



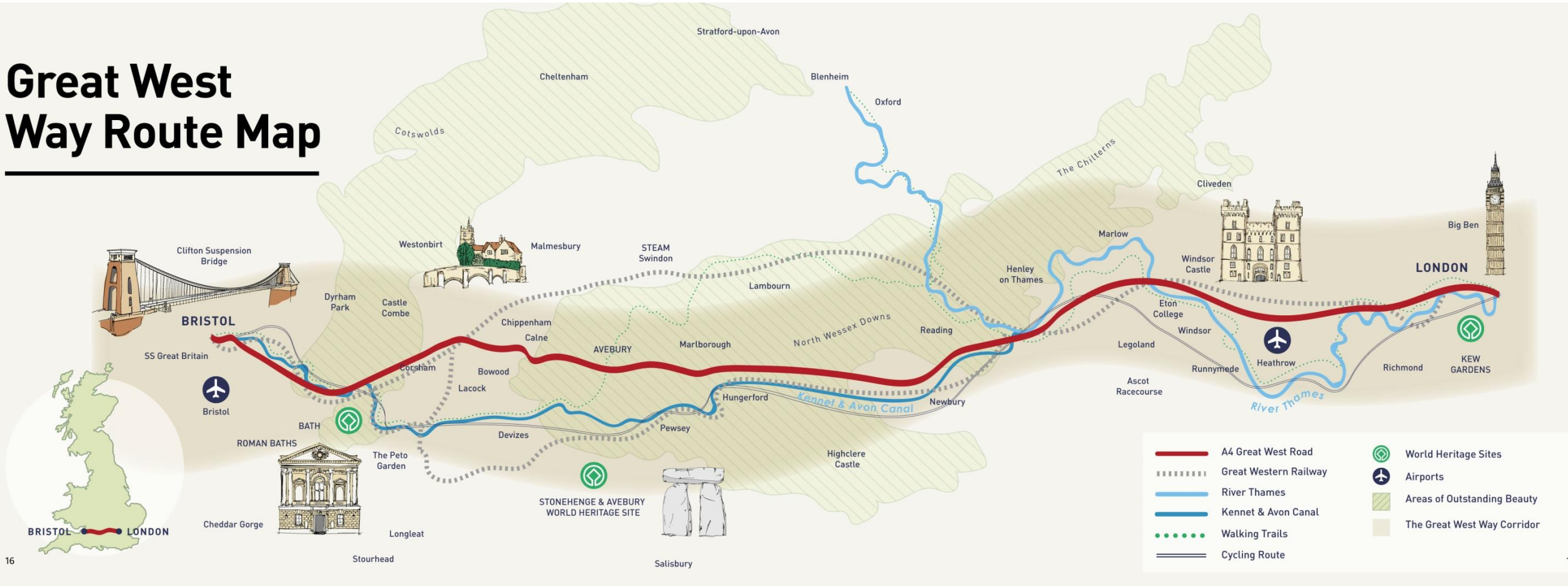
# **The Great West Way**

**Destination Plymouth Conference  
14 November 2017**

# Our Ambition

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

# Great West Way Route Map



# 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

**The Great West Way**

**£250k Round 1**

**Discover England Fund**

# 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
- ✓ Create new compelling content, including for the trade
- ✓ Align with regional and national priorities to maximise reach

# Economic Impact Study

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



# 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
- Inaugural Great West Way Stakeholder Conference

# 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

# 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.

# Great West Way Cycling/Walking tour

Programme been developed in partnership with an operator and DMC and is ready for launch in 2018 in the USA and Germany

## Pedal England + Active England Tours

### The Great West Way Tour

Pedal England and Active England Tours are emerging travel active businesses bringing inbound travel to the South East of England including the Cotswolds and the Great West Way. The tours are for bikers / walkers / mountain bikers and family adventurers. Each day will feature an iconic stop with guests able to progress at their own pace with guides, support vehicles to transfer them to the iconic places of interest on route.



#### **Day 1.**

##### **Morning**

London Paddington and travel to Windsor and bike around Windsor Great Park, the ancient hunting ground for the Royals.

##### **Lunch**

At Eton, where both William and Harry were educated.

##### **Afternoon**

Immerse yourself in Windsor Castle home to the Kings and Queens of England for approaching 1000 years.

##### **Overnight**

A beautiful canal side hotel on close to Downton's Highclere Castle.



#### **Day 2.**

##### **Morning**

Bike down the stunning Kennet and Avon Canal, stopping off at Highclere village and Castle, home to Downton Abbey.

##### **Lunch**

At a typically English pub in Highclere.

##### **Afternoon**

Bike down the canal for a further 20 miles to the beautiful Honey Street.

##### **Overnight**

A traditional Wiltshire pub nestling in the gentle hills of the Vale of Pewsey.



#### **Day 3.**

##### **Morning**

Bike through the gently rolling countryside to Silbury Hill and Avebury – World Heritage Site, then bike back to the canal.

##### **Lunch**

A light lunch at Honey Street.

##### **Afternoon**

Bike towards Stonehenge, Britain's greatest mystery. Get up close and personal with the awesome structure, over 4,000 years old.

##### **Overnight**

Return to the pub in the Vale of Pewsey.



#### **Day 4.**

##### **Morning**

Bike down the Kennet and Avon Canal all the way into Bath and to the iconic Roman Baths.

##### **Lunch**

A Bath restaurant renowned for quality and ambience.

##### **Afternoon**

Visit Bath Abbey, the Royal Crescent and wander around the shops, sampling the unique atmosphere of this unique city.

##### **Overnight**

A beautiful Cotswolds country hotel near Tetbury.



#### **Day 5.**

##### **Morning**

Bike to Tetbury, home to Prince Charles and the Beaufort Polo ground.

##### **Lunch**

At the Cotswold Water Park's award winning café.

##### **Afternoon**

Bike through the stunning South Cotswolds to Burford, via Bibury, possibly the most beautiful village in England.

##### **Overnight**

Back to the Cotswold Hotel outside Tetbury.



#### **Day 6.**

##### **Morning**

Bike to the National Arboretum at Westonbirt and onto Lacock, backdrop to Harry Potter and many period dramas.

##### **Lunch**

In one of the beautiful Lacock pubs or cafes.

##### **Afternoon**

Transit to either Bristol Airport, Heathrow or back into London.

# Bookable FIT programmes being developed include

## **72 hours on the Great West Way**

Small group escorted tours ex. London, offering best quality and characterful English accommodation and dining. Guided exploration of the route's hidden gems, this London Plus offering emphasizes the local, the authentic and the English way of life.

## **The Great West Way on the Silver Screen**

Group inclusive tours ex. London offering good quality accommodation along the Great West Way and an itinerary build around quintessentially English locations. Highlights include Lacock Abbey, Cotswolds, Highclere, Windsor, Castle Combe, Bath and Corsham.

## **England's Great West Way by Rail**

FIT inclusive package tailor made for US visitors who are reluctant to drive on their first visit to the UK. Includes train travel on the Great Western Railway, conveniently located accommodation and attraction entry.

## **Self-Drive Tours along the Great West Way**

Slow-tourism FIT self-drive and fly-drive tour targeting the German and Dutch market offering pre-booked accommodation in traditional English inns along the Great West Way. Includes entry to key attractions currently bypassed by many international visitors.

## **Great West Way Heritage Trail**

Escorted group tours offering good quality accommodation packaged with a visitor experience that reveals the layers of history along England's Great West Way. With inclusive entry to attractions that illustrate how places along the route have shaped today's England.

## **Specialised Great West Way Touring Products**

We have had a number of expressions of interest from international and domestic trade wanting to develop specialised bookable FIT for a range of themes including of Brunel's Great West Way, Great West Way Gardens, and high end spa programmes.

# 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.



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

**The Great West Way**

**£1m Round 2**

**Discover England Fund**

# Developing the Great West Way

- Great West Way website
- Wayfinding solution
- Welcome programme
- Business Development, including 'Ambassador Club'
- Attracting wider investment

# Bringing the Great West Way to Life

- Brand-led approach
  - designated Great West Way Destinations and Attractions
- Content
- Develop the experience locally
- Horizontal and vertical sub-groups
- Stimulate additional activity, eg passport, events



# Getting the Great West Way Talked About

- Visual identity and brand toolkit
- Industry engagement and events
- Digital and social platforms
- PR and Press invasion
- Secure wider non-tourism support

# Taking the Great West Way to Market

- Travel trade programme - DBNA, Showcase, Explore GB
- Route to market for industry – industry training
- Marketing activity
- Content distribution and collateral
- Bookable product and itineraries