

Press release

6th MARCH 2025

THE CARTER COMPANY FEATURES A TWO-WEEK TOUR OF ENGLAND'S GREAT WEST WAY



The Carter Company (www.the-carter-company.com)

features this cycling tour that follows the ancient route from Bristol to London. Using trusted hosts and boutique hotels from their other Thames tour packages, the bespoke bicycle holiday specialist has created a 12-night, 236 mile (380km) self-guided tour of England's Great West Way.

Tracing this historic path from arty Bristol to bustling London, the tour averages 22 miles (35km) per day, includes only three days of more than 25-miles riding, and just one hill. The route is mostly traffic free, following the course of great rivers and vanished railway lines, and snaking down charming country lanes and along grand canal paths. This tour of England's Great West Way offers a rare chance to see the whole route in two weeks.

On this self-guided tour cyclists will have the chance to savour the great natural and cultural treasures of southern England at their own pace. They will also be treated to more than a few hidden gems. Towards the western end sits Salisbury, with its towering cathedral spire, and the mighty monoliths at Stonehenge. The central portion of the tour takes riders through chocolate-box villages nestled in the Chiltern Hills, and at the eastern end sit iconic attractions like Windsor Castle, Hampton Court Palace, and Kew Gardens. The Great West Way touches all of British history, from the Stone Age to the Second World War.

The Carter Company is based in Buckinghamshire, England, and specialises in self-guided luxury and classic cycling and walking holidays across the UK and mainland Europe. Founded in 1991 by Wendy Carter, who is still director and chief route designer, the company prides itself on its authentic, carefully curated tours that show its customers hidden gems and local secrets as well as the highlights of historic Britain.

Cycling and walking holidays with luxury accommodation is a unique offering. On a classic version of their tours, special care is taken to select charming, high-quality hotels, while the luxury upgrades feature some truly stunning country houses, castles

and other boutique boltholes. The same care has been taken to find quiet cycle paths and picturesque backroads that let customers bask in the landscape while giving them an authentic, well-paced experience.

Tours are tailored to meet the customer's needs, making The Carter Company the perfect choice for couples, families and groups. For example, the tour of England's Great West Way includes options to spend an extra day exploring the magnificent Georgian town of Bath, or take a detour to visit the beautiful colleges and museums of Oxford. Tours are self-guided, allowing clients to wander at their own pace, but plenty of support is on hand from local hosts who know all the best spots. Luggage is transported each day and riders are equipped with high quality hybrid (or Electric) bikes fit to their frame.

The Carter Company's tour of England's Great West Way costs from £3,960 per person based on two people sharing a room, and includes bike hire, ensuite accommodation, luggage transfers, and breakfast every day.

Find out more here: <https://www.the-carter-company.com/cycling-holidays/the-uk/the-thames/englands-great-west-way/>

ENDS

For further information -

Contact: Nicola Smith – Business Development Manager

Email nicola@the-carter-company.com

Telephone +44 (0) 1296 631671

For general enquiries –

www.the-carter-company.com

hello@the-carter-company.com

Telephone +44 (0) 1296 631671