VisitBritain/VisitEngland Update – Enabling Regional Growth

Patricia Yates, CEO – VisitBritain/VisitEngland

VisitBlackpool: Blackpool seafront

VISIT BRITAIN

VisitEngland

Who we are

Drive growth from tourism across the nations and regions so local communities feel the benefits

Sell Britain internationally as a visitor destination

Deliver for Government & Taxpayers: supports people-to-people connections

Simplify a regional structure for English tourism to grow sustainable local visitor economies

Industry development support via accredited destinations to drive sustainable & inclusive growth

Win business events, positioning Britain as a global convener, supporting priority sectors and seasonal spread

VisitBritain

Driving international demand - promoting Britain across 22 markets through trade engagement and GREAT campaign activity

Global Presence

In addition to marketing, our network also supports the wider visitor economy by connecting trade partners, strengthening public diplomacy partnerships, and promoting positive stories of Britain to the international media.

VisitBritain needs 22 markets to reach 80% of visitors, compared with just 7 for Ireland and 13 for France.

Driving demand for Britain

Position Britain as a dynamic, diverse, sustainable and inclusive destination, prioritising regional and seasonal dispersion and improved productivity.

Connect:

Linking buyers and suppliers through familiarisation visits and major missions and events, such as Showcase Britain and Greater Together LA.

Inspire:

Continue international Film & TV campaign "Starring GREAT Britain" globally to drive demand for Britain.

Convert:

Working with private sector partners such as Tripadvisor, converting inspiration into bookings.

Destination Britain Americas 2025
VisitBritain/Timeless Photography

Connect:

Case Study: Destination Britain Americas 2025

Destination Britain Americas took place in September. Where VisitBritain hosted a 3-day trade event in Mexico with 53 British tourism industry suppliers meeting with 47 top buyers to drive business to Britain.

International buyers had the opportunity to learn about Britain's destinations, and world class experiences from:

- Bath
- Birmingham
- Bristol
- Cotswolds
- County Durham
- Cumbria
- Derbyshire
- Liverpool
- Manchester
- Oxfordshire
- Peak District
- Scotland
- West Midlands
- Wales

Greater Together LA
All photos: Benedicte Jacob

Connect:

Case Study: Greater Together LA 2026

VisitBritain hosted the Greater Together LA B2B Trade Mission in May 2026, connecting 24 British suppliers with 40+ travel advisors and 23 tour operators through a three-day programme in Los Angeles.

Showcasing Britain's destinations and world-class experiences to international buyers, including:

- Bath
- Bristol
- Birmingham
- Cumbria
- Derbyshire
- Derby
- Hampshire
- Lake District
- Liverpool
- Manchester
- North East
- Oxfordshire
- Portsmouth
- Southampton
- Scotland
- West Midlands
- Wales
- York
- North Yorkshire

Berlin, Germany

Inspire:

Case Study: Starring GREAT Britain campaign

Why Film & TV? While on a leisure trip in the UK, 7 in 10 UK visitors have been to a film or TV location and amongst those that would consider coming to Britain in the future, 9 in 10 would be interested in doing so.

World-first partnership with nine studios. Hero film features IP from Mission: Impossible to Bridget Jones; Spider-Man to Succession; House of the Dragon to Harry Potter; Paddington to Bridgerton to Wuthering Heights and more.

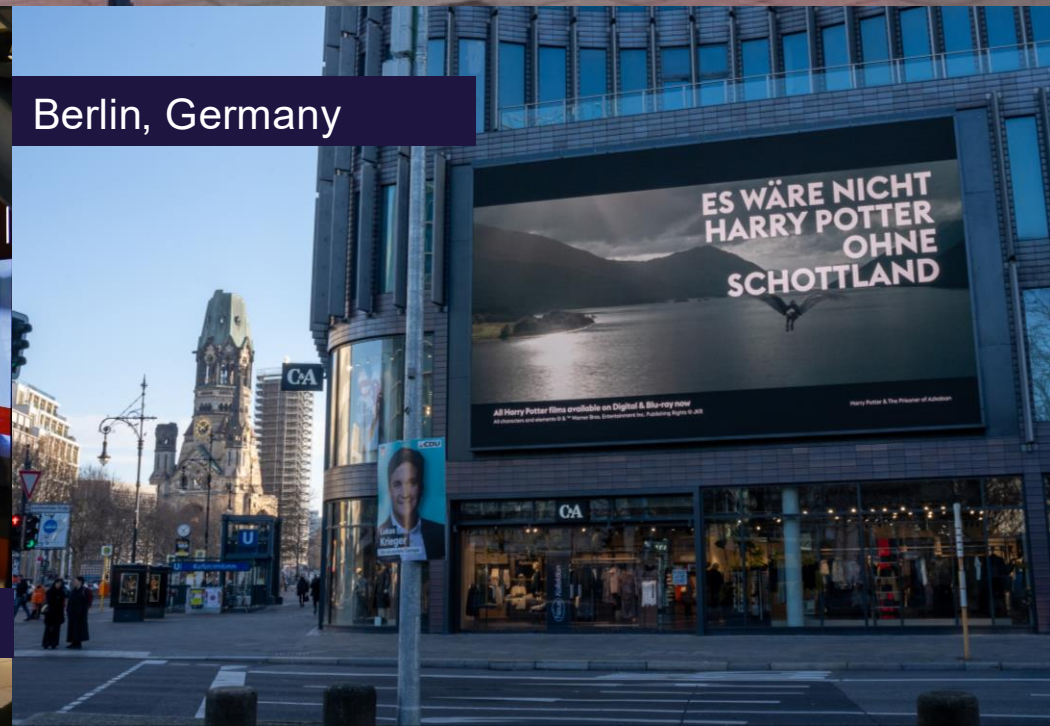
Active in 3 major markets. The US, France, Germany, those markets with the greatest propensity to drive economic growth.

Jeddah, Saudi Arabia

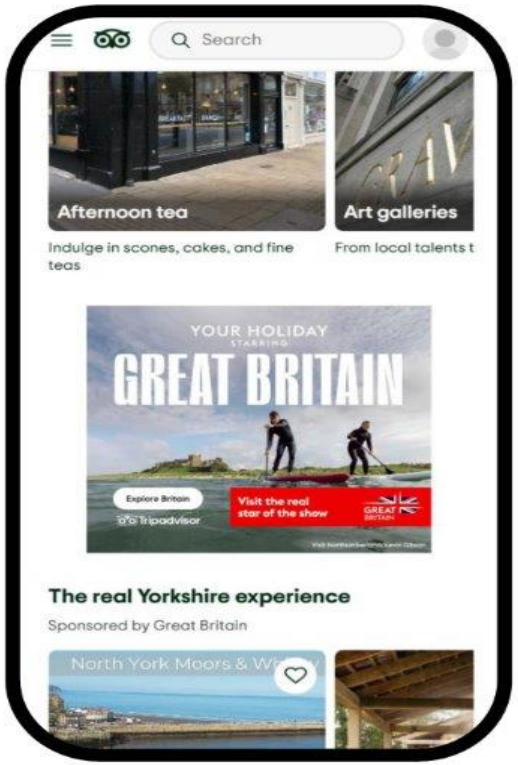
Dubai, UAE

LA, United States

Paris, France



Berlin, Germany



Convert:

Case Study: Tripadvisor

VisitBritain, in partnership with Tripadvisor, launched an international campaign to put regional destinations across Britain in the spotlight and drive bookings.

Running from December 2025 to March 2026, the campaign used Tripadvisor's global reach to inspire visitors in Australia, France, Germany and the USA to book a trip to Britain.

Destinations featured included Durham, Newcastle, Liverpool in England, Dumfries & Galloway in Scotland and Cardiff in Wales.

This partnership will again run in 2026 and is due to be live in USA, France and Germany from late October.

VISIT BRITAIN
Visit England

VisitEngland

Driving domestic demand and supporting supply – VisitEngland supports the sustainable growth of England's visitor economy, working with LVEPs and Mayoral Strategic Authorities (MSAs) to strengthen destinations, develop tourism products and support regional growth.

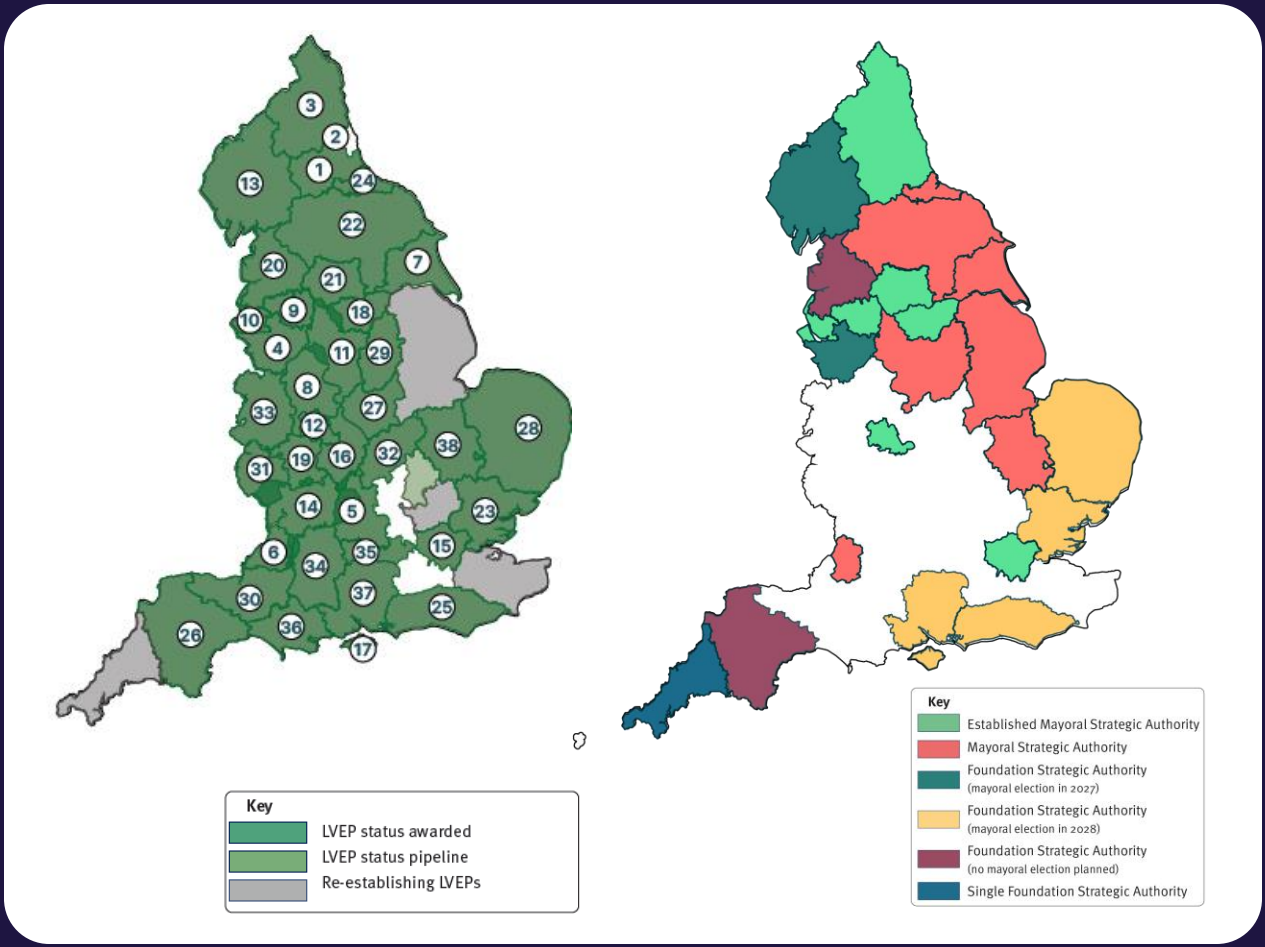
Working with LVEPs and Mayoral Strategic Authorities

Working with MSAs and LVEPs to align priorities and maximise opportunities for visitor economy growth

38 LVEP partners supporting us to drive regional growth

14 MSAs established + 6 more mayoral elections in 2027/28

Growth plans and investment increasingly shaped at local level



Building domestic demand for English destinations: The case for domestic tourism support

The Potential Growth

If just 10% of spending on overseas travel was redirected to domestic holidays, it could generate an additional

£8 billion

for the economy.

The Opportunity

In 2025, domestic coastal breaks are down

18%

year-on-year, with travellers also taking shorter trips, booking later and spending less.

Coastal campaign – All on England's Coast

Building on the North West pilot, we are scaling the campaign to create a nationally coordinated platform for England's coast.

PILOT: SPRING 2026	PHASE 1: SUMMER 2026	PHASE 2: AUTUMN 2026	PHASE 3: SPRING 2027
Promoting the North West Coast *"All on the North West coast"* *Build awareness and drive consideration through a partnership with TripAdvisor*	People-led invitation *"My Coast Has The Most"* *Build pride, content and advocacy*	An integrated solus paid, owned and earned campaign burst *Drive awareness and consideration for coastal breaks*	An integrated paid, owned, earned campaign, supported by a commercial partnership *Deepen storytelling & continue to drive consideration for coastal breaks*

Building a long-term national coastal growth platform to revitalise interest in coastal breaks

HARBOUR VIEW
THE MERMAID

Coastal campaign – social media content

VISIT BRITAIN

Visit England

Connected Destinations Fund

£3.38 million grant programme to create a stronger, connected visitor offers across the regions of England

Looking to support around 4 projects to be led by accredited LVEPs

Building on the wider product development activity

Applications have closed, with successful applicants to be announced in late October.

Some Key Events in 2027 and 2028

English Tourism Week

12-21 March 2027

Year of the Normans

Throughout 2027

Tour de France 2027

2 – 25 July 2027

UEFA EURO 2028

9 June – 9 July 2028

Product Excellence - Our Available Support

Accessibility & Inclusion

Regenerative Tourism

Quality

Awards for Excellence

Connect with your LVEPs

Thank you

For latest updates, subscribe to our industry newsletter here:

Connect to our socials:

VisitBritain/Daniel Wildey: Black Country Living Museum, Dudley

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