus services in Wiltshire, providing the ideal transport solution for various rural areas, now including Pewsey! The brand-new service revolutionises sustainable travel by train and bus for locals and visitors to the Vale of Pewsey.

[Plan your Visit >>](#)



Paid Digital Promotion

Total Impressions: 632,578

- Extensive paid digital campaign including:
- Facebook – Newsfeed, Image Carousel
- **Total Reach: 283,832**
- **Total Clicks: 2,322**
- Google Responsive Display Ads
- **Total Reach: 337,766**
- **Total Clicks: 8,658**

Great West Way
20 November 2023 · 🌐

Travel green on your journey along the Great West Way, discovering historic landmarks and hidden gems off the beaten track

Explore The Great West Way [Learn more](#)

Discover Autumn Colours [Learn more](#)

Step

Great West Way
19 January · 🌐

Travel green on your journey along the Great West Way, discovering historic landmarks and hidden gems off the beaten track

Great West Way Green Travel [Learn more](#)

Plan Your Escape Today [Learn more](#)

Great West Way
20 November 2023 · 🌐

Travel green on your journey along the Great West Way, discovering historic landmarks and hidden gems off the beaten track

Explore The Great West Way [Learn more](#)

Find Fascinating Places [Learn more](#)

GREAT WEST WAY Experience Sustainable Travel

Enjoy 500-miles of eco-friendly journeys along the Great West Way

Great West Way

[Learn More](#)

GREAT WEST WAY Experience Sustainable Travel

Enjoy 500-miles of eco-friendly journeys along the Great West Way

[>](#)



Third Party Promotion

Total Impressions: 294,400

- Third party promotion from:
- **Rough Guides – 2 blogs, a newsletter and social media posts**
- [Destinations on the Great West Way](#)
- [Travel the Great West Way](#)
- **Estimated Content Page Views: 160,000**
- **Estimated Total Newsletter Opens: 16,500**
- **Estimated Total Social Media Reach: 111,223**
- **British Travel Journal – 2 Blogs and newsletter**
- [Green Travel along the Great West Way](#)
- [Win a Green Travel Inspired Overnight Stay](#)
- **Content Page Views: 4,102**
- **Total Newsletter Opens: 2,306**
- **Newsletter Open Rate: 43.87%**
- **Total Clicks: 269**

Vale of Pewsey

Dappled with villages that exude old-world charm, East Wiltshire's [Vale of Pewsey](#) takes in part of the North Wessex Downs Area of Outstanding Natural Beauty.

As such, it'll come as no surprise that the Vale is a show-stopper of a destination. A place that stirs the soul as it invites deeper exploration of its ancient footpaths, bridleways and walking routes.

Encompassing everything from the awe-inspiring White Horse carvings in Pewsey and Alton Barnes, to the world's only Crop Circle Exhibition and Information Centre, the Vale is blessed with a breadth of unique attractions.

Editor's tip: use Connect2 Wiltshire — an on-demand bus and taxi service — to transport you between the Vale's villages and stations.



Win an overnight luxury stay on the Great West Way

In celebration of the Great West Way's Green Travel campaign! Enter to win a stay at Whatley Manor Hotel to include food, tickets and more!

[Enter here](#)

Great West Way — a greener, more immersive way to explore England

Given its origins, it'll come as no surprise that the Great West Way is packed with enriching heritage sights, among them Stonehenge, Windsor Castle and the Roman Baths.

But, true to its reputation for prompting unexpected experiences, the Great West Way is also stacked with lesser-known landmarks, and Areas of Outstanding Natural Beauty that'll take your breath away.

If that wasn't enough, the Great West Way also offers glorious ways to travel [greener](#). For example, the route boasts a bounty of foot and cycle paths. It's also well-served by public transport, with a great-value, integrated rail and bus pass — the [Great West Way Discoverer pass](#) — on-hand to make matters even easier.

One thing's for sure, however you decide to travel the Great West Way — with mixing and matching modes of transport a convenient option — unforgettable experiences await. In short, self-guided travel in England has rarely been so satisfying, or sustainable.



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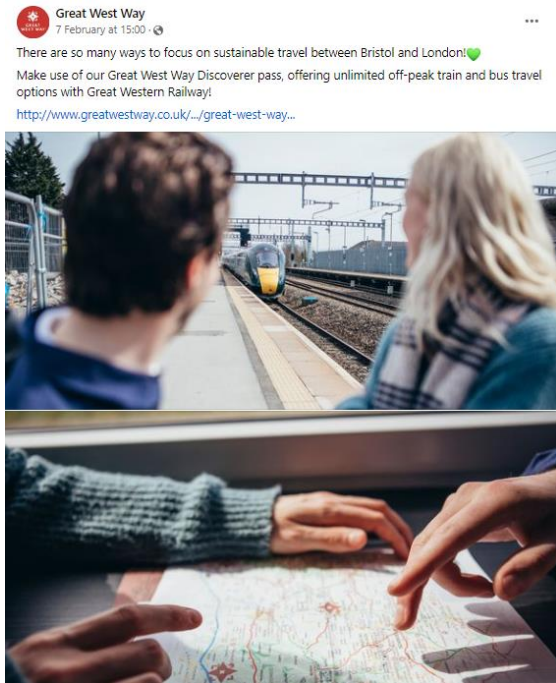
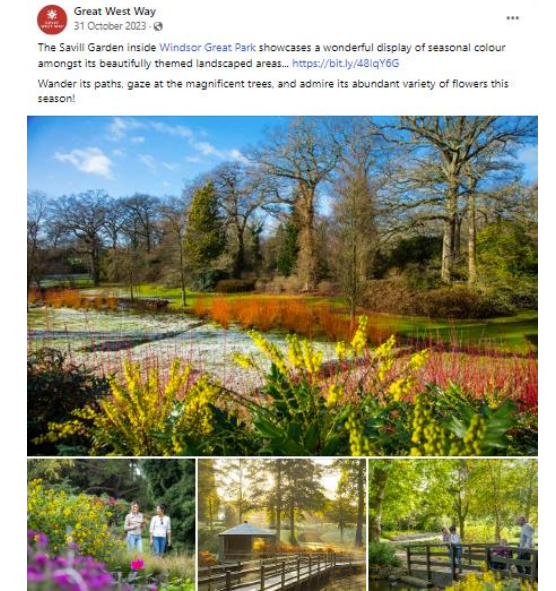
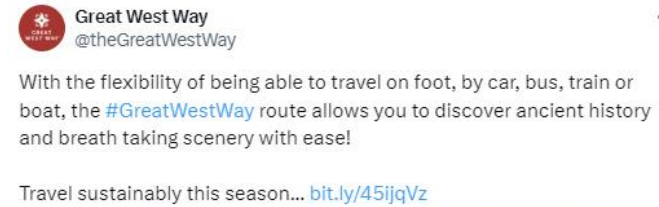


Travel green along the Great West Way this Autumn and Winter with sustainability at the heart of everything you do. If greener travel is important to you then you will be pleased to know the Great West Way is the perfect option for a more environmentally responsible holiday. As one of the world's premier touring routes, the Great West Way brings together many of England's most famous destinations and attractions along a corridor between London and Bristol.

Social Media Promotion

Total Impressions: 110,152

- Promotion via Great West Way's Facebook, Twitter and Instagram channels
- 100+ social posts
- Total Organic Reach: 107,966
- Total Social Engagements: 2,186





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