



Are your customers looking to fill their days with activity or looking for something exhilarating and special as a highlight of their holiday? The Great West Way has enough to satisfy the most energetic traveller craving adventure.

Plan a multi-adventure trip to explore the Great West Way, a corridor that runs through the very soul of England, from the vibrant capital of London to the creative city of Bristol. This is a touring route that is more a lattice – of paths, trails and tracks, snaking across the countryside from ancient market towns to quaint villages. Criss-crossed by the River Thames and the Kennet & Avon Canal, it offers endless opportunities for water-borne fun. There are plenty of adventures to get the heart racing; from skydiving, paddle-boarding and hot-air ballooning to horse-riding, climbing and getting behind the wheel at the Castle Combe Circuit.

Day 1. A riverside walk between Marlow and Henley

Enjoy a riverside walk of 8.5mils/14kms between these two traditional market towns. The walk follows a lovely section of the **Thames Path National Trail**, passing locks, weirs, interesting villages, views of the Chilterns countryside and the Henley Royal Regatta course. Enjoy dinner at a traditional English pub.

Overnight: Henley Greenlands Hotel, Henley - Set within a 30-acre estate, including a magnificent riverside Grade II listed building.

hospitalityuor.co.uk/accommodation/

Day 2. Row with an Olympian, cycle through a forest

Start the day with a **Henley Rowing Association** experience. A totally unique opportunity to row on the Henley Regatta course with an Olympian and twice world champion, Toby Garbett. Afterwards visit the **River & Rowing Museum**, for refreshments and a look around the museum. It explores the River Thames, the international sport of Rowing and the town of Henley. In the afternoon head to the Crown Estate's Swinley Forest for mountain biking with **Swinley Bike Hub**, following the trails through this Site for Special Scientific Interest (SSSI) and perfect for thrill seekers. Dinner and Twilight Spa package at **Thames Lido**

Overnight: The Roseate, Reading, a luxury 55 bedroom hotel. roseatehotels.com/reading/theroseate/

Day 3 Heritage, Gin and skydiving

A short walk around **Reading's Abbey Heritage Quarter** before a detour off the route to **Bombay Sapphire** for a tour and cocktail masterclass. Continue off the route with a skydiving session at **Skydive Netheravon**. A tandem skydive is a great introduction to parachuting and the beautiful Wiltshire countryside. Jumps are from up to 13,500 feet. Enjoy an evening of 2 AA Rosette dining, laughter & local stories on a delectable journey to two of England's most evocative medieval inns, situated in the quintessential English village of Lacock with **Around & About Bath**.

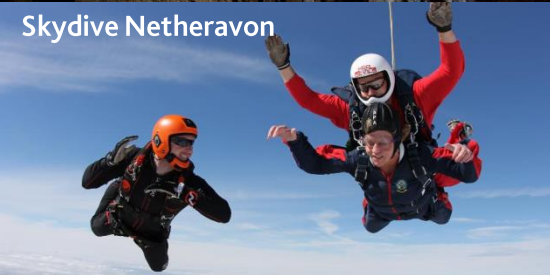
Overnight: Buttle Farm, Compton Bassett Two stunning barn conversions which can be combined to give self-catering accommodation with Breakfast Kit for 4-8. buttlefarm.co.uk

Or Bowood House, Calne. A boutique-style luxury hotel, with spa and golf course set in the stunning Bowood Gardens. bowood.org

Places	Distances
Marlow to Henley	8.5mils/14kms
Henley to Reading	9mils/15kms
Reading to Buttle Farm/Bowood House	49mils/79kms 52mils/84mils
Accommodation to Avebury	5mils/8kms
Accommodation to Bath	16mils/25kms
Bath to Bristol	21mils/34kms
Bristol to Cheddar Gorge	19mils/31kms



Skydive Netheravon



Bombay Sapphire

WildSwimBikeRun



Thames Lido

Henley Rowing Association



Lacock National Trust

Day 4. Avebury & The North Wessex Downs Walk

A day's walk from Buttle Farm (15miles/24kms) exploring Neolithic sites around Avebury, criss-crossing The Ridgeway National Trail, The North Wessex Downs and the River Kennet. Enjoy lunch in a traditional English pub. *Optional Evening: Take a tour of Buttle Farm, meet the pigs and participate in a charcuterie lesson.*

Overnight: In the same accommodation

Day 5. Bristol and Brunel's SS Great Britain

Book a half-day Bath City & Canal Guided Bike Tour with **WildSwimBikeRun**. Take in the city's famous buildings, historic sites and pleasure gardens before joining the **Kennet and Avon Canal** cycle towpath for a ride through history. After lunch there's time for shopping; **Bath** is a jewel of a city for retail therapy. End the day with an **Original Wild Bath** private Evening Kayak Tour. **Overnight: No. 15 Great Pulteney, Bath** - An elegant and vivacious luxury hotel on the very grandest street in Bath. no15greatpulteney.co.uk

Day 6. Bristol and Brunel's SS Great Britain

Start with a visit to **Clifton Suspension Bridge**, before a walk down past the harbour to **Brunel's SS Great Britain**. Go aloft and climb the rigging to a viewing platform at over 25m above. (Weekends or pre-booked groups of 10+). After lunch try standup paddle boarding, on a Bristol Harbourside Adventure with **SUP Bristol**, perfect for groups of 6+. **Overnight:** There's a great range of accommodation in **Bristol**, take a look visitbristol.co.uk/accommodation

Day 7 A ticket to adventure!

Take a detour and explore **Cheddar Gorge & Caves**, one of Britain's most spectacular natural landmarks; awe-inspiring cliffs to extraordinary subterranean stalactite show caves. Try rock climbing or an exhilarating **Rocksport** experience at this international centre for caving and rock climbing.

Wholesalers/DMCs

A selection of DMCs, tour operators and guiding services who offer bookable itineraries along the Great West Way can be found on the Bookable Products section of GreatWestWay.co.uk/traveltrade Walking tours can be booked through **Alison Howell's Foot Trails** foottrails.co.uk or **Active England** activeenglandtours.com

Contacts:

Bath: visitbath.co.uk

Bristol: visitbristol.co.uk

Canal & River Trust: canalrivertrust.org.uk/GreatWestWay

Henley: visit-henley.com

Kennet & Avon Canal: katrust.org.uk

Marlow: Visitthames.co.uk/marlow

North Wessex Downs: northwessexdowns.org.uk

Reading: livingreading.co.uk/visit

River Thames: visitthames.co.uk

Thames Valley & North Hampshire: southeastengland.com

Wiltshire visitwiltshire.co.uk

Around & About Bath: aroundandaboutbath.com

Avebury: nationaltrust.org.uk/avebury

Bombay Sapphire: distillery.bombaysapphire.com

Cheddar Gorge & Caves: cheddargorge.co.uk

Clifton Suspension Bridge: cliftonbridge.org.uk

Henley Rowing Association: henleyrowingassociation.com

Oldbury Tours: oldburytours.co.uk

Original Wild: originalwild.com

Reading Abbey Quarter: readingabbeyquarter.org.uk

River & Rowing Museum: rrm.co.uk

Skydive Netheravon: netheravon.com

SS Great Britain: ssgreatbritain.org

Swinley Bike Hub: swinleybikehub.com

Thames Lido: thameslido.com