

PRESS RELEASE



GREAT WEST WAY® UNVEILS 'JANE AUSTEN 250 CAMPAIGN' A YEAR TO REMEMBER

Great West Way unveils the launch of its Jane Austen 250 Campaign' to celebrate and highlight Jane Austen 250 experiences and must-visit locations along the route throughout 2025. With Jane's connections to Bath, Winchester, Chawton and Reading, it is no surprise that her novels have been inspired by these quaint towns, villages, and picturesque countryside.

The campaign highlights how visitors can follow the touring route between London and Bristol to celebrate one of the most famous, and quintessentially English novelists of all time, Jane Austen (1775-1817). 2025 marks 250 years since this remarkable author was born and throughout her life she lived, travelled and visited destinations along or within easy reach of the Great West Way. Many of these locations inspired the authors work and have been brought to life in film and tv adaptations of her books. Today, visitors can follow in her footsteps with a Great West Way Discoverer pass (available at GWR.com, prices from £30.50) and can explore the enchanting world of Jane Austen.

The main campaign landing page can be seen [here](#). Highlighted are the many special events that are being held as part of the celebrations. From Georgian Afternoon Teas and themed hotel packages to Austen-inspired Museum visits and tours of iconic filming locations. It also highlights lesser-known spots like Parade House in Trowbridge, believed to be a stopover for Austen on her journeys from Hampshire to Bath. A suggested itinerary is available to help visitors make the most of their trip

The integrated campaign includes a four page feature in the British Travel Journal as well as digital content hosted by BritishTravelJournal.com, newsletters and integrated digital and PR campaign.

Fiona Errington, Head Of Marketing, at Great West way said "We're helping visitors to plan their visit detailing the variety of places along the way and how they can enjoy an immersive journey through the landscapes and locations that inspired her timeless stories."

For more information and to start planning a Jane Austen journey visit www.GreatWestWay.co.uk/jane-austen-250

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Notes to Editors:

For further information please contact davidandrews@GreatWestWay.co.uk

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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.