



Great West Way Travel Trade Activity Update

July - September 2024

The following report details trade activity from July - September 2024:

Production and Distribution of Collateral

Travel Trade Directory

We have just finalised in the new 6th edition of the digital [Great West Way Travel Trade Directory](#). This is the main resource being used by 116+ Official Tour Operators and has a targeted digital distribution via Great West Way and third-party databases of domestic and international key trade contacts. This Travel Trade Directory has received over 8,580 views online. We will be launching this new edition at Great West Way Marketplace in October, where there will be a few hard copies printed to distribute to those attending, plus it will be available as a digital page-turner on www.GreatWestWay.co.uk/traveltrade/travel-trade-directory

New Themed Suggested itineraries

We have developed some new suggested itineraries to help buyers develop new Great West Way programmes for 2025 and beyond. They include '[Follow in the Footsteps of Jane Austen](#)'; '[A Delightful Detour to Oxford](#)'; '[Explore Heritage Cities along the Great West Way](#)'; and '[Glorious Gardens](#)'. These can be used for self-drive, travel by train and are suitable for FIT or groups. All our itineraries are available to view online at www.greatwestway.co.uk/traveltrade/itineraries.

Digital Trade Communications

We have sent out trade newsletters to buyers to promote Great West Way Marketplace this summer. The first one '[Book Now for Great West Way Marketplace](#)' was distributed to 2,183 subscribers on 25 July 2024. It has received 38.1% open rate and 413% click through rate.

We also sent out another newsletter '[Book for Marketplace and New itineraries](#)' on 5 September. This was distributed to 2,144 subscribers and received 41.8% open rate and 3.4% click through rate.

PR

Group Leisure & Travel Magazine featured the new Great West Way itineraries and the competition that will be available on our stand in their September 2024 edition.

Group Leisure & Travel Magazine undertook a follow up interview with [Florence Wallace on her Excellence Award nomination](#) in August 2024.

Forthcoming missions and events

Great West Way will be representing Ambassadors and attending the following events:

- **Group Leisure & Travel Show, Milton Keynes 3 October 2024.** Domestic trade show for GTOs, coach and tour operators. We have an 11m stand with 10 stand sharers, including Wiltshire, Stourhead, Longleat, Cheddar Gorge, Woolley Grange Hotel, English Heritage, Old Bell Warminster, Studley Grange, Blenheim Palace and Waddesdon Manor. You can still book literature distribution for only **£150 + VAT**.
- **British Educational Travel Association (BETA) Youth & Student Travel Summit, Bristol, 8 October 2024** The event consists of one-to-one meetings with hosted buyers, panel discussions and networking opportunities. We will be representing Stourhead, Mary Shelley's House of Frankenstein and the Stonehenge Hostel at Cholderton. We will be welcoming 3 USA/Canadian buyers on a Great West Way



fam trip following this event. If you are interested in the educational sector and would like to be represented, please get in touch asap.

- [British Tourism & Travel Show](#), NEC Birmingham, 19 & 20 March 2025. Domestic trade show for GTOs, coach and tour operators. We have a 4m x 2m stand booked with stand sharers confirmed as Bodleian Libraries, Stourhead and Blenheim Palace. If you would like to join our Great West Way stand the cost is £925+VAT (excluding graphics) for the two days.
- **North American Sales Mission** - Great West Way are investigating opportunities for Ambassadors to be able to promote their products and destinations to the North American buyer audience. This may include 1:1 engagement via webinars/product training in conjunction with VisitBritain and/or could include a bespoke North American trip. In addition, representation by Great West Way at DBNA 2025 could also be possible. Please let Flo know if you are interested in investing in this market.

Great West Way Marketplace

Great West Way Marketplace will take place with the virtual 1:1 meetings on **Tuesday 22 October** – and in-person networking day, hosted by Blenheim Palace, on **Thursday 24 October**. There has been a lot of interest from buyers who want to meet with you including UK based DMC's – such as JAC Travel, Abbey UK, AC Tours, Tour Partner Group, Angela Shanely Associates, plus in market buyers from USA, Norway, Sweden, Italy, Germany, Netherlands, Belgium and France. Confirmed attendees can be seen [HERE](#). **Deadline for bookings Friday 27 September. Register now [HERE](#). Find out more at [GreatWestWay.co.uk/marketplace](https://www.greatwestway.co.uk/marketplace).**

Thank you to all the suppliers who have supported the hosting of three Official Tour Operators [Evaneos](#) (French), [High Point Holidays](#) (UK) and [Reiseburo Luettje Toern](#) (German) who are doing Discovery Visits along the route.

International Campaigns and New Bookable Product

House of Britain campaign - Netherlands

We are working with one of our Official Tour Operators on a Dutch campaign where Great West Way and Ambassadors will be featured in [Great Britain magazine](#). This subscription only travel magazine will be distributed in October to 17,500 Dutch consumers age 50+ and will also be sold in retail outlets. It is the only printed publication in the Netherlands promoting Great Britain. Thanks to all who have supported this.

New Bookable Programmes

House of Britain have also just launched some new Great West Way bookable programmes:

- [Jane Austen's England](#)
- [Christmas on the Great West Way](#)

There is also a new programme from a Swedish Tour Operator, following our mission earlier this year and likely to be linked with RK Travel. Great West Way – England on a String - <https://www.vialulea.se/great-west-way-hela-england-pa-ett-snore>

Great West Way is working in partnership with Cruise Britain to target the sector's shore excursion specialists and they have agreed to distribute Great West Way information to relevant members.

Great West Way Official Tour Operators

We now have 116 [Official Tour Operators](#) – who are committed to developing and distributing Great West Way programmes. Most recent sign ups include [High Point Holidays](#) – a UK based DMC working on a couple of new programmes with [Evaneos](#) – a French Tour Operator; and [Rabbies](#), a UK based DMC with fixed programme departure points in London, Bristol and Bath.

Strategic Activity and Business Support



**ENGLAND'S
GREAT WEST WAY®**

We've been working closely with a number of tourism businesses to support their travel trade strategic activity. This has included email introductions to buyers and writing new trade resources in preparation for the busy sales season. Please get in touch if you'd like to schedule a meeting to discuss our travel trade business support and how we can help you and your tourism business target the trade.

If you have any queries or would like to get more involved in Great West Way Travel Trade activity please contact [Flo](#) to discuss.