



## Great West Way Marketing Update

There are 28 Destination Partners (and growing) including Bristol Airport, Kennet & Avon Waterways, Visit Bath, National Trust, GWR, Destination Bristol, Visit Bath and North Wessex AONB. 182 Designate Ambassadors have signed up, the majority for 3 years and this also continues to grow. The Great West Way is being promoted as one of the World's Premier Touring Routes featuring the best parts of England. The project is viewed as a 20 to 30 year programme with more funding/sustainable continued investment being sought via Visit England/Visit Britain. It is expected over 400 SMEs will shortly be involved and the GWW project will offer them Education & Skills based programmes. Major partners are launching supporting schemes such as the GWR GWW discount card.

### Malmesbury activity to date:

- Copy & images provided for 2019 Travel Trade Brochure.
- Copy & images provided for new GWW Rough Guide 2019.
- Negotiated Malmesbury's inclusion in the Travel Trade Marketplace Event on 23 November for Discover Malmesbury and The Old Bell Hotel where other supplier delegates paid £500 each.
- B2B Launch Dinner with UK & International Travel Operators on 22 November was attended by Lesley Wood and Chair of CTPT, Paul Smith.
- Negotiated adding Malmesbury to UK & International Tour Operator Itinerary for 12 Tour Operator companies on 24 November.
- Promoted Malmesbury for inclusion KEY launch marketing by GWW, achieved digital and website mention in Top 10 things to do at Christmas along the GWW for Malmesbury Late Night Shopping Evening (with our own LNS graphic).

## **Malmesbury activity continued:**

- Half page A5 advert in December issue of Malmesbury Connections to announce Malmesbury as Designate Ambassador - working partnership between MTC and MTT.
- Presentation of GWW Designate Ambassador status and Vale Action MTT projects on 15 November in The Old Bell Hotel to promote World Pancreatic Cancer Day attended by Chairs of Malmesbury Groups, Societies and Committees. Press invited.
- Attended 15 January 2019 Designate Ambassador meeting (Paul Smith & Lesley Wood)
- Numerous social media mentions tagged and reposted from GWW to DM.
- Strong relationships established with key GWW players; David Andrews CEO, Claire Margretts Head of Designate Ambassadors, Flo Wallace Head of Travel Trade, Rebecca Lowe Head of PR – they all know Malmesbury has a Marketing & PR capability able to respond quickly & in alignment with GWW strategy & activity.
- Twelve Travel Trade Tour Operators visited Malmesbury on 24 November from China, Netherlands, Ireland, UK and Germany with feedback that Malmesbury was the highlight of their day even though they had been to Longleat House, Bowood and Westonbirt Arboretum. Visits included The Athelstan Museum, Malmesbury Abbey, Abbey House & Gardens & The Old Bell Hotel.
- Malmesbury now included in GWW Itinerary 'suggestions' on web, in print and on social media
- Advert copy & design supplied to new GWW Travel magazine to be launched in March 2019 with 100,000 copies distributed by Partners (copy below).

## **GWW related Support to Main Sponsor: The Old Bell Hotel**

- included in page content and images for GWW Travel Trade brochure
- promoted at GWW press/launch event 5 Nov 18
- promoted at PR event/World Pancreatic Cancer Day 15 Nov 18
- attended International Travel show with DM support - Intros and meetings with 13 qualified travel organisations
- DM provided follow up support meeting with TOBH Mgt Team
- Tour of Malmesbury & TOBH for VIP tour operators from China, Netherlands, Ireland, UK and Germany included TOBH
- mention in advert for new GWW consumer magazine

## In the Pipeline

- DM & GWW further website content
- Further DM social media promotion
- Further visits from Travel Operators
- Filming .... Curious Traveller US team
- Train Trainer Day provided to Malmesbury by GWW
- (Lesley Wood representing the GWW at International Trade Event at The Embassy in The Hague 21/22 February 2019 – paid for by GWW)

Produced 18.02.19

Lesley Wood



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Discover Malmesbury on the Great West Way, a vibrant, charming and historic market town with a stunning 12<sup>th</sup> Century Abbey. Surrounded by walks along the River Avon and home to music, history and arts festivals there's something for everyone. Here you'll find England's Oldest Hotel, the world-renowned Abbey House & Gardens, an original Market Cross from 1490, the tomb of the first King of England and independent shops, cafes, restaurants and pubs.

**We can't wait to welcome you!**

Discover Malmesbury

[www.discovermalmesbury.life](http://www.discovermalmesbury.life)  
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Malmesbury Town Team in partnership with Malmesbury Town Council

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