

Starring GREAT Britain content angles & style guide

Campaign red thread:

Britain is the birthplace to some of the world's most loved and highest grossing films and TV franchises. In the background of each of these iconic titles lies an even greater star; Great Britain itself. It's time to shift the spotlight to the true star. This campaign invites you to discover Britain through your favourite scenes on screen, discovering the real-life places, people and experiences that inspire truly great stories. Book now and **visit the real star of the show**

Content angles

Places that feature in high-profile films and TV become more than just backdrops – they form part of a compelling imaginary world that viewers want to embrace in real life. Our campaign helps them do that by drawing on existing audience interest and recognition and drawing them in further – with a particular focus on British locations and experiences that are less familiar as travel destinations already. Content angles include:

- *Visit the real star...*
Iconic cities. Striking buildings. Sweeping landscapes. Britain provides the setting for countless unforgettable stories — like *Welcome to Wrexham* in Wales or *Peaky Blinders*' Birmingham — as well as the backdrops for fictional worlds like Gotham City and Westeros. Step into these real locations, and also immerse yourself in themed experiences (think Harry Potter Studio Tour or Wallace & Gromit trail) that bring the magic of screen to life.
- *Journey through your favourite genre*
From period dramas to action-adventure blockbusters, fan-favourite fantasy films to romcoms that we love to watch again and again – discover the places and experiences all over Britain that bring these on-screen themes to life.
- *Pack your main character energy*
It's time to co-star with Britain. Enjoy unforgettable, only-in Britain experiences — from street art to off-grid wellness retreats – and capture the perfect shot at places even the location scouts haven't discovered yet. Whether it's luxury, adventure or quiet indulgence, this is your story - you write the script *and* star in your own British adventure.
- *Meet the locals*

Get to know Brits like the ones you see on screen. Chat with warm, witty locals; learn accents; hear untold stories; or meet expert guides and costumed storytellers who bring history and places alive.

Notes on style

The name of the campaign

Starring GREAT Britain

(GREAT always capitalised)

Our campaign CTA

Visit the real star of the show

Not

Visit the star of the show

Come visit the star of the show

Our campaign hashtag

#StarringGREATBritain

(GREAT always capitalised)

Who's the star?

Your holiday starring... Great Britain / England / Wales / Scotland **or**

Your holiday starring... castles & coastlines / the great outdoors / food and festivals

- Starring should primarily refer to places (nations, cities, regions, towns and landmarks such as castles, pubs, canals etc) - this ladders back to the idea of Britain as the real star of the show
- Travellers may be referred to as being "co-stars" or playing a leading role
- Locations and experiences are "star attractions"
- Headline genres and specific activities are "featuring" e.g. Your British holiday featuring... whirlwind romance / epic adventure / magic & mystery / ziplining / afternoon tea

More helpful contexts:

Industry overview of the campaign:

['Starring GREAT Britain' campaign | VisitBritain.org](#)

Campaign narrative from Tourism Minister and VB CEO (quotes from press release):

[VisitBritain launches global screen tourism campaign with blockbuster-inspired film | VisitBritain.org](#)

Tourism Minister Sir Chris Bryant said:

“Many of the moments that took your breath away in the cinema were filmed in the United Kingdom. Stunning scenery, amazing cityscapes and great cinematic talent have combined over the years in a truly exceptional way. We want visitors from home and abroad to experience them first-hand by immersing themselves in the scenery and locations made famous thanks to film and TV.

“Our tourism industry is already worth £74 billion to the economy and this campaign will help drive more growth by encouraging millions of tourists to visit even more parts of our breathtaking country.

“Supporting our Plan for Change, this will help to boost visitor numbers and spend, create opportunity in local communities and set the scene for the UK’s thriving visitor economy for years to come.”

VisitBritain CEO Patricia Yates said:

“Britain’s destinations are the real star of the show as we harness the powerful draw of screen tourism to attract international visitors and drive their spending across our nations and regions, boosting local economies. Using film and TV as the hook we’re telling the story of Britain today, showcasing our dynamic and diverse destinations and putting our welcome centre-stage.

“Films, TV and tourism have a lot in common. They bring people together and they can transport us to new places, experiences and adventures. From exploring our vibrant cities, world-class attractions and stunning countryside, the backdrop to so many iconic filming locations, to enjoying our exciting contemporary culture and hospitality, Starring GREAT Britain inspires visitors to put themselves in the picture, discover more and book a trip to Britain right now.”