

**PRESS RELEASE**



## **VISITWILTSHIRE/ENGLAND'S GREAT WEST WAY® RECOGNISED FOR EXCELLENCE IN THE TRAVEL INDUSTRY**

[VisitWiltshire/Great West Way®](#), has been shortlisted for Destination Marketing Organisation of Year at the UKinbound Awards for Excellence 2019.

VisitWiltshire is the official Destination Marketing Organisation (DMO) for Wiltshire which works with more than 500 partners, and also represents England's Great West Way, which currently has more than 250 Ambassadors across the route. The Great West Way is the world's first multi-modal touring route which is located between London and Bristol and joins up many of England's iconic destinations and attractions.

VisitWiltshire/Great West Way has been shortlisted for its work on developing the route, as well as leading on a new competitive brand positioning for Salisbury, a project that will see guidelines and a toolkit being developed by March 2020 for the use of businesses located in Salisbury.

The UKinbound Awards for Excellence winners will be announced at the Awards for Excellence Gala Dinner during the UKinbound Annual Convention 2020 on Thursday, 6 February, held this year at Aerospace Bristol, an Ambassador of the Great West Way.

The shortlist was selected by an independent panel of judges comprising Susan Deer, ABTA; Patrick Richards, ETOA; and Dr. Karen Thomas, Canterbury Christ Church University. There are two other DMO's shortlisted in the category of Destination Organisation of the Year, including VisitAberdeenshire and Visit Kent. Voting is now open for UKinbound members to select the winners for all 10 categories.

David Andrews, Director at VisitWiltshire/Great West Way, said: "VisitWiltshire/Great West Way has had a fantastic year having already received an award for a similar title at the TravelMole Awards in November, Launch Campaign of the Year at the Travolution Awards, as well as being nominated for

several other awards. However, to receive an award voted by UKinbound members, would be a true honour.”

UKinbound members have until Thursday, 16 January to cast their vote. To vote, please visit: [www.ukinbound.org/uki-news/ukinbound-awards-for-excellence-2019-shortlist-announced/](http://www.ukinbound.org/uki-news/ukinbound-awards-for-excellence-2019-shortlist-announced/)

**-Ends-**

## **NOTES TO EDITORS**

### About VisitWiltshire

VisitWiltshire is the official Destination Management & Marketing Organisation for Wiltshire representing 500 partners. It is a public/private sector membership organisation. VisitWiltshire's priority is to grow the county's Visitor Economy by raising awareness of the destination and generating additional tourism visits and spend. Wiltshire's Visitor Economy currently generates an estimated £1.5billion and supports over 28,000 jobs.

### Social Media

Instagram - [@VisitWiltshire](https://www.instagram.com/visitwiltshire)

Facebook - [@VisitWiltshireLtd](https://www.facebook.com/visitwiltshire)

Twitter - [@VisitWiltshire](https://twitter.com/visitwiltshire)

### Images

If you are looking for images to support your news stories and features, VisitWiltshire has an extensive photo library of images featuring the vast array of product on offer around the county. Over 1,200 images organised into 135 albums have been uploaded onto Flickr and are available free of charge to press. To view the full list of VisitWiltshire albums, click this [LINK](#).

To request access to files, please contact: [Hollywindsor@visitwiltshire.co.uk](mailto:Hollywindsor@visitwiltshire.co.uk)

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