

PRESS RELEASE



GREAT WEST WAY SET TO HOST FLAGSHIP TRAVEL TRADE MARKETPLACE EVENT

Great West Way® – one of the world’s premier touring routes between London and Bristol, is all set to host their flagship Travel Trade Marketplace event 22 & 24 October 2024.

Great West Way Travel Trade Marketplace has become the number one event for many businesses wanting to win new travel trade business. The event connects 40 top international and domestic Official Tour Operators with tourism businesses and destinations from along the route. Building relationships, creating new itineraries and packaged tourism experiences, and generating significant additional tourism visits and spend.

Over 1,700 one-to-one meetings will take place during the event, which includes pre-scheduled meetings and a networking business event hosted by Blenheim Palace.

The event will also see the unveiling of a new [Great West Way Travel Trade Directory](#), featuring new itineraries, route highlights, special experiences, and profiles of 500 businesses along the route that offer bookable tourism product.

New itineraries being promoted at Great West Way Marketplace include a 5-day *Follow in the Footsteps of Jane Austen* programme, to celebrate the 250th Anniversary of Jane Austen’s birth in 2025. Other new itineraries include Glorious Gardens and Explore Heritage Cities along the Great West Way.

Florence Wallace, Head of Travel Trade, said, “We’re delighted to have such great support for our Great West Way Marketplace event, and to be unveiling exciting new itineraries alongside a new Great West Way Travel Trade Directory. Our priority for this event is to bring together important tourism buyers, businesses and destinations in order to generate additional tourism visits and spend, encourage visitors to explore the region in more depth and to extend length of stay.

“This year, we have buyers representing visitors from over 20 markets including USA, Canada, Belgium, France, Germany, Netherlands, Italy, Ireland, Australia, Asia and the UK. Plus, the event offers Official Tour Operators the opportunity to take part in a series of bespoke self-drive discovery visits, with buyers travelling to key destinations including Bath, Oxford, Bradford on Avon, Castle Combe, Salisbury, Reading, Windsor and London, so they can experience the Great West Way for themselves.”

Since its inception in April 2018, the Great West Way Ambassador Network has gained the support of 120 Official Tour Operators and 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 or to arrange a press visit please contact Florence Wallace, Head of Travel Trade, flowallace@GreatWestWay.co.uk Tel: 07436 588860

Notes to Editors:

Images for Great West Way can be downloaded from our Flickr gallery via this link <https://www.flickr.com/gp/129320754@N03/3g1fd7> 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 route was established in 2017 with support from the UK Government's £40 million Discover England Fund, administered by VisitEngland. Managed by Great West Way Ltd, a not-for-profit Destination Management Organisation, the route is developed and promoted in partnership with over 250 investing destinations and tourism businesses, working collaboratively as Great West Way Ambassadors.

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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