



## How to Become a Great West Way Official Tour Operator

The Great West Way is a touring route between London and Bristol which offers an extraordinary variety of English experiences not found in any other part of the country. The Great West Way Ambassadors Network is great resource for the travel trade enabling you to access a unique range of supplier businesses to package and sell to your customers.

If you create travel itineraries, either tailor made, suggested or fixed programmes and distribute these to your customers we are keen to work in partnership with you as an approved Great West Way Official Tour Operator. Please complete this form together with details of your suggested Great West Way programme\*.

### Our Commitment to YOU:

The Great West Way team agrees to:

- Allow use of the exclusive Great West Way name and visual identity in line with brand guidelines, including Great West Way marque.
- Provide you with the brand toolkit, including official messaging and access to online photography library and videos.
- Your inclusion in and access to the Travel Trade toolkit including the Travel Trade Directory, itineraries etc.
- Provide you with a direct link to your own website from the Official Tour Operator page on the Great West Way website
- Invite you to Great West Way supplier/buyer and networking events where applicable
- Offer you one to one support for itinerary planning and marketing ideas.
- Distribute your Great West Way programmes via our B2B and B2C channels where applicable.
- Offer you, your sales team and clients the opportunity to attend educational familiarisation visits
- Provide you with regular Great West Way Travel Trade newsletters and updates
- Inform you of upcoming marketing and business opportunities where applicable
- Work in partnership to help support Official Tour Operators to present the Great West Way in a clear and consistent manner in line with the brand guidelines

### Your Commitment to US:

Your company agrees to package, promote and sell the Great West Way, including:

- Developing new Great West Way itineraries including products on or around the route
- Developing new itineraries using the Great West Way as an 'add on' to existing ones.
- Prioritising inclusion of Great West Way Ambassador Network partners where appropriate
- Regular feedback on volume and value of bookings
- Agree to work in partnership with the Great West Way team to present the Great West Way in a clear and consistent manner in line with the brand guidelines.



## ENGLAND'S GREAT WEST WAY®

We look forward to working with you on developing one of the world's premier touring routes between London and Bristol.

Please complete the information below:

Name of Business \_\_\_\_\_

Main Contact Name \_\_\_\_\_ Job Title \_\_\_\_\_

Direct Email \_\_\_\_\_ Website \_\_\_\_\_

Direct Tel: \_\_\_\_\_ Mobile \_\_\_\_\_

Business Address \_\_\_\_\_

Postcode \_\_\_\_\_

Please state your type of business:

Wholesaler  DMC  Tour Operator

Coach Operator  Cruise Operator  OTA (Online Travel Agent)

Retail Agent (B2C)

Other \_\_\_\_\_

Who do you or your businesses sell to?

FIT (Fully Independent Travellers)  Small Groups (8-20)  Large Groups (21+)

I have read and agreed with the [Great West Way® trademark license terms and conditions](#) (Please tick)

Name of authorised representative \_\_\_\_\_

Signature of representative \_\_\_\_\_ Date \_\_\_\_\_

Please return this form together with details of your suggested Great West Way programme to [flowallace@GreatWestWay.co.uk](mailto:flowallace@GreatWestWay.co.uk). \*If you do not yet have ideas for a new Great West Way itinerary, please get in touch so we can assist you in the development of this.

Details are subject to change. Great West Way has very significant Common Law rights in the words GREAT WEST WAY and does not permit use of the term in either business or product name(s). The development of alternative brands / logos which include the term 'Great West Way' and / or similar component parts to any part of the trademark so as to constitute an infringement of our trademark, is not permitted.

The information you provide in this form will be used solely for dealing with you as a Great West Way Official Tour Operator. The Great West Way has a Data Privacy Policy which can be seen [here](#). Your data will be stored and used in accordance with this Policy.