

PRESS RELEASE – 10/06/20



GREAT WEST WAY® TARGETS RESPONSIBLE TRAVELLERS

VisitWiltshire is partnering with leading Out of Home Media company Ocean Media Group, encouraging responsible visitors to explore the Great West Way as travel restrictions are lifted.

England's Great West Way was launched in 2018 as a new tourism route based on ancient trails between London and Bristol.

The Great West Way encourages visitors to explore England beyond the honeypots, so is ideal for travellers wanting to avoid crowds as the lockdown gradually eases.

"Don't follow the herd" is the message created by Brand Agency, Heavenly, targeting domestic visitors. The advertising campaign shows walkers, cyclists, outdoor enthusiasts, appropriately socially distanced, in countryside settings along the Great West Way.

The outdoor advertising campaign launches today with digital adverts running on a number of Oceans' huge high profile outdoor digital advertising sites in London.

Fiona Errington, Marketing Manager, VisitWiltshire said "We are pleased to be working with Ocean Media. Since the lockdown, tourism businesses have had an extremely tough time but now as restrictions are being lifted and businesses work hard to provide safer environments, we can begin to look forward.

"This campaign encourages responsible travellers to consider the Great West Way. We will be asking visitors to behave responsibly and to avoid tourism bottlenecks. The Great West Way has hundreds of miles of trails to explore on foot, on two wheels, and on the water, so it will be possible to maintain a safe distance from other travellers."

In addition to the major outdoor advertising sites, the campaign will run on the Great West Way website, B2B and B2C e-newsletters, it will be supported by a digital promotional campaign and will be promoted across all Great West Way social media channels during the easing of lockdown. A toolkit is available to help Great West Way business and destination Ambassadors use the campaign creative and messaging in their own marketing.

You can find out more about how Great West Way are asking visitors to plan and be curious and responsible when visiting GreatWestWay.co.uk/responsibletravel. Great West Way will be using this messaging via all their digital and social channels during the easing of lockdown and encouraging their Ambassadors to do the same.

END

Notes to editors:

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. For further information go to www.discoverenglandfund.org

The Story of the Great West Way booklet is available at: GreatWestWay.co.uk/storyoftheGreatWestWay

Businesses interested in joining the Great West Way Ambassador Network can find out more at GreatWestWay.co.uk/ambassador-network

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