



VisitEngland

Discover England Fund

The Great West Way

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Programme for Today

- Update on Round 1 Discover England Fund activity
- Speaker line-up
- Launch of 'England Concentrated' for the curious visitor
- Your chance to input into our Round 2 Business Plan:
 - Bringing the Great West Way to life
 - What makes a Great West Way experience
 - Getting the Great West Way talked about
 - Taking the Great West Way to market

Our Ambition

To create one of the world's premier touring routes between London and Bristol

#GWW2017

The Strategic Opportunity

Making a Difference for England – Choose England

Making a Difference in perception of England – Re-appraise England

Making a Difference for the region – Head West

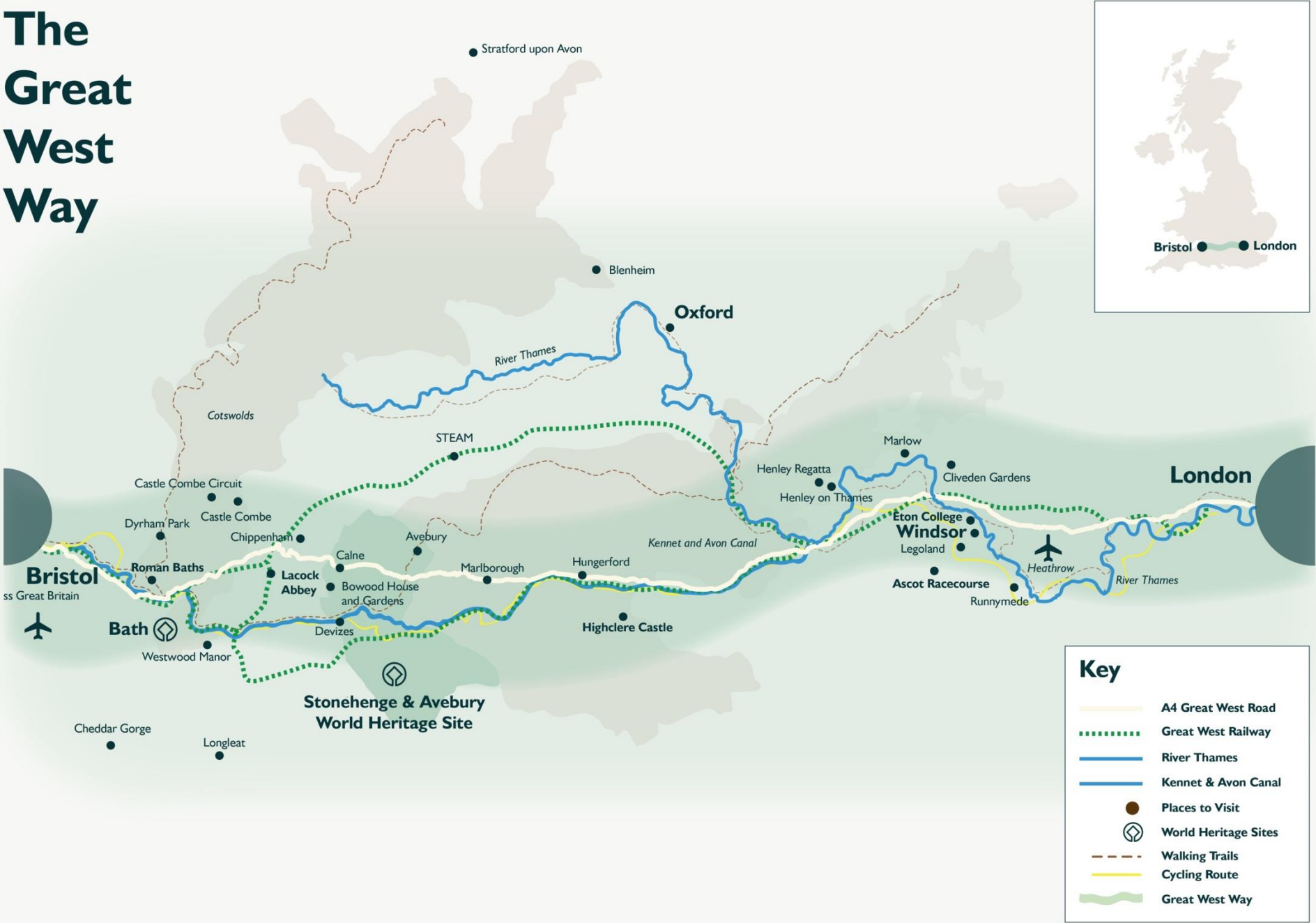
Making a Difference beyond the icons – Go Deeper

Making a Difference as an enabler and a catalyst for change

Route assets

- English Icons along the route, eg Stonehenge, Bath, Windsor, Cotswolds
- Range of travel options – road, rail, water, walk, cycle
- Ease of access
- Multi-market, multi-segment appeal
- Different themes, eg film, heritage, luxury, gardens

The Great West Way



Round 1 Activity

- Case study research
- Economic impact and environmental assessment
- Proposition and brand positioning
- Concept testing
- Partner engagement programme

TEAM Case Study Recommendations

- Has the potential to be a 'game-changing' proposition
- Must be Brand led and have resonance in target markets
- Engage with businesses & communities from the start
- Use a mix of physical and digital wayfinding techniques
- Align with national priorities to maximise reach and distribution
- Compelling content, including for the trade, is critical
- As well as re-packaging existing product and experiences, the Great West Way must incorporate comprehensive on-the-ground product development

Regeneris Economic Impact & Environmental Assessment

- International impacts:
 - Benefit Cost Ratio of 13:1 “very achievable”
 - 1.5m additional international visitors spending £200m
 - £140m GVA and 3,500 jobs
 - Significant PR opportunity
- A catalyst for further investment and new development
- Material effect on the corridor as a place to visit, live, work, invest
- Environmental issues and mitigating actions

Partner Engagement

- **Steering Group**
 - Bristol Airport, K&A Canal, Canal River Trust, FlyBe, Destination Bristol, Bath Tourism Plus, TSE, GWR, National Trust, ETOA, UKInbound, Treasure Trails, EH.
- **DMO Group**
 - Bath, Bristol, Cotswolds, Oxfordshire, Somerset, TSE, Wiltshire, Windsor
- **Brand positioning activity**
- **Database of 400 contacts**
- **Stakeholder Conference 30 March 2017**

A Catalyst for Change / New Product Development

- Joint funded marketing campaigns / initiatives
- New cycling & walking product being developed
- New rail/bus pass
- Aligning other funds with the route
- Encouraging places to improve local product, eg coach friendly, canal path
- Stimulating investment, eg glamping operator
- Great West Way Destinations

Concept Testing

- Be clear about the benefit to the visitor
- Importance of authenticity and provenance
- Low awareness beyond the main icons
- Very strong appeal to 3 segments across markets
- Travel trade are dying to package this, but they need content
- 360 degree experience
- Dedicated channels, including a website, are essential

Developing the Proposition and Brand Positioning

- To create a clear compelling proposition and brand positioning for the Great West Way that will:
 - Motivate new travel to England, and West of London
 - Be memorable, distinctive and recognizable
 - Work for the domestic, as well as international, market
 - Be compelling and campaignable
- To provide an approach that encourages a wide range of stakeholders to adopt the positioning, imagery and key messages.