

PRESS RELEASE



45 MAJOR TRAVEL PRESS DISCOVER THE GREAT WEST WAY

AS PART OF ENGLISH TOURISM WEEK

To celebrate English Tourism Week, Great West Way® – one of the world's premier touring routes between London and Bristol, is all set to host a brand-new Media Discovery event in Reading on 23 & 24 March 2025.

This event is targeting regional, national and international travel media, content creators and suppliers across two days of exciting networking opportunities. It will bring together media titles and key press contacts with tourism businesses and destinations who feature along the Great West Way route, including attractions, hotels, transport and other sectors of the route's tourism infrastructure. It offers a unique opportunity for tourism businesses and destinations to raise their profiles and generate additional travel-related PR coverage.

The event includes a Reading Discovery visit with the opportunity for press to experience a Thames Rivercruise, a walking tour and visit to Reading Gaol. Attending travel press are also invited to see the Great West Way for themselves via a programme of press visits along the whole of the route.

Over 1,700 one-to-one pre-scheduled meetings will take place connecting approximately 45 Great West Way Ambassador destinations and businesses with 45 senior editors, freelancers, content creators and influencers.

The event will also see the unveiling of the 2025 edition of the Great West Way Travel Magazine, with features on stargazing spots, the best distilleries, breweries and vineyards, festivals and events bringing together local culture, flavours and special experiences and the launch of a new Great West Way Jane Austen 250 campaign, celebrating the 50th Anniversary of this amazing author's life.

David Andrews, CEO, said, "We're delighted to have such great support for our Great West Way Media Discovery event, and to be unveiling our exciting new Jane Austen campaign, alongside a new Great West Way Travel Magazine. Our priority for this event is to bring together top media and influencers with Great West Way Ambassadors to highlight the amazing tourism offer along the route. By raising the awareness of the Great West Way offer, we're increasing tourism visits and spend, encouraging visitors to explore the region in more depth and to extend the length of stay.

"We have press representatives from National Press titles such as The Telegraph, Times, Mail, Guardian, Express, Mirror, Independent and Conde Nast Traveller as well as Travel Guides & Magazines, online broadcasters and content creators. I'd like to say a huge thank you to our sponsors Visit Reading, Bombay Sapphire Distillery, Thames Rivercruise, Pentahotel Reading, Malmaison and Roseate Reading."

Alex Brannen, Visit Reading said "We're delighted to support this new Great West Way Media Discovery event in Reading. The Great West Way is a fantastic vehicle to attract visitors to smaller destinations such as Reading that are often overlooked on whistlestop tourism itineraries. A visit to Reading never

fails to surprise and this Media Day provides us with the opportunity to not only bring journalists to Reading but to also showcase the town's medieval history pedigree, its unique Victorian Bayeux Tapestry, the gorgeous Thames riverscapes and our many excellent hotels, not forgetting Jane Austen's schoolroom in Reading's Abbey Quarter."

Since its inception in April 2018, the Great West Way Ambassador Network has gained the support of over 250 top-tier tourism businesses, destinations, and attractions along the route, making it one of the world's premier touring routes. Find out more at www.GreatWestWay.co.uk

Ends

Issued by Great West Way. For further information and to arrange interviews please contact David Andrews, CEO, [davidandrews@GreatWestWay.co.uk](mailto: davidandrews@GreatWestWay.co.uk) Tel: 07435 788362

Notes to Editors:

Images for Great West Way can be downloaded from our Flickr gallery via this link <https://flic.kr/s/aHsmuy6X3G> 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 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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