

VisitBritain's 2025 Content Calendar



Winter January – February 2025

Winter Charm Awaits

Let the magic of Britain's winter charm be the star of an upcoming trip. Step into the scenes of popular films and TV shows, savour the cosy vibes of British pubs and tearooms, or explore museums and galleries without the crowds for a more authentic, relaxed adventure. Discover all the excitement Britain has to offer in 2025 by transforming holidays into set-jetting adventures.

The stories we will be telling

- What's on, what's new, what's time-limited in 2025
- Embrace **charming getaways** involving gastropubs, walks and cosy stays

Key moments we will focus on

- New Year celebrations (1 Jan)
- Valentines Day (14 Feb)
- International Women's Day (8 March)
- Dark Skies Festivals (various dates)

Starring GREAT Britain content

- Starring GREAT Britain launch – filming locations and film & TV experiences
- *Bridget Jones: Mad About the Boy* movie release (14 Feb)
- Film & TV Awards (various dates)



Spring March – May 2025

The Great Outdoors

Set off on an outdoor adventure in Britain. Stroll through enchanting gardens nestled in bustling cities, explore the tranquil countryside with thrilling agritourism experiences, or embark on a coastal escapade along its breathtaking shores.

The stories we will be telling

- Discover the **natural beauty** of Britain's coast and countryside
- Uncover the **British gardens** and hidden **green spaces in cities**
- Discover Britain's **agritourism and voluntourism** offerings and connect with the locals

Key moments we will focus on

- Music Festivals (various dates)
- Pride Celebrations (various dates)

Starring GREAT Britain content

- The great outdoors in film & TV
- *The Salt Path* movie release (25 April)
- *Mission: Impossible – The Final Reckoning* movie release (21 May)



Summer June – August 2025

Cool Green Summer

Embark on an epic summer adventure in Britain, ticking off the bucket list while making a positive impact. Escape to the coast and countryside, where regenerative tourism and eco-conscious festivals await. Or stay cool in Britain's cities and be immersed in summer events that celebrate the best of British culture - think Pride, regattas and carnivals!

The stories we will be telling

- Escape the honeypots and explore hidden gems by **train**
- Savour quieter city vibes with **budget-friendly experiences**
- Make a difference on a **green escape** at the coast or the countryside

Key moments we will focus on

- Music Festivals (various dates)
- Pride and Carnival Celebrations (various dates)
- Rail200 (all year)

Starring GREAT Britain content

- Show off a cool green Summer through film & TV
- *Jurassic World: Rebirth* film release (2 July)



Autumn November – December 2025

Bringing People Together

Celebrate the spirit of togetherness this festive season. Where cherished traditions and modern celebrations bring people together, light festivals illuminate the night, Christmas markets warm the heart, and classic holiday films come to life.

The stories we will be telling

- Experience **holiday traditions** in Britain
- Soak up the **winter experiences, displays and events**, and enjoy **top-notch shopping**
- Connect with the locals at **festive markets**

Key moments we will focus on

- Christmas markets & other holiday celebrations (various dates)
- Christmas (25 Dec)
- Light festivals and trails (various dates)

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- Bring holiday favourites of film & TV to life
- *Wicked: For Good* film release (21 Nov)



Autumn September – November 2025

Romantic Escapes

Feel the benefits of travel in the off-season, create unforgettable memories and fall in love with Britain's vibrant landscapes and cityscapes. Embrace the autumn magic with rejuvenating wellness retreats, farm-to-table dining, captivating stargazing experiences, and the enchanting settings of beloved period dramas.

The stories we will be telling

- Experience a modern take on Britain's **history and heritage**
- Unwind, reconnect and recharge with **wellness experiences and seasonal dining**
- Embrace the beauty of the **dark skies**

Key moments we will focus on

- Halloween (31 Oct)
- Jane Austen 250th Anniversary (16 Dec)
- Dark Skies Festivals (various dates)

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- Uncover romantic escapes through film & TV
- *Downton Abbey 3* movie release (12 Sept)



Summer June – September 2025

Summer of British Sports

Get ready for a summer filled with British sporting events. Whether it's the roar of a crowd at a renowned stadium, the immersion of a virtual world, the excitement of dressing up for the races, or just the thrill of being active, Britain offers unforgettable experiences that place all fans right at the heart of the action.

The stories we will be telling

- Champion the **world of women's sports**
- Experience the thrill of unmissable British **sporting events**
- Be at the forefront of **virtual sports** or uncover your next **real-life sporting adventure**

Key moments we will focus on

- Women's Rugby World Cup (22 Aug - 27 Sept)
- Annual sporting events (various dates)

Starring GREAT Britain content

- Experience a British sporting summer through film & TV
- *F1* movie release (25 June)