

VisitBritain's 2026 Content Framework



Alamy/Stock Photo/Joak Novak

Winter

January – March 2026

The spirit of British winter

Experience the warmth, wonder, and connection that makes Britain shine in winter.

The stories we'll be telling:

Rejuvenating breaks

Start your year with a revitalising dose of Britain. Relax and recharge with windswept coastal strolls, quintessentially British spa stays, and rural wellness retreats that will set you up for the year ahead.

Nights to remember

With shorter days and longer nights, Britain truly comes alive from dusk until dawn. From spying dark skies to memorable sunset adventures, experience our countryside's wild side and cultural hubs after nightfall.

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Key moments we will focus on

- The Immortal Man film release
- Wuthering Heights film release (14 Feb)



VisitBritain/Sam Barker

Spring

April – June 2026

Spring tastes and trails

Slow down and savour spring – journey coast to coast and connect with Britain through local and seasonal flavours.

The stories we'll be telling:

Coast to coast exploration

Discover Britain's best coast-to-coast adventures by train, car, bike or on foot in under a week, along trails that deliver ever-changing landscapes and unmissable experiences at every turn.

Farm to fork flavours

Slow down and savour spring - journey via coast, city, countryside and connect with Britain through our local and seasonal flavours.

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Key moments we will focus on

- Women's Cricket World Cup (12 June-5 July)
- Bridgerton Season 4 release (June/July)



VisitBritain/Sam Barker

Summer

July – September 2026

A grand British summer

Discover a different side of Britain this summer, from secret seaside escapes to intriguing regal settings.

The stories we'll be telling:

Seaside escapes

With one of Europe's longest and most accessible coastlines, Britain is perfect for a coolcation. These lesser-known spots put the spotlight on seaside adventures, coastal cuisine and our maritime past.

Your regal summer

Experience Britain's castles, stately homes and palaces at their finest this summer - when grand halls open, gardens bloom, and history comes to life through events and captivating tours.

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Key moments we will focus on

- Commonwealth Games (23 Jul-2 Aug)
- Start of Premier League 26/27 (Aug)



VisitBritain/Roma Brij

Autumn

October – December 2026

The magic of autumn

Experience the magic of Britain in autumn, from misty landscapes filled with myths and legends to shared moments with locals.

The stories we'll be telling:

Enchanted Britain

As the leaves change colour and the mists rise over ancient stones, Britain's buildings and landscapes reveal enthralling tales of haunted places and stories of magical legends.

Life around the pub

A pub is the anchor for experiencing British culture and friendly locals – a base to explore surrounding areas, come together with communities and create shared stories.

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Key moments we will focus on

- 25th anniversary of the first Harry Potter (Nov)
- Festive, holidays and cultural celebrations