



The Great West Way

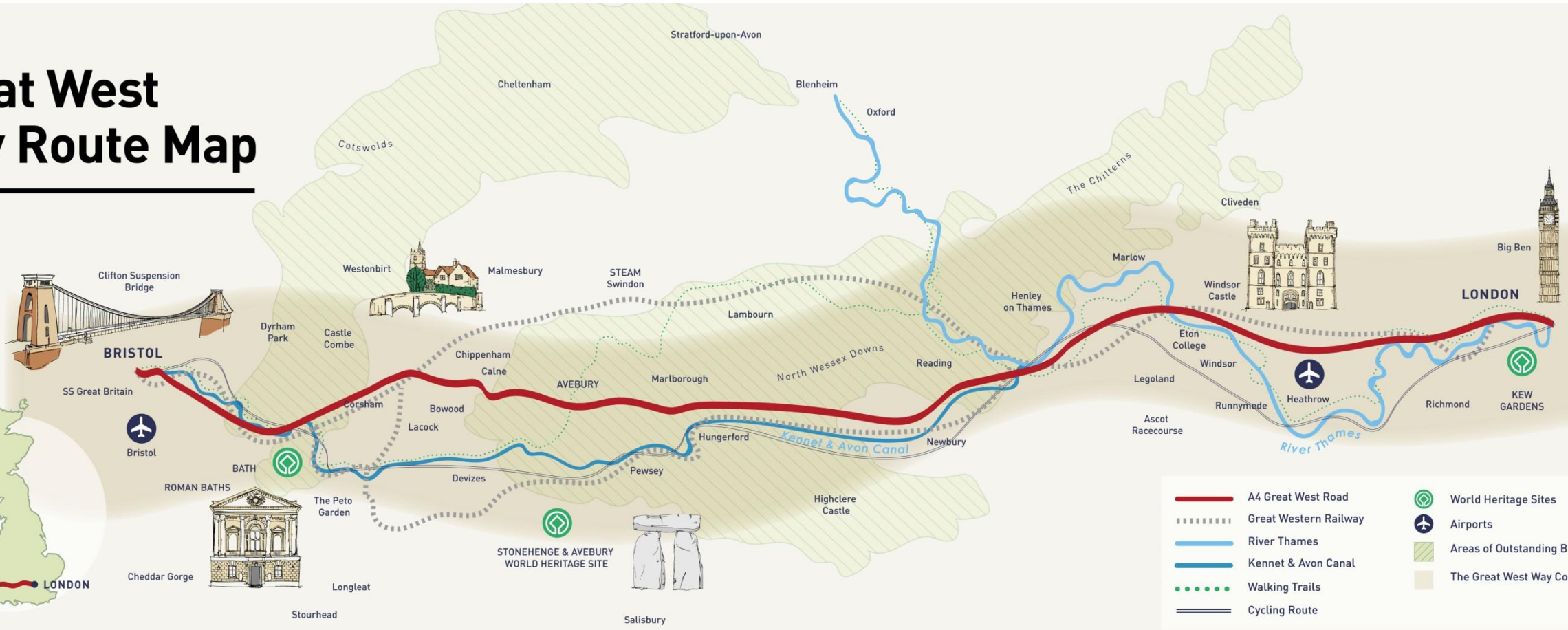
Project Update

Tuesday, 1 August 2017

Our Ambition

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

Great West Way Route Map



	A4 Great West Road		World Heritage Sites
	Great Western Railway		Airports
	River Thames		Areas of Outstanding Beauty
	Kennet & Avon Canal		The Great West Way Corridor
	Walking Trails		
	Cycling Route		

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 Strategic Opportunity

Making a Difference for England – Choose England, Economic Growth

Making a Difference for the region – Head West

Making a Difference in perception – joining-up the region

Making a Difference beyond the icons – Go Deeper, Stay Longer

Making a Difference as an enabler and a catalyst for change

Round 1 DEF Activity

- Case study research
- Economic impact & Environmental Assessment
- Proposition and Brand Positioning
- Concept testing
- Industry and partner engagement

TEAM Case Study Learnings

“The GWW has the potential to be a ‘game-changing’ proposition”

- ✓ Be brand led
- ✓ Secure support from the start
- ✓ Adopt a broad approach to product development
 - Eg, wayfinding and channel solutions, business support, quality
- ✓ Create new compelling content, including for the trade
- ✓ Align with regional and national priorities to maximise reach

Impact Study

- International impacts:
 - Benefit Cost Ratio of 13:1 is very achievable
 - 1.5m international visitors spending £200m; £140m GVA, 3,500 jobs
- A catalyst for investment and new development
- Material impact as a place to visit, live, work, invest
- Environmental assessment

Partner Engagement

- Steering Group
 - Bath Tourism Plus, Bristol Airport, Canal & River Trust, Destination Bristol, English Heritage, European Tourism Association, FlyBe, Great Western Railway, Kennet & Avon Canal, National Express, National Trust, Tourism South East, Treasure Trails, UKInbound, VisitBritain/VisitEngland, VisitWiltshire.
- DMO Group
- Workshops and 1:1 consultation
- Database, newsletter, regional events
- Great West Way Stakeholder Conference - 30 March 2017

Partner Support

- Joint funded marketing campaigns / initiatives
- New cycling & walking product being developed
- New Great West Way rail/bus pass
- Aligning other funds with the route, eg LEADER
- Wider place investment, eg coach friendly
- Stimulating investment, eg CRT, accommodation, bike hire

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.

Great West Way Brand Booklet



Great West Way

*An introduction for tourism
businesses and destinations*



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.

Concept Testing

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

Target Market Segments – Germany, Netherlands, USA



Cultural Adventurers

Successful, independently-minded young professionals with high disposable income. Seeking to soak up all aspects of the local culture in order to escape and unwind while experiencing something new. Interested in unique experiences with a touch of luxury.



Lifestyle Travellers

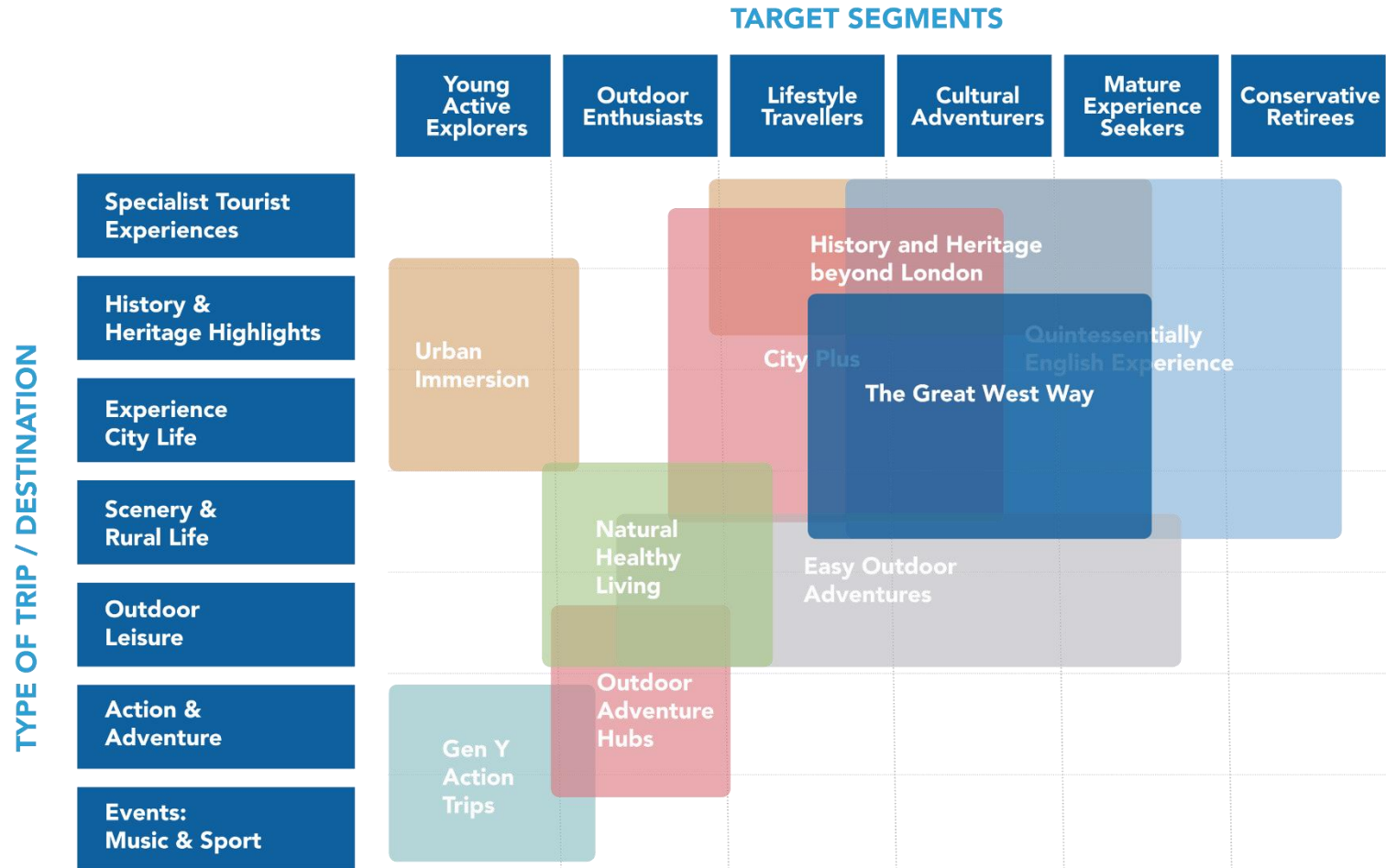
An upwardly mobile group who value social status and see travel as an expression of who they are. They seek “braggable moments” that look good on social media but also deliver on their need to relax, unwind and compensate for their hard work.




Mature Experience Seekers

A more mature segment that are best defined by their attitude – “young at heart”. With greater freedom, money to spend and time to enjoy themselves, travel is a key pastime that satisfies their desire for new experiences and learning.

Discover England Fund Opportunity Matrix





They share a common mind-set:
For the Curious

For lovers of England.
For travellers with a desire to discover.
The “what’s around the corner-ers”,
the “who will I meet today-ers”.
Not for the “A-to-B-ers”.
For travellers who believe the journey is
as remarkable as the destination.
For those who love stories - hearing
others’ and creating their own.
And then sharing them.
For those who believe the everyday can
be extraordinary.
For the curious, the inquisitive.
Those who like to go deeper, to see and
feel and do and try and taste for
themselves.
For seekers of real, the authentic
and the very essence of England.



Brand Idea

England Concentrated

England Concentrated – Value Proposition

The Great West Way links London and Bristol.

It follows a 125-mile route based on one of the first Great Roads commissioned by the Kings of England.

Along the Way everyday England rubs shoulders with world-famous heritage.

The Great West Way is for curious travellers searching for the real England.

Those who want to explore further, delve deeper and uncover the essence of England.

The Great West Way offers an extraordinary variety of English experiences not found in any other part of the country.

England's Great West Way

DEF Round 2 - Fund Requirements

- Cover a range of destinations with DMO and LEP support
- International focus
- Itineraries, bookability and commissionable product
- 40% match funding
- Activity completed by March 2019

DEF Round 2 - Next Steps

- Only Major £1m DEF project announced so far
- Grant Offer Letter and Set-up Meeting
- Partnership approach to developing the GWW
- Resourcing
- 4 Priorities for Experience Development.....

Developing the Great West Way

- Digital and itinerary planning solutions
- E-signage and wayfinding solution
- Connectivity
- Welcome programme
- Discovery Points
- Research and testing



Bringing the Great West Way to Life

- New model for DMO partnerships
- Brand-led approach
 - Great West Way Destinations and Attractions
- Develop the experience locally
- Create inspirational new content for consumers and trade
- Partner engagement
- Stimulate additional activity, eg passport, events



Getting the Great West Way Talked About

- Visual identity and brand toolkit
- Business training and support
- PR, eg press invasion
- Secure wider non-tourism support
- Digital and social platforms
- Common language



Taking the Great West Way to Market

- Travel trade programme
- Consumer and trade marketing plans
- Content distribution and collateral
- Bookable product and itineraries
- Route to market for industry



How you can help

- Feedback / input into activity
- Bookable product
- Match funding
- Align activity and marketing
- Participate in subgroups
- Keep us updated