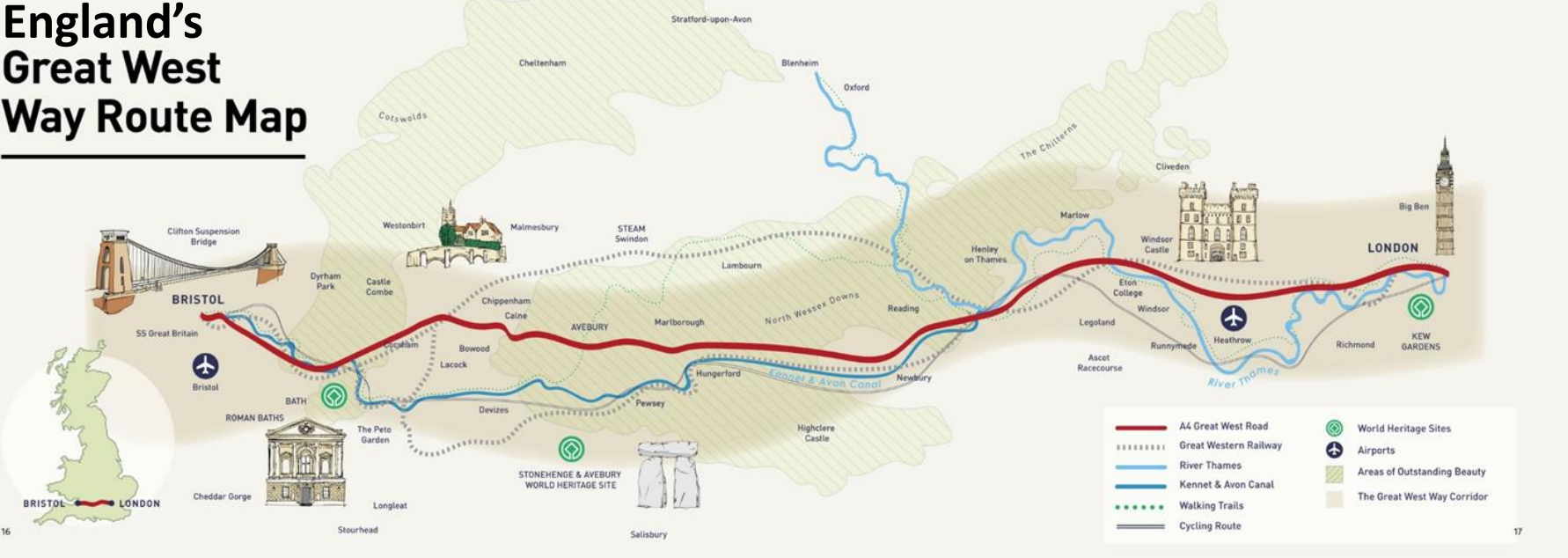


England's Great West Way



The Route

England's Great West Way Route Map



Who is it for?

Target Market Segments:

- Cultural Adventurers
- Lifestyle Travellers
- Mature Experience Seekers



It is for curious and inquisitive travelers. Those who like to go deeper, to see, feel, do, try and taste for themselves. It's for seekers searching for the real, authentic essence of England.

Travel Trade Programme Overview

A programme of travel trade marketing and distribution activity engaging with wholesalers, tour operators, ground handlers, specialist trade, travel agencies and carriers; to develop bookable new product and providing a direct new channel to market for destinations and businesses along the route, facilitating bookings and connections.

The programme includes:

- Audit of North American, German and Dutch/Belgian Travel Trade – what they currently offer and identifying opportunities
- Survey of destinations and businesses along the route to identify key information required by international operators
- Producing comprehensive Travel Trade Directory
- Developing Toolkit for Travel Trade
- Undertaking effective digital communications
- Training and Familiarisation visits
- Representation at exhibitions and one-to-one sales visits



Audit of Travel Trade

Identifying key wholesalers, tour operators, OTAs, ground handlers, specialist trade, travel agencies and carriers in North America, Germany, The Netherlands and Belgium.

- The scope will include those already working with partners along the route and new operators
- Identify product already offered in its itineraries
- Themes that could offer new GWW itineraries

Wholesalers – those that create packages and sell them on to intermediaries for selling direct to the consumer

Tour Operators – Bookable product for public on operators' coach itineraries

Online Tour Operators e.g. Expedia

Ground Handlers – based in the UK they organise trips for international operators

Specialist Trade – Walking Holidays, Cycling Holidays, Rail Trips

Travel Agencies – Arrange holidays for independent travellers, MICE and Group bookings



Wholesaler & Tour Operator – US

Offer online booking system for travel agents.

Also operate a collection of tours in partnership with the Royal Oak Foundation and the National Trust for Historic Preservation based in the US, with a contribution of the tour cost going to help the work of these two charities. www.albionjourneys.com



Incoming Tour Operator – North America, Australia and New Zealand

<p>Corners of Cornwall 2018</p>  <p>Special Offer</p> <p>From windswept moors and wild coastlines to historic cities and picture-perfect fishing villages, the county of Cornwall is sure to impress. Discover the maritime heritage, ru...</p> <p>7 Days £1709 <small>PP (From) Visa £1799</small></p>	<p>Battle of Britain 2018</p>  <p>Special Offer</p> <p>Embark on this tour steeped in history and take a look at some of the most intriguing aviation and war museums in Britain. Walk in the footsteps of fallen heroes and feel the L...</p> <p>9 Days / 8 Nights</p> <p>£2659 <small>PP (From) Visa £2799</small></p>	<p>Chelsea Flower Show 2018</p>  <p>Special Offer</p> <p>Stop and smell the roses on this letureary tour of Southeast England's greatest gardens and show-stealing stately homes. And the jewel in the crown? A trip to the green L...</p> <p>7 Days / 6 Nights</p> <p>£1709 <small>PP (From) Visa £1799</small></p>
<p>Cornwall Food Tour 2018</p>  <p>Special Offer</p> <p>Journey through the stunning countryside of Cornwall and Hampshire to indulge in the local delicacies of the region. From metropolitan London to historic Stonehenge and on to L...</p> <p>5 Days / 4 Nights</p> <p>£1424 <small>PP (From) Visa £1499</small></p>	<p>London to Paris via the Channel Islands 2018</p>  <p>Special Offer</p> <p>Go from Great British to Gallic culture on this island-hopping trip, which immerses you in the Channel Islands' natural beauty and it's fascinating history. Hear ab...</p> <p>11 Days / 10 Nights</p> <p>£3039 <small>PP (From) Visa £3199</small></p>	<p>Historic Eastern England 2018</p>  <p>Special Offer</p> <p>World-famous university cities meet hideaway villages on this tour of Eastern England. We'll travel by river and road, across the stunning North York Moors and the Peak D...</p> <p>8 Days / 7 Nights</p> <p>£1909 <small>PP (From) Visa £2099</small></p>
<p>Heart of England 2018</p>  <p>Special Offer</p> <p>Neolithic man to Roman forces, celebrated writers to contemporary</p>	<p>The Garden of England 2018</p>  <p>Special Offer</p> <p>Open a treasure box of storybook castles, secret tunnels and enchanting gardens as</p>	<p>Royal Tour of Britain 2018</p>  <p>Special Offer</p> <p>To travel Britain is to travel through a land with rich history and tradition,</p>



OFF-THE BEATEN-TRACK IN SOUTHERN ENGLAND

GET A QUOTE →



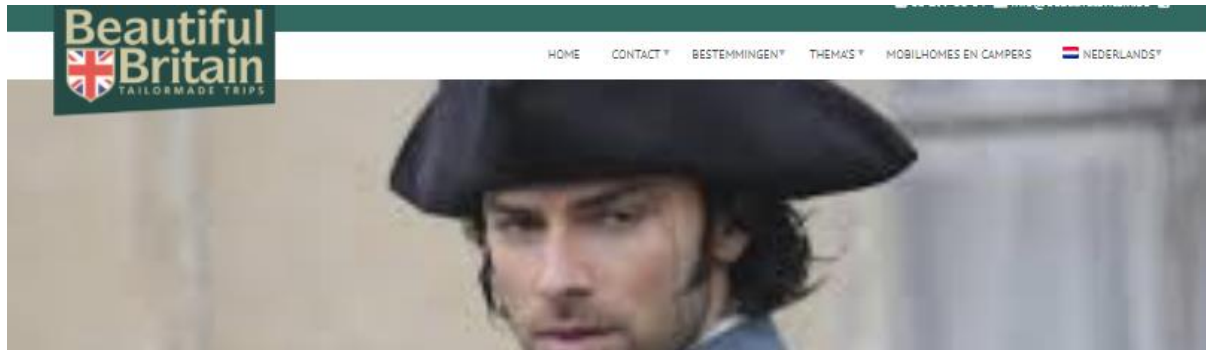
The tour covered off-the-beaten-track locations in some of the prettiest, but perhaps less well known, parts of southern England such as Marlow, Upton-Upon-Severn and Clovelly. Highlights included a folk festival with Morris dancing, local fishermen catching lobsters for the group's dinner and a show at the open air Minack Theatre in Cornwall. In the words of the group it was so important to them that they had time to "stop and smell the roses".

Small group and tailor-made tours. Dedicated mini-coaches travel the back roads, avoiding motorways and taking you to the heart of all our European destinations. Back-Roads tours the length and breadth of Europe.

www.backroadstouring.com



Tour Operator – The Netherlands



Zuid-Engeland



For lovers of charming villages and antiques. After London there are still a few cities that have a very large supply of antique shops, warehouses and reject shops. Among the top ten largest antique cities is Bath with seven antique shops, Bristol with about 10 antique shops and Cheltenham with 39 antique shops. But especially a visit to Tetbury can not be missed.

In the vicinity of Bath you will also find the town of Wells with a number of interesting shops. For your stay you can choose from the 5 * Manor Hotel at Castle Combe, the 4 * Bailbrook House hotel or a typical inn.

Tour Operator offering Luxury Coach Tours or independent touring itineraries. Online and booking through Travel Agents.

www.beautifulbritain.be/reisbestemming/zuid-engeland

Help us to sell your business!

Survey of local businesses/destinations

International tour operators are looking for specific information when they are planning their tours. The easier we can make it the more chance we have of being included.

VisitWiltshire will be sending out a survey to provide answers to these key questions. E.g:

- What distance is your business from London Heathrow?
- What is your nearest rail station and what is the distance?
- Do you have existing regular partnerships with any DMCs / Tour Operators who are currently selling your product?
- Are you prepared to offer a commission or net rate to operators? If so how much e.g. 10% discount
- What are your net rates for groups? Are these negotiable? What % decrease are these from your standard rates?



Travel Trade Directory

A comprehensive Travel Trade Directory will be produced for the international operators.

It will include:

- General intro of the route and the areas along the route
- Travel information from key points of entry with distances
- Inspirational copy and imagery incl. Thematic Experiences
- Holidays e.g. Rail Breaks, Walking or Cycling Holidays, Boating Holidays
- Key Event Listing
- Reasons to come out of season e.g. Festive Breaks - Longleat Christmas Festival of Light and 'A Token of Love' Christmas Prayer Tree at Salisbury Cathedral
- Things to Do Listings
- Accommodation Listings incl. Hotel, B&B and Self Catering
- Places to Eat relevant to the itineraries
- Information on Toolkit for Travel Trade



Travel Trade Directory -Thematic Experiences

Content and a series of itineraries will be based on key themes which have been identified by research:

- History and Heritage
- Food and Drink
- Countryside
- Film Tourism
- Gardens
- Industrial Heritage



Travel Trade Directory -Thematic Experiences, Gardens

HISTORY AND HORTICULTURE

This tour can be tailor-made for your group visit to include some of Wiltshire's beautiful stately homes and gardens. Possibilities include Longleat, Bowood, Stourhead, Great Chalfield Manor, Arundells, and the Peto Garden at Iford Manor. Minimum one night packages available for 20+ people. To discuss your requirements and to book, contact Norman Allen Group Travel Ltd at normanallen@group-travel.com quoting reference 'VWGardens'.

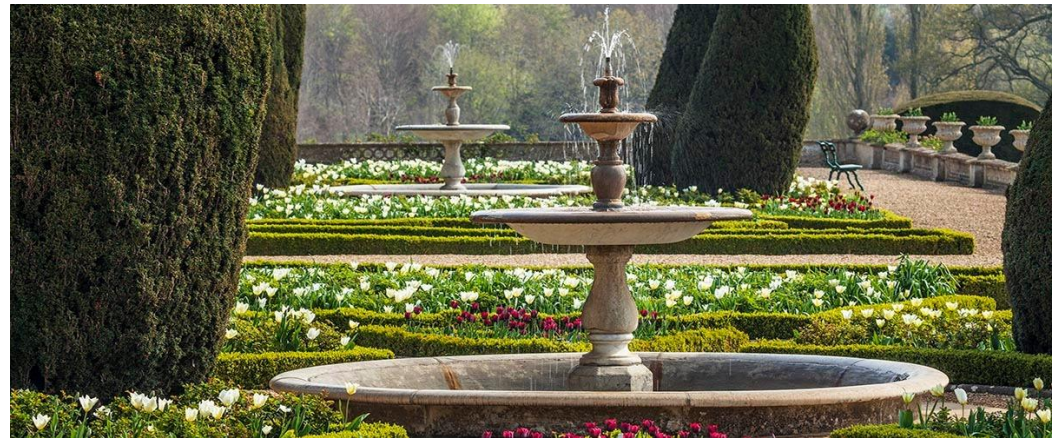


Arts & Crafts
Gardens

Capability Brown



Gentlemen Gardeners



Operators' Toolkit

Creating and distributing an England's Great West Way trade toolkit for international inbound tour operators and wholesalers which will showcase audience-relevant Great West Way product.

- We will provide content in formats suitable for both digital and print materials (images, AV, copy and text)
- Include a resource containing example travel logs/itineraries highlighting off the beaten track experiences. The resource will be hosted by relevant DMOs on their trade websites, on the VisitBritain industry site, and on the Great West Way website.
- Operators will be required to adhere to our brand guidelines before launching new programmes specifically promoted as **England's Great West Way**.



Sample itineraries



The England of Your Imagination

72 hours on the Great West Way will bring the England you've always imagined to life before your eyes. Stately homes and gardens, cosy coaching inns, heritage cities and country villages – all set in a picture-perfect green and pleasant land.

Day 1

Morning

Join the Great West Way from your Central London Hotel and travel west to Royal Windsor. Windsor Castle is the largest and oldest occupied Castle in the world - and it's where Her Majesty the Queen spends most of her private weekends. The essential experience in Windsor is the spectacle of the Changing of the Guard.

Lunch

At the Windsor Castle – one of 24 inns with that name in England, but the only one from which you can actually see the castle.

Afternoon

Leave Windsor and follow the Great West Way to a stately home you can nose around. Highclere Castle near Newbury is the ancestral seat of the Carnarvon family, but has become more

well-known as Downton Abbey, the country pile of the Crawley family, in the hit TV drama.

Continue through the Wiltshire countryside to the market town of Marlborough. The town displays the confidence of wealth from times past, yet today remains vibrant and progressive with its own chic café culture and many independent shops.

Overnight

The Castle Hotel, Devizes, an 18th Century Coaching Inn, perfectly situated in the quaint market town of Devizes.

Day 2

Morning

Explore Lacock Abbey, a country house with monastic roots founded in the 13th century. William Henry Fox Talbot invented the world's first photographic negative here in 1835.

The Fox Talbot Museum at Lacock tells his story.

Lunch

At the Sign of the Angel, a 15th Century coaching inn in Chippenham that encompasses the key elements of a traditional inn - great tasting food and drink in front of large open fires.

Afternoon

For an authentic taste of English village life, travel on to Castle Combe in the Cotswolds. It features regularly as a film location, most recently in *The Wolf Man*, *Stardust* and *Stephen Spielberg's War Horse*. And it was also used in the original *Dr Doolittle* film.

Overnight

The Manor House, a Cotswolds Country House Hotel.

Day 3

Morning

Explore Bradford on Avon, perfectly situated

on the edge of the Cotswolds, facing the River Avon. St Laurence's Church has been greeting travellers since at least the 1120s, and the 14th century Tithe Barn is one of the country's finest examples of a medieval "cathedral of the land".

Lunch

A cosy cafe on the Kennet and Avon Canal.

Afternoon

Travel to Bath, the only UK city designated as a UNESCO World Heritage Site. Start your visit at Bath Abbey, then move on to the Roman Baths. Constructed around 70 AD as a grand bathing and socialising complex, they are now some of the best preserved Roman remains in the world.

Take afternoon tea at the Jane Austen Centre. Choose a table on the rooftop terrace for splendid views of this Georgian Heritage city.

Return to London. Or travel on – to Bristol, one of England's most vibrant and creative cities.

Effective Digital Communications

It is important to have a digital space specifically for Travel Trade and an effective customer relationship programme.

- An online resource for Trade will be developed either on the new England's Great West Way website, or links from the website and DMO websites will link to an area on VisitBritain's Trade website
- Using the CRM system previous contacts will be consolidated through a communications plan encouraging them to feature new England's Great West Way product from 2019.
- All new contacts will be asked to register for the GWW Travel Trade Group and will receive the communications



Training & Familiarisation Visits

A Training programme and opportunities for Familiarisation visits will be offered to the operators.

First Trade Fam Visit - German Travel Trade Educational Visit
Sunday 25 February – Wednesday 28 February 2018

30 Attendees:

- 22 German and 2 Austrian Travel Trade Buyers
- VisitBritain staff
- Travel Trade Media
- Tour guide and coach driver

Staying: The Bell Inn, Ramsbury and Alexandra House Hotel

Visiting: Marlborough College, Merchant's House Marlborough, Avebury Stone Circle and Manor House and Gardens, Bowood Hotel, Spa and Golf Resort, Lacock Village, Corsham, Bradford-on-Avon



Exhibitions & Sales

A key element of the programme is to use trade exhibitions to meet and network with international tour operators. Additionally inbound operators in London will be targeted via a one-to-one sales mission. This may be rolled out internationally.

Trade Events

- 9 Jan Vakantiebeures, Utrecht
- 30 Jan Britain & Ireland Marketplace, London
- 1-2 Mar Explore GB, Newcastle
- 7-11 Mar ITB, Berlin

Sales Missions

The audience for this activity ranges from product managers and sales teams in tour operating companies to ground handlers and wholesalers.

