

## PRESS RELEASE



### Discover the Great West Way in 2025 – Travel, Stay, and Explore Responsibly.

Discover the Great West Way the eco-friendly way in 2025! From Bristol to London and everywhere in between, the Great West Way offers a range of eco-friendly things to do. Venture through royal gardens, filled with rich autumn colour, or step back in time as you discover world famous prehistoric landmarks along the route...

### Stay Sustainably Along the Route

#### Roseate Hotels

For a luxurious yet eco-conscious stay, **Roseate Hotels** offers three stunning properties along the Great West Way in [Reading](#), [Bath](#), and [London](#). With close access to train stations and local attractions, these hotels provide a perfect base for a sustainable journey.

#### [Milford Hall Hotel, Salisbury](#)

This boutique Grade II-listed hotel in the heart of Salisbury is an ideal stopover. Located within walking distance of Salisbury Cathedral and just a short train ride from Stonehenge, Milford Hall Hotel blends historical charm with modern comfort while being easily accessible via public transport.

### Food & Drink Experiences

#### Bombay Sapphire Distillery

Nestled in Laverstoke Mill, Hampshire, the [Bombay Sapphire Distillery](#) offers visitors an immersive experience into the artistry behind its world-famous gin. Enjoy guided tours and tastings while learning about the distillery's sustainable production practices.

#### Carvers Hill Estate

Located in the stunning North Wessex Downs, this picturesque **vineyard and winery** is a must-visit for wine enthusiasts. Formerly a wild-flower seed farm, [Carvers Hill Estate](#) now thrives with 21,000 vines producing Pinot Noir, Pinot Meunier, and Chardonnay, all cultivated using sustainable farming techniques.

### Eco-Friendly Things to do

#### [New Forest Cycling Tours](#)

Explore Wiltshire and beyond on two wheels with guided cycling tours through historic landscapes. A fantastic way to experience the Great West Way off the beaten track while embracing a greener mode of transport.

#### [Bowood House & Gardens](#)

From April to November, visitors can tour the **stunning home of the Marquis and Marchioness of Lansdowne** and explore Capability Brown-designed gardens featuring remarkable heirlooms, historic art, and breathtaking landscapes.

### **Bodleian Libraries, Oxford**

Using the Great West Way Discoverer Pass and travel to Oxford's [Bodleian Libraries](#), home to over 13 million historic items, including Shakespeare's First Folio and the Magna Carta. The library has also been featured in famous films like *Harry Potter* and *Saltburn*.

### **Bristol – The UK's Greenest City**

At the western edge of the Great West Way, [Bristol](#) is a hub for eco-conscious travellers. Discover its extensive cycle lanes, vibrant street art scene—including Banksy's works—and its buzzing harborside filled with sustainable dining options.

### **Pewsey Vale – A Scenic Escape**

For breathtaking countryside views and outdoor adventures, [Pewsey Vale](#) in the North Wessex Downs is the ideal retreat. With direct train links and stunning walking and cycling routes, visitors can enjoy an eco-friendly getaway among rolling hills, historic windmills, and charming canals.

### **Sustainable Travel**

Reduce your carbon footprint by travelling by train using the **Great West Way Discoverer Pass**, travellers can enjoy seamless, sustainable transport from London to Bristol and beyond. Offering unlimited off-peak train and bus travel for UK visitors, the pass is the perfect way to explore historic sites, national landscapes, and vibrant cities while reducing your carbon footprint.

Not only can you travel the whole route using public transport, there are also a range of footpaths, cycling routes, canals and rivers to explore offering different ways to experience the Great West Way.

For more details on how to plan your sustainable journey, visit [www.GreatWestWay.co.uk](http://www.GreatWestWay.co.uk)

END

### **Notes to Editors:**

For further information please contact [davidandrews@GreatWestWay.co.uk](mailto:davidandrews@GreatWestWay.co.uk)

Follow and engage with us on our social channels Facebook [@GreatWestWay](#), Instagram [@GreatWestWay](#) and Twitter [@theGreatWestWay](#)

Images for Great West Way can be downloaded from our Flickr gallery via this link <https://flic.kr/s/aHsmuy6X3G> 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](http://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](http://www.GreatWestWay.co.uk/ambassador-network).

Great West Way and England's Great West Way are registered trademarks. For further information please visit [www.GreatWestWay.co.uk](http://www.GreatWestWay.co.uk).