



# VisitBritain Content Marketing Webinar

22<sup>nd</sup> September 2025





# Today's presenters



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Boleside, Scottish Borders, Scotland, © VisitBritain/Barbara Gajewska/Anastasiia Rae

# What we'll cover today

- Our international Content Strategy
- Key audience insights and travel trends for 2026
- Our 2026 Content Framework
- What does good look like?
- How to work together
- Social Media Deep Dive: Tips & Tricks
- Q&A





**We're more  
engaging  
when we all  
sing the same  
tune**





# Our international Content Strategy

How we plan  
and create content



# Using content to grow international demand

**25/6 Priority:** Deliver regional growth to the visitor economy underpinned by regenerative principles

## WHO? (Audience)

### EXPERIENCE SEEKERS



- ☐ CULTURE(S)
- ☐ FOOD & DRINK
- ☐ TRAILS & ADVENTURE

Willing to spend on travel and experiences, passionate about travel, and love discovering new, unique, exciting experiences they can share with others.

## WHAT? (Content)

### CONTENT FRAMEWORK

Themes & product identified by our Strategic Partners – Visit England, Visit Scotland, Visit Wales, London & Partners)

- ☐ SEASONALITY
- ☐ SPEND – value over volume
- ☐ REGIONALITY
- ☐ SUSTAINABILITY



- ☐ CAMPAIGN THEMES
- ☐ CHANNEL DATA
- ☐ MARKET INSIGHT
- ☐ CONSUMER TRENDS

## HOW? (Brand)

### SEE THINGS DIFFERENTLY



- ☐ CHALLENGE CONVENTION
- ☐ THOUGHT-PROVOKING
- ☐ CELEBRATE DIVERSITY

## WHERE? (Channels)



### GREAT CAMPAIGN

Brand & partner campaigns – creative, production, events & media buy to drive ROI & cut-through



### ASSETS & PRODUCTION

Building a bank of high quality, distinctive, rights-cleared image/video assets for industry, trade & media use



### CONSUMER WEB, SOCIAL, PR & INFLUENCER

Maximising reach & engagement across owned & earned channels



### B2B ENGAGEMENT & EVENTS

High impact branding placements at major B2B events – Showcase Britain, WTM, ITB etc.



# Key insights for 2026

The latest audience  
insights and travel  
trends





# The insights we use



## Leisure Interests

What are our audiences' holiday preferences and interests when on an international or UK leisure break?



## Drivers & Motivators

What are the key drivers of destination choice and how can we tap into those drivers?



## Consumer Trends

What are the consumer trends that will be influencing travellers, and will lead to relevant and engaging content?



# VisitBritain's global Experience Seekers



## Leisure Interests

- Value a variety of **diverse activities**, especially new, surprising, and high-energy experiences
- Drawn to **action, adventure, and participatory city activities**, setting them apart from other consumer segments
- **Traditional holiday activities**, like visiting iconic attractions and exploring local food & drink, still hold strong appeal for this audience



## Drivers and Motivators

- Prioritise **value for money**, welcoming destinations, and the ability to explore multiple places or experiences
- **Uniqueness, vibrancy, and the unexpected** are key decision-making factors that set Experience Seekers apart from the average traveller
- Lower-tier drivers, like destinations ideal for sharing on **social media**, also have a stronger influence on their choices



# Five consumer trends 26/27

## Experience like a Local

Engaging in experiences that authentically connect to local culture, people and place



## Healthy Habits

Escaping daily stress and finding emotional balance by planning trips to feel calm, happy, inspired, or energised



## Back to Nature

Reconnecting with the wild to relax, recharge, and feel balanced



## Travel for Good

Having a lasting positive impact on the area visited



## Real Connections

Bringing people together through shared experiences and cultural exchange





# Our 2026 Content Framework

The themes and  
stories we'll be telling





# VisitBritain's 2026 Content Framework



Alamy/Stock Photo/Jack 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.

★★★

#### 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.

★★★

#### 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.

★★★

#### Key moments we will focus on

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



VisitBritain/Roma Biegi

## 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.

★★★

#### Key moments we will focus on

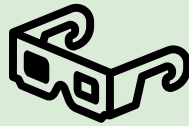
- 25th anniversary of the first Harry Potter (Nov)
- Festive, holidays and cultural celebrations

# Starring GREAT Britain narrative angles



## *Visit the real star...*

Iconic cities. Striking buildings. Sweeping landscapes. Britain provides the setting for countless unforgettable stories as well as the backdrops for fictional worlds like Hogwarts and Westeros. Step into these real locations and immerse yourself in themed experiences 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.



# What does good look like?

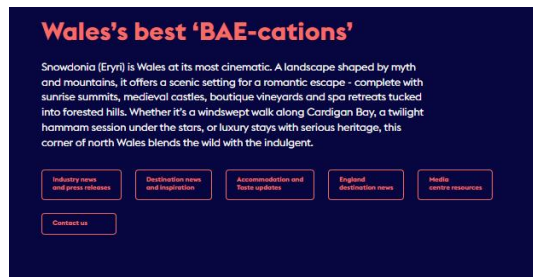
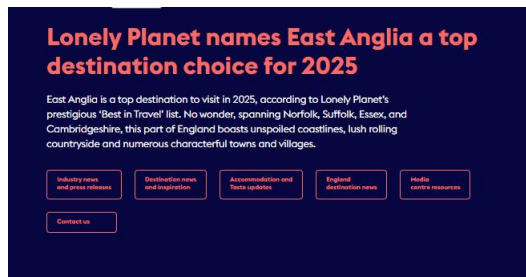
What's worked in 2025 and what's catching the eye of our consumers



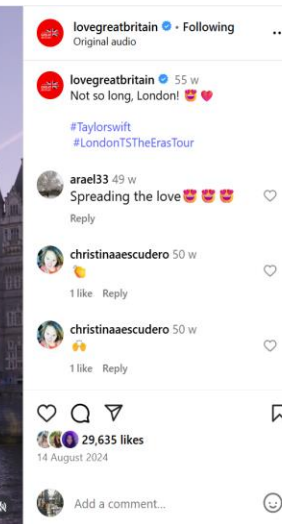
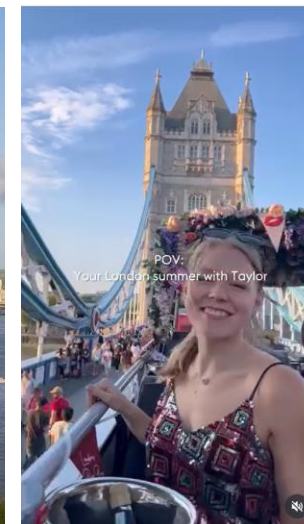


# High performing content pieces in 2025

## Media centre articles



## Social media content



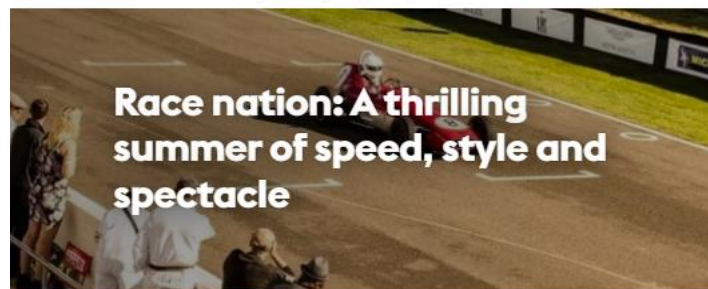
## Travel trade articles

Home / Green escapes: From manor to meadow



Dreaming of a summer escape where nature takes the spotlight? From stately manors set in lush gardens to off-grid treehouses perched among the leaves, Britain has green getaways for all kinds of eco-conscious traveller. Hike the Lake District's fells, forage in Scottish woodlands, or enjoy cream tea fresh from Cornish pastures – all while staying somewhere that puts sustainability at its heart. Whether it's luxury with a light footprint or wild adventures off the beaten path, these eco-friendly retreats prove your clients don't have to sacrifice comfort to go green.

Home / Race nation: A thrilling summer of speed, style and spectacle



Formula One first roared onto the world stage 75 years ago – and Britain is gearing up for its biggest season of racing yet to mark the occasion. From high-octane circuits and cinematic F1 moments to the thundering hooves of Royal Ascot and the timeless elegance of Britain's racecourses, this is a year where every kind of race takes centre stage. Whether your clients are drawn to the thrill of high-speed racing or the pageantry of the turf, 2025 offers a full-throttle celebration of British sporting tradition.

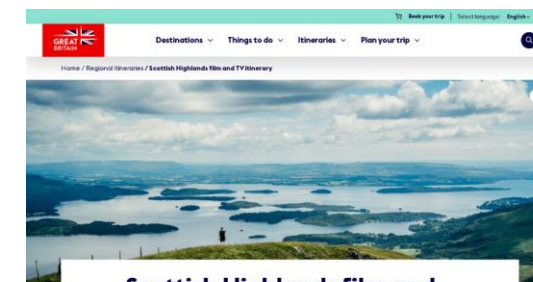
## Website articles



With over 150 heritage railways across the nation, it's no surprise that Britain is steaming ahead with exciting train experiences and tips for you to get stuck into.

From the earliest steam trains to today's electric carriages, Britain's railways have formed a huge part of our culture. Whether it's firing up a steam train for yourself, or dining out in style with iconic scenery aboard the restored 1920s Belmond British Pullman, you'll find the nation full of experiences to get you out onto the tracks. And with 2025 marking the 200th anniversary of the birth of the modern railway, what better time to get involved?

A sustainable and exciting way to travel, British trains connect our thriving cities, picturesque villages and rolling countryside, so getting out and about in the great outdoors this spring is easier than ever. So, what are you waiting for? A journey across British rails will leave you in the midst of adventure.



Action, adventure, drama and history, the Scottish Highlands promises this and so much more. From the craggy hills worthy of a Post Malone hit to epic highland backdrops from Outlander, transport yourself into the creative landscape. Cruise Loch Ness hunting for mythical beasts, mountain bike off the beaten path through mountainous terrain, sip on hydro-powered whisky and then peek behind the curtain of how it's made. Featuring scenes from James Bond, Harry Potter and Downton Abbey, the Highlands hold plenty of action and adventure for you, too.



# What's great product for our audiences

- **Distinctively British:** Experiences you can't find anywhere else that are unique to Britain
- **International Appeal:** Would someone travel to Britain to do this experience?
- **Brand-Aligned:** Supports our vision of a welcoming, dynamic, and diverse Britain

## Social media criteria

- **Eye catching, interactive** experiences that involve participation
- Strength of using **local voices**



## PR & Influencer criteria

- A compelling **news hook** or **remarkable backstory**
- **New or recently refreshed** products



## Web criteria

- **Bookable experiences** via the web
- **High-quality, dynamic** imagery & video (that can be used by third parties)



## Travel trade criteria

- **Bookable experiences** for trade providers
- Accommodate a **variety of bookings**





# Social Media Tips & Tricks

Practical advice to  
boost your social  
media content





# Social Media strategy overview



The objective of social media at VisitBritain is to **raise awareness and increase consideration of Britain as a tourism destination**.

We achieve this by creating and posting engaging and relevant **social-first content** that inspires our **international audience** to explore **different regions of Britain**.

- How:**
- We cover the breadth of destinations across Britain, ensuring regional diversity.
  - We align with the content framework to plan our always-on content and cover **film and tv** releases, filming locations, experiences to support the **Starring GREAT Britain** campaign.



## Priority channels:



## Content Creator Acquisition Strategy (CCAS):

To generate some of our content, we collaborate with a select group of British creators who showcase their local areas and hidden gems through engaging content aligned with our themes and campaigns.



# Best performing content

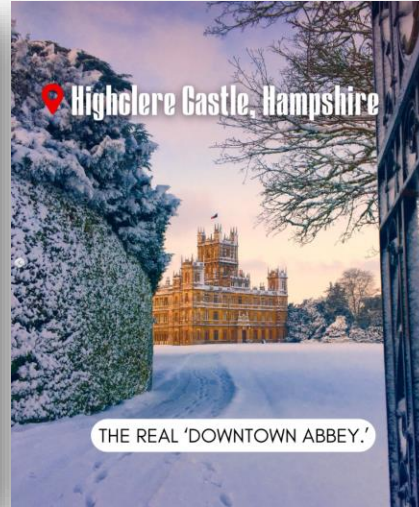
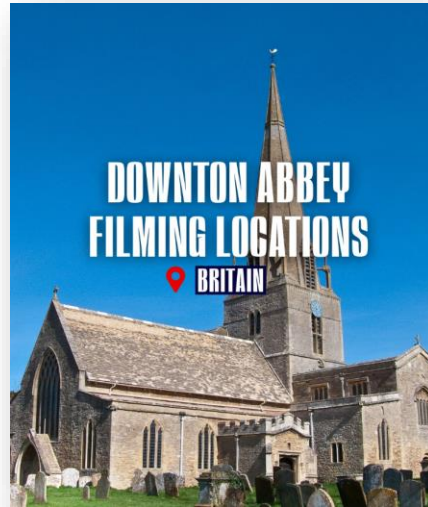
Short-form videos



Carousel posts



Newsjacking/topical content



Static images



Content Creator Network



How to measure success:



Reach & engagement



Benchmarks



# Algorithm

- 🥲 The algorithm changes frequently - **no single hack** guarantees success.
- 😄 Social media platforms prioritise content that keeps people **engaged** and original content.



**Create for people, not algorithms** - Focus on entertaining, useful, or inspiring content.



**Use engaging hooks** - Grab attention in the first 3 seconds with a striking visual or line.



**Encourage interaction** - Add clear calls to action and conversation starters.



**Mix formats** - Experiment with reels, carousels, Stories, and static posts.



**Optimise for shareability** - Post content that encourages people to share, tag, comment and save.



**Lean into trends, but make them relevant** - Adapt trending audio and focus on trending topics

# Time-saving hacks

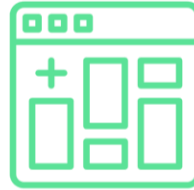
Batch creation



Repurpose content



Templates



User-generated content (UGC)



Simple over slick



Schedule & auto-post



Tap into trends



Engage smartly





**Let's work  
together!**

How you can  
amplify across your  
channels





# The content we're interested in

## What's New



Tell us about Britain's newest openings, seasonal highlights, or reimagined visitor experiences, to help us spotlight what's new across the nations and regions.



## People Stories



We're looking for passionate individuals who embody what's great about Britain's tourism scene. If you know someone with a compelling story, we'd love to hear about them.



## Starring GREAT Britain



Our global marketing campaign, celebrates Britain as the true star of the show in iconic films and TV. Help use the magic of the screen to inspire visitors with legendary filming locations to behind-the-scenes stories.



# How to work together

- ✓ **Align your content** plans to our themes and stories
- ✓ Engage with us and tag us on social media **@lovegreatbritain**
- ✓ Use our film & TV hashtag **#StarringGREATBritain**
- ✓ **Sign up to our newsletter** to hear the latest opportunities
- ✓ **Share your seasonal news or products** four months prior to a theme

## Resources available to you

Industry Engagement  
Page  
(VisitBritain.org)

Content Framework

Research & Insights

Asset Library

# Who should you speak to?

- ✓ **Local attraction or tourism organisation** in Wales, Scotland or Northern Ireland, please reach out to the relevant national tourism body: Visit Wales, Visit Scotland, or Tourism Northern Ireland
- ✓ **London venue or attraction**, please reach out to London & Partners
- ✓ **Local attraction in England** (outside London), please reach out to your Local Visitor Economy Partnership (LVEP)
- ✓ **LVEP or Destination Development Partnership (DDP)** in England – please communicate with VisitEngland via your Regional Development Representative







**Do you have  
any questions?**



**Thank you for joining us today!**

