



## THE GREAT WEST WAY FACTSHEET

The Great West Way is a new touring route from London to Bristol, navigable by foot, bike, car, train or narrowboat. The £1.4 million project\* has joined up a route that is 125 miles long, 15 miles wide and encompasses a 500-mile network of rail, road, river, canal, footpaths and cycling trails. It aims to bring 1.5 million visitors to the region over the next 10 years and whilst on the subject of numbers, it also has:

**31 National Trust properties**, including: one of its most-visited properties, Cliveden; Runnymede, the site of the sealing of the Magna Carta; and Lacock Abbey, Mompesson House and Montacute House to name a few

**28 English Heritage properties**, including Avebury, Stonehenge and Apsley House, the Duke of Wellington's former home

**20 Michelin-starred restaurants**, including five in Bristol alone, the only three-starred restaurants outside London (Waterside Inn and Fat Duck in Bray), gastropub Red Lion Freehouse and the only pub in the UK to be awarded two stars (The Hand & Flowers in Marlow)

**6 Counties** - Somerset, Gloucestershire, Wiltshire, Berkshire and southern parts of Oxfordshire and Buckinghamshire

**Three UNESCO World Heritage Sites** - Kew Gardens, Stonehenge/Avebury and Bath (plus a fourth, Blenheim, within easy reach of the route)

**Three Areas of Outstanding Natural Beauty** - the Chilterns, the Cotswolds and North Wessex Downs

**Three National Trails** - The Ridgeway, Thames Path and Cotswold Way

**Three Castles** – Windsor Castle (the oldest occupied castle in the World), Highclere Castle (AKA Downton Abbey) and Berkeley Castle

**One Palace** – Hampton Court Palace

**One prehistoric monument** - Stonehenge

**One Neolithic monument** - Avebury

\*The Great West Way project has been funded with £1million from HM UK Government's Discover England Fund, designed to increase inbound tourism, and £400,000 match-funding from Great West Way Ambassadors. To date, there are 145 Great West Way Ambassadors, including Title Ambassadors, Bristol Airport and Great Western Railway, whose support will help make the route as accessible as possible. In addition, there are 28 Official Great West Way Tour Operators, which will offer bookable packages of the route.

Find out more about the Great West Way at [GreatWestWay.co.uk](http://GreatWestWay.co.uk)

Ends

For further information, imagery or to arrange a press visit please contact Rebecca Lowe, Head of PR, [rebeccalowe@GreatWestWay.co.uk](mailto:rebeccalowe@GreatWestWay.co.uk) Tel: 07444 601421

## Note to editors:

### About the Great West Way

The Great West Way is one of a number of successful projects to receive funding from the UK Government's £40 million Discover England Fund, administered by VisitEngland. VisitWiltshire are the Destination Organisation leading the project. For further information go to [discoverenglandfund.org](https://discoverenglandfund.org)

Further information and link to The Story of the Great West Way booklet, a guide for businesses and destinations, is available at [visitwiltshire.co.uk/GreatWestWay](https://visitwiltshire.co.uk/GreatWestWay)

The Great West Way Ambassador Network gives access to a wide range of additional Great West Way consumer, travel trade and media marketing activity; connecting businesses and destinations along the route

Great West Way and England's Great West Way are registered trademarks. Please always use the appropriate symbol (®) on the first reference to indicate that *GREAT WEST WAY*® is a registered trade mark.

For further information on or to join the Great West Way Ambassador Network please contact Claire Margetts, Head of Ambassador Network, [ClaireMargetts@GreatWestWay.co.uk](mailto:ClaireMargetts@GreatWestWay.co.uk) Tel: 07850 080679

For further information or to find out more about becoming an Official Tour Operator please contact Florence Wallace, Head of Travel Trade, [FloWallace@GreatWestWay.co.uk](mailto:FloWallace@GreatWestWay.co.uk) Tel: 01722 341309 or 07436 588860

### About VisitBritain/VisitEngland

VisitBritain/VisitEngland is the national tourism agency – a non-departmental public body funded by the Department for Digital, Culture, Media & Sport (DCMS)

Working with a wide range of partners in both the UK and overseas, our mission is to grow the volume and value of inbound tourism across the nations and regions of Britain and to develop world-class English tourism product to support our growth aspirations. For further information and to access the latest in-depth market intelligence and statistics visit [visitbritain.org](https://visitbritain.org) or [visitbritain.com](https://visitbritain.com) and [visitengland.com](https://visitengland.com) for consumer information.

### About Discover England Fund

In November 2015, the Government announced a £40 million Discover England Fund; an unprecedented opportunity for English tourism. The Fund aims to deliver world-class bookable tourism products joined up across geographies and/or themes; including integrated transport solutions to provide an end-to-end customer experience.

The Fund supports the growth of one of England's most successful export industries, inbound tourism. Tourism is an industry that delivers jobs and economic growth across the English regions – contributing some £106bn each year to the economy and supporting 2.6 million jobs.

The Fund supported a number of pilot projects in year one (2016/17) that tested product development approaches. In years two and three, 2017-19, the fund will support:

- A number of large-scale collaborative projects to be delivered over the two-year period 2017-2019 that will create a step-change in bookable English tourism product for international consumers,
- 2 rounds of smaller funding for piloting new ideas (in year two), and delivering on new themes/ target markets (in year 3)
- There have also been opportunities for existing smaller projects to receive support in each following year to upscale their activities.