



VisitBritain Content Marketing Webinar

11th February 2026



Today's presenters



Shelene Satar
Senior Content
Strategist



Katrin Hafliker
Content Strategist



Karen O'Sullivan
Senior Creative
Manager



Evelina Andrews
Creative Manager



Matthew Davies
Senior Editorial
Manager



What we'll cover today

- Our 2026 Content Framework & what's new for 2026
- Starring GREAT Britain update
- Web & AI Deep Dive: Tips & Tricks
- How to work together
- Q&A

Our 2026 content strategy & what's new for 2026

The themes and
stories we'll be telling



Our content strategy approach

Our goal is to drive greater engagement across our channels by creating audience-first, globally consistent, and locally relevant content that inspires and converts.

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.

Travel Trends



- EXPERIENCE LIKE A LOCAL
- HEALTHY HABITS
- BACK TO NATURE
- TRAVEL FOR GOOD
- REAL CONNECTIONS

Content Framework

Themes & product identified by our nation partners – Visit England, Visit Scotland, Visit Wales, London & Partners

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



- CAMPAIGN THEMES
- CHANNEL DATA
- MARKET INSIGHT
- TRAVEL TRENDS

Channels



PAID MEDIA

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 / trade events

VisitBritain's 2026 Content Framework



Alamy/Stock Photo/Artek 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

- Wuthering Heights release (14 Feb)
- The Immortal Man release (20 Mar)



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

- ICC Women's T20 World Cup (12 June-5 July)
- FIFA Men's World Cup (11 June – 19 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)
- Sense and Sensibility release (25 Sep)



VisitBritain/Roma Bieri

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)
- Narnia: The Magician's Nephew release (26 Nov)

What's on?

The spirit of British winter January – March 2026

Rejuvenating breaks and warm welcomes

When the air turns crisp and peak season winds down, winter offers your clients the chance to experience a quieter and more intimate side of Britain. Wander winter landscapes, enjoy British traditions and warm up in cosy inns and countryside wellness retreats. Here's a glimpse of what awaits in 2026.

Lake District

England's largest national park is a magical place in winter, where UNESCO-listed landscapes with still lakes and towering peaks create a peaceful, atmospheric setting – and on colder days, the mountains may even be dusted with snow. Visitors can cruise Lake Windermere, follow in the footsteps of poet William Wordsworth in Grasmere and explore historic villages like Hawkshead and Bowes. Add in cosy inns with roaring fires, Michelin-star dining, scenic hikes and guided film location minibus tours, for a winter escape packed with outdoor adventure, culture and plenty of opportunity to recharge.

The Spirit of British Winter

The great British reset – slow travel escapes for 2026

Hit the pause button and recharge in some of Britain's most scenic corners this winter. Visitors can enjoy a hot stone massage on a Perthshire woodland estate, step into a mobile sauna on Pembrokeshire's coast, stroll Yorkshire's newly completed coastal path, dine under the stars in Northumberland or climb Mount Snowdon in the moonlight. In 2026, wellness, wild landscapes and innovative food experiences can feed mind, body and palate.

Cosy retreats and nights to remember

Pause, breathe, repeat: wellness and mindful retreats

Recharge the year with a mindful retreat. In Scotland, the famous **Dunrobin House Hotel** is a coastal gem.

Luxury spa escape in Scotland

A cosy stay in a shepherd's hut

Enri National Park

Visiting Britain in winter

We think you'll agree that Britain puts on a real show in winter. Perhaps it's our world-class dark skies or spectacular light trails brightening up those longer nights. Maybe it's the festive traditions bringing together friends, old and new in celebration. How about the way our cities sizzle from dusk 'til dawn with top-match nightlife, or how our National Parks transform into frost-kissed playgrounds for winter sports lovers?

Whether you're enjoying our star-studded scenery on a snowy stroll, or admiring it from the warmth of an outdoor hot tub – this is how to spend winter in Britain. Plus, look out for us on the big screen this season in *Wuthering Heights*, *The Immortal Man* and more.

Your zodiac sign = your night sky

28.9K

25.1K

Spring tastes and trails April – June 2026

Spring in Britain: Events, festivals and activities

Experience Britain in full colour this spring. Stop and smell the roses – quite literally – at our gardens and flower shows, or taste the best seasonal produce on a foraging experience or cooking class. Plus, bring those muscles out of hibernation on a long-distance hike or bike ride, and discover hidden corners of our cities, coasts, and countryside.

Step into the scenes of the Peaky Blinders movie. The Immortal Man in the West Midlands, or explore a honey-loving bear's East Sussex stomping ground – some of Poohsticks, anyone? Channel that main-character energy and make your trip a blockbuster backdrop to your British holiday.

Harry Potter themed Coast to Coast exploration

Top ten farm stays and natural dining experiences across Britain

Agritourism is on the rise, and Britain's fields are offering their own fresh take. These ten farm stays and nature-led dining experiences offer sustainability, style and flavour in equal measure – proof that the countryside now dishes up far more than fresh air.

Farm stays have shaken off their muddy-boots reputation – agritourism is now ploughing ahead as one of the fastest-growing travel trends. Reports by market research firms, including Bonafide Research and Research and Markets, indicate strong growth in Britain's agritourism sector, driven by visitors seeking sustainability, authenticity and wellness-focused escapes. With younger audiences – particularly Gen Z – leading the charge, hands-on nature experiences and farm-based hospitality are becoming popular options for meaningful travel that focuses on a curated selection of Britain's standout farm stays, work dining experiences that visitors can enjoy in

Hadrian's Wall: heritage, natural wonders and innovative tastes in northern England

Northumberland

North England's Roman frontier isn't just ancient history, it's where your clients can trace 2,000 years of engineering, culture and innovation, using Northumberland and Tyne and Wear as hubs with easy access to towns and villages along Hadrian's Wall. Spring brings the first outdoor adventures and local fresh produce to enjoy. Here, clients can step between eras: from stargazing inns in Dark Sky reserves and Anglo-Saxon distilling to museums, award-winning restaurants and chic hotels. Experience first-hand how the region blends ancient history with contemporary design and modern comfort.

'Farm to fork' links to film & TV

ICC Women's T20 World Cup

What's coming?



July – September 2026

A grand British summer
Seaside escapes | Your regal summer



October – December 2026

The magic of autumn
Enchanted Britain | Life around the pub



Upcoming global content opportunities



VisitBritain/Daniel Widley

Genre-led approach
Costume dramas
reimagined
February 2026

Bridgerton, Wuthering Heights,
Outlander, The Immortal Man



Visit Peak District & Derbyshire/Tony Pleavin

**Commonwealth
Games**
23 July – 2 August 2026



Alnwick Castle

Harry Potter series
Exact date TBC



Marketing Manchester

UEFA Euros
9 June - 9 July 2028

2026

2027

2028



Alamy, Slack Photo/Dave Timms

**ICC Women's T20
World Cup**
12 June – 5 July 2026



Shutterstock/Westend31 on Offset

Genre-led approach
**Fantasy, Myths &
Legends (tbc)**
Autumn 2026

Narnia, House of the Dragon,
Harry Potter



VisitBritain/Pinzutu

Year of the Normans
2027



VisitScotland/Kenny Lam/Svetlana Kondakova

Tour de France
2 - 4 July 2027



VisitBritain/Zut Media

Beatles movies
April 2028

What makes great product for our audiences

Social media

- **Eye catching, interactive** experiences that involve participation
- Strength of using **local voices**
- Lead time: **short, real-time**

PR & Influencer

- A compelling **news hook** or **remarkable backstory**
- **New or recently refreshed** products
- Lead time: **3-4 months**

Web

- **Bookable experiences** via the web
- **High-quality, dynamic** imagery & video (that can be used by third parties)
- Lead time: **3-4 months**

Travel trade

- **Bookable experiences** for trade providers
- Accommodate a **variety of bookings**
- Lead time: **long, up to a year**

What's New



Starring GREAT Britain



People Stories



Starring **GREAT Britain** update

An update on our
paid consumer
marketing campaign



Starring GREAT Britain

How VisitBritain's blockbuster-inspired campaign turns film and TV magic into real-world travel, showcasing the nations and regions of Great Britain as the real star of the show



Starring GREAT Britain

Objectives:

- Drive increased consideration to visit the nations and regions of Great Britain resulting in incremental spend & visits to the economy
- Demonstrate a welcoming, dynamic, and diverse Britain to drive urgency to visit

Target audience and markets:

- 'Experience Seekers' – paid campaign in US, France, Germany, Australia, Gulf Co-operation Council (GCC) countries
- Owned, earned & trade channels in all global VisitBritain markets

A GREAT BRITAIN PRODUCTION



GREAT BRITAIN

THE MOVIE

Love. Beauty. Action. And tea. Lots of tea.

STARRING
GREAT BRITAIN

DIRECTED BY
ACADEMY AWARD WINNING
TOM HOOPER



Why film & TV?

Set-jetting is on the rise globally

9 in 10

potential inbound visitors would be interested in visiting a film or TV location in the UK

7 in 10

UK visitors have visited a film or TV location in the UK

1 in 6

UK holiday visitors were influenced by a film or TV location to travel outside of London

Our Mission:

Let's capitalise on this love of British entertainment and surge in set-jetting to encourage story-fuelled visits to the nations and regions of Great Britain

NETFLIX



MARVEL



HBO

Disney



STUDIOCANAL
A CANAL+ COMPANY



Northumberland National Trust site's role in Hollywood movie wins international recognition

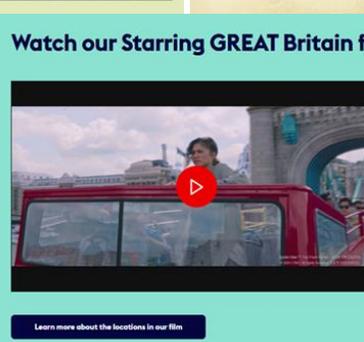
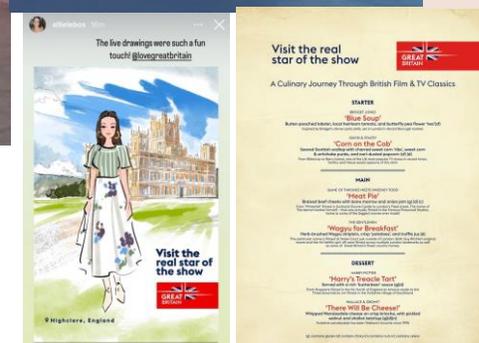
National Trust property Cragside which featured in Jurassic World movie is now in the world spotlight as part of VisitBritain's new blockbuster-theme tourism campaign



The GREAT Tourism Campaign Turning Britain Into A Film Set



New international campaign to give set-jetting tourists a Peak-y into West Midlands' famous filming backdrops



Screen became our way to showcase inspiring British product across the nations and regions



Kent and Sussex film and TV itinerary

From Bridgerton and The Crown, to Wicked Little Letters and Call the Midwife – Kent and Sussex are hot period property.



Hertfordshire, Berkshire and Oxfordshire film and TV itinerary

Bring your big-screen dreams to life in the north-west Home Counties, a star player in Britain's film and TV scene.



South Wales film and TV itinerary

South Wales is a serious screen star, with the A-list credits to prove it.



East Midlands film and TV itinerary

Step into epic rolling hills, stately homes, and historic towns – the East Midlands boasts a melting pot of big-screen backdrops.



Scottish Highlands film and TV itinerary

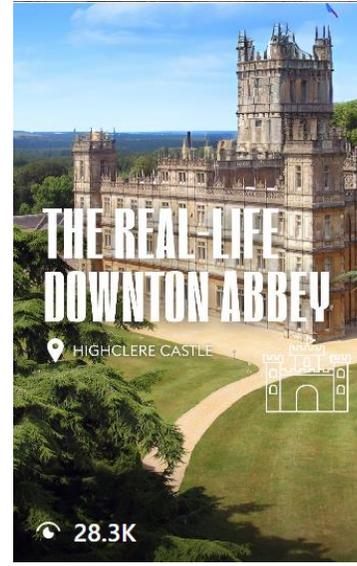
From James Bond to Harry Potter, Downton Abbey to Outlander, this Highland itinerary holds plenty of drama and adventure.



Devon and Cornwall film and TV itinerary

We think you'll agree Devon and Cornwall are naturals in front of the camera. Step into the world of Westeros and experience a Bond villain's lair.

Telling a joined-up story across channels to land Britain as the real star of the show

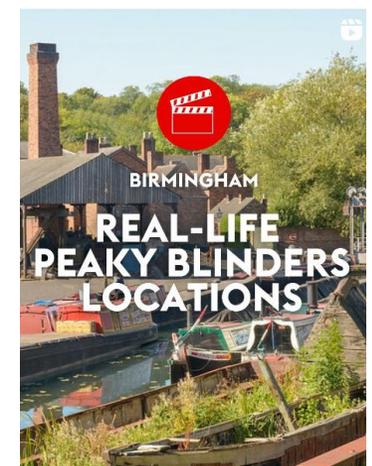
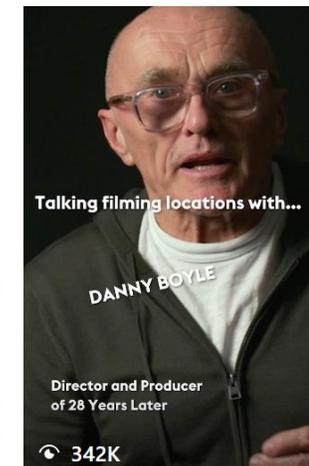


- 

grandma_gets_outside An awesome adventure! 18 w 1 like Reply
- 

elliothawkey Hah this is amazing man! 18 w 1 like Reply ...
- 

cronachediunaterrestre What a beautiful trip 🔥 16 w 1 like Reply See Original ...



We worked with travel partners to spotlight regional Britain and drive customers through to booking



Things to do



And we worked in partnership with the UK tourism industry to scale, amplify & localise the campaign message



Explore the Ultimate Setting



BLOG: Liverpool City Region Film Festivals and Film Events



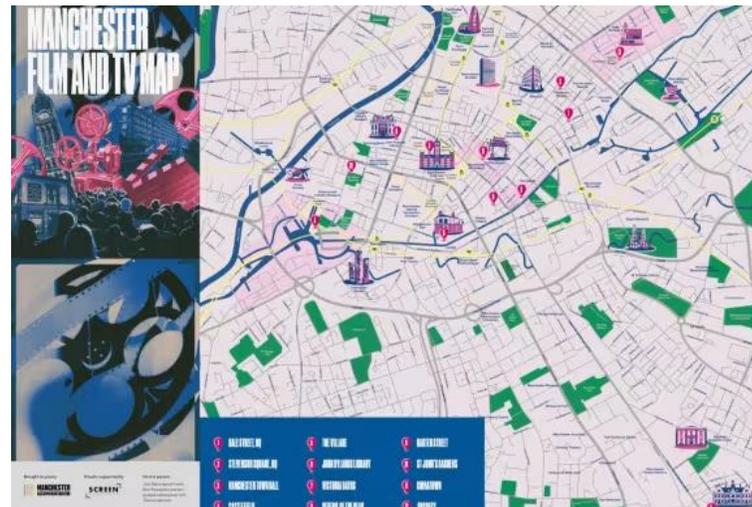
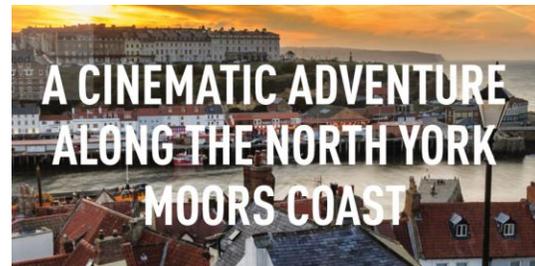
TOUR: Film location walking tours



BLOG: Television Shows Filmed in Liverpool



BLOG: The Liverpool Bucket List



Tips to help you maximise film tourism opportunities:

- What's been filmed in your destination or at your business?
- What's trending on Netflix, Prime, Disney Plus etc. Or being recognized during Award season? Check the 'top10...', create a 'watch list' or build itineraries.
- What stories, products & experiences can you talk about on the back of film and TV and integrate into your tour programmes?
- Think creatively about milestones & anniversaries – how do you lean into these on social or through PR?
- Are you working with your regional screen office?
- What's in production now? Keep an eye on series being commissioned for season 2 and beyond

The result: VisitBritain's most successful tourism campaign post-pandemic



9 in 10
visitors
want to explore
places in the UK from
their favourite films
and TV shows



Paris, France

VisitBritain's
Starring GREAT
Britain campaign
boosted the UK
economy by
£217
million
from its launch
phase in January –
June 2025



Los Angeles, USA



VisitBritain's **STARRING GREAT BRITAIN**

campaign uses the draw of
screen tourism to encourage
visitors to visit the nations and
regions of Britain today



Lyme Park, Cheshire

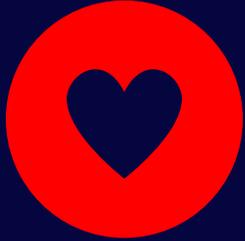


West Midlands, England



60% of the spend
generated by VisitBritain's
international activity is spent
outside London

What's next?



Film & TV resonates globally & connects emotionally with audiences – We'll continue to build on this with 'episode 2' dropping in 2027, and the current campaign continuing through 2026



Working in partnership to continue – from brand partnerships to commercial to industry, we will prioritise industry opportunities through Gateways funds & content opportunities



Continuing to tell the film & tv story across all channels. We're more engaging when we sing the same tune - consistency of message across multiple touchpoints is key



Capitalise on upcoming new film & TV releases in Britain to create a story for British set-jet locations across owned & earned content

Web & AI Tips & Tricks

Practical advice to
boost your editorial
content



Website strategic overview

- The VisitBritain.com website operates across the marketing funnel, predominantly highlighting inspirational experiences and providing essential travel information.
- It houses destination content, things to do pages, itineraries and practical information.
- We cover all the nations and regions of Britain, signposting to LVEP and DMO sites, the Shop, or attraction sites for additional, experience specific information.
- New content supports the content framework.
- Managed web estate aligned to points in the year when themes, destinations and topics are trending from a search perspective.



- The VisitBritain.org website houses information to support industry, including resources for the travel trade, research, a media centre and events information.



Starring GREAT Britain

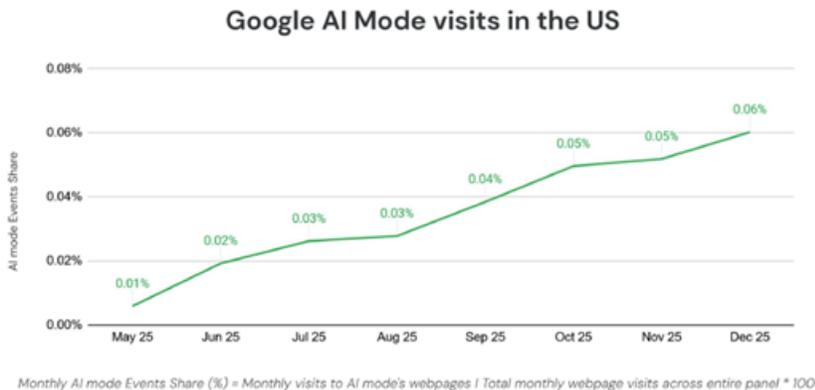
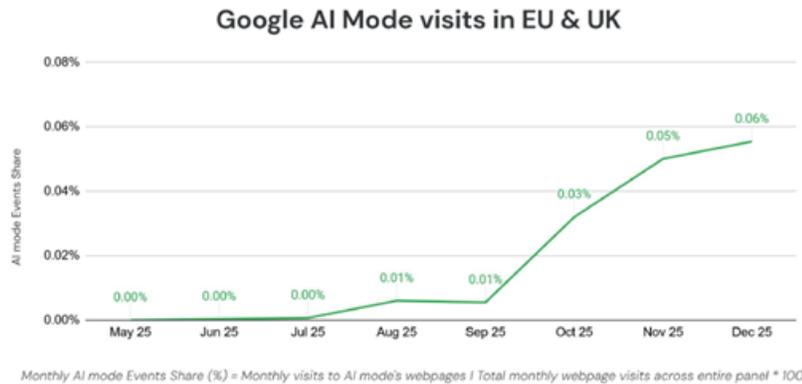
You've seen us on screen – now see the star of the show for yourself. Britain is rolling out the red carpet so you can discover the scenes behind the movies and experience these shores through the lens of your favourite characters.

[Learn more about the locations in our film](#)

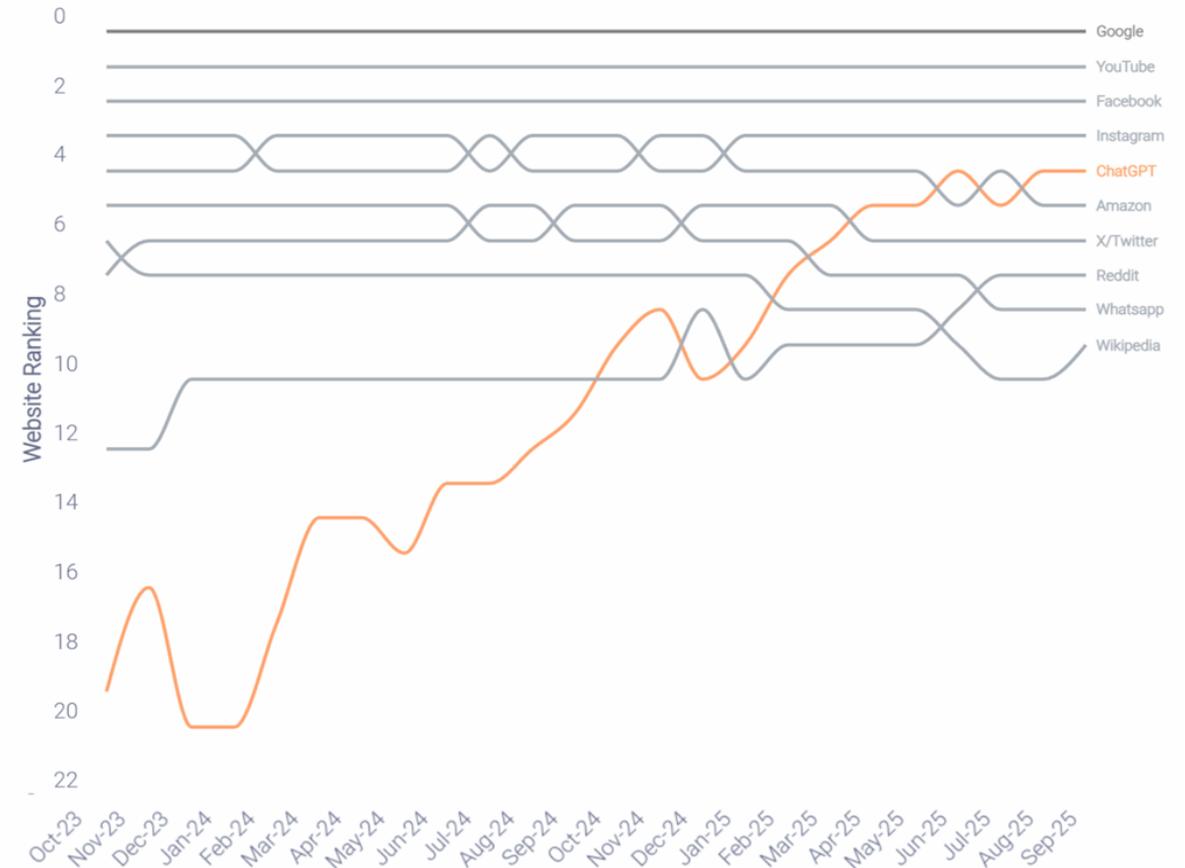


The AI landscape

- The number of available AI tools is growing and global usage is rising.
- Around **40%** of global travellers have used AI-based tools for trip planning*.



Ranking of Current top 10 Websites by Monthly Visits
Worldwide, Desktop & Mobile Web, Oct 2023 – Sept 2025



8 MILLION STORIES

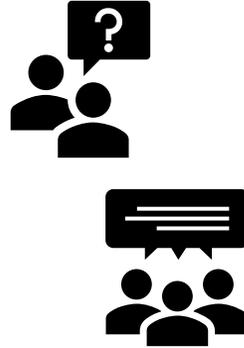
- October 2025: ChatGPT reached 800 million weekly users (10% of global population)
- 5th most visited website in the world
- June 2024: 53% of prompts on non-work asks.
- June 2025: up to 73%, with practical guidance accounting for 29% of that figure.

*PwC UK: 2024 Travel Trends Survey
*Visa: 2026 Winter Sports Study - Jan 2026
*Statista / Travala: 2025 Global Travel Report



VisitBritain work to date

- How we're using AI on our website – hunting for answers to user questions
- Looking to maintain keyword ranking, increase website visibility
- NB reduction in click-through rate + zero-click search results (Forbes - 60%)
- Authenticity + bios + brand authority



Spring in Britain: Your questions answered

What is the weather like in Britain in the spring? +

What is Saint David's Day? +

Where can I see daffodils in Britain? +

When is Easter 2026 and 2027 in Britain? +

Does Northern Ireland celebrate St. Patrick's Day? +

What is May Day in Britain? +

How do you celebrate St. George's Day? +

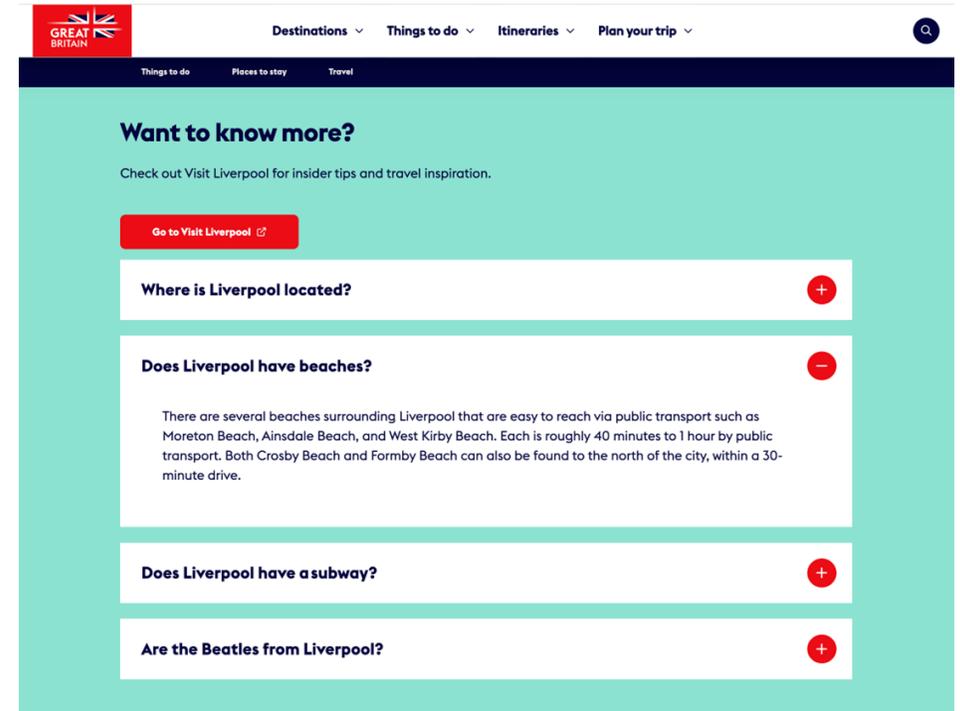
When is Bridgerton set? -

Bridgerton is set between the years 1813 and 1827. Known as the Regency era, it was a time when arts and architecture flourished.

Where is Bridgerton filmed? +

Where do the Bridgertons live? +

Where is the Bridgerton house? +



E - Experience
 E - Expertise
 A - Authoritativeness
 T - Trustworthiness

Showing up in search



what is manchester england known for

AI Overview



Manchester, England, is famous for its pivotal role in the Industrial Revolution, pioneering science, world-class football (Manchester United & City), a legendary music scene (Oasis, The Smiths), vibrant cultural life with diverse food, historic architecture, and its resilient, cosmopolitan "Capital of the North" identity. It's known for innovation, a strong LGBTQ+ scene (Canal Street), and transforming from industrial decline into a modern cultural hub.

Industrial & Scientific Heritage

- **Industrial Revolution:** Called the world's first industrial city, a hub for textiles, and home to the first passenger railway.
- **Innovation:** Birthplace of the stored-program computer ("Manchester Baby") and significant advancements in science and engineering.
- **Museums:** Features the Science and Industry Museum and the National Football Museum.

Culture & Arts

- **Music:** A legendary music city, famous for Madchester (The Stone Roses) and bands like Oasis, The Smiths, and Joy Division.
- **Architecture:** Stunning buildings like the John Rylands Library and Manchester Town Hall.
- **Gay Village:** Canal Street is a famous and vibrant LGBTQ+ hub, featured in shows like *It's a Sin*.

Google is referring to our page as a whole and not a dedicated section

What is Manchester Famous For? - Ocasa Homes

What is Manchester Famous For? * Industrial Revolution: Manchester playe...

Ocasa Homes

Manchester Attractions & Places to Visit | VisitBritain

The gateway to the North, world-class football and a music scene that brought...

Visit Britain

Manchester, England: All You Must Know Before You Go (2026)

Famed for its soccer team and music scene, which has produced the likes of t...

Tripadvisor

10 Things Manchester is Famous For | Bishop's Move

Manchester is not only the music capital of the UK, but it has also shaped music...

Bishop's Move

Manchester - Wikipedia

The Manchester Ship Canal opened in 1894, creating the Port of Manchester a...

Wikipedia

What Is Manchester Famous For? | @ExcursionMania

What is Manchester Famous For? * Industrial Heritage and the Birth of the...

Excursion Mania

What is Manchester Famous For? - Ocasa Homes

What is Manchester Famous For? * Industrial Revolution: Manchester playe...

Ocasa Homes

Manchester Attractions & Places to Visit | VisitBritain

The gateway to the North, world-class football and a music scene that brought...

Visit Britain

Modern Identity

- **Cosmopolitan Hub:** A diverse, multicultural city with a renowned food scene, particularly around the Curry Mile.
- **Urban Regeneration:** Successfully transformed former industrial areas into trendy districts with new restaurants, hotels, and creative spaces.



Showing up in search



are the beatles from liverpool?



AI Mode All Images News Videos Shopping Short videos More Tools

AI Overview

Yes, the Beatles (John Lennon, Paul McCartney, George Harrison, Ringo Starr) are famously from Liverpool, England, where the band formed, grew up, and honed their craft in the city's vibrant music scene, particularly at venues like the Cavern Club. Their connection to Liverpool remains central to their story, with numerous sites in the city becoming major attractions for fans.



This video provides a local's tour of The Beatles' connections to Liverpool:



Stephen and Claire - 2 Zany Brits
YouTube • 4 May 2024

- **Birthplace:** All four members were born in or near Liverpool.
- **Formation:** John Lennon and Paul McCartney met at a church fete in Woolton, Liverpool, in 1957, leading to the formation of The Quarrymen, which evolved into The Beatles.
- **Development:** The band developed their sound in Liverpool and the nightclubs of Hamburg before achieving global fame.
- **Legacy:** Liverpool is a global hub for Beatles tourism, with museums and historical sites dedicated to the band.

Discover the Beatles and beyond in Liverpool - Visit Britain

Liverpool has long been the epicentre of pop – world-famous as the birthplace of the Beatles...

VisitBritain



The Beatles - National Museums Liverpool

From small beginnings to worldwide domination, these four lads from Liverpool changed the...

National Museums Liverpool



Tourism | National Museums Liverpool

As fascination with the Beatles and their home city spread, Beatle fans from around the world...

National Museums Liverpool



Show all

Discover the Beatles and beyond in Liverpool

Love your music? Liverpool has long been the epicentre of pop – world-famous as the birthplace of the Beatles, it's still rocking to a diverse music scene, decades later. From the Fab Four and The Beatles Story to the Royal Liverpool Philharmonic Orchestra, there's something for everyone in this lively city.

Sections of content Google is citing



Crafting copy with AI in mind

Planning / editorial tips - the 4 'S' of our production:



SNACKABLE

- Keep copy short, succinct and chunkable (increased pick-up by AI search bots / LLMs)
- Use one/two sentences to describe the 'what' and the 'why'



STRUCTURED

- Keep taxonomy and menus clean
- Be consistent with headings/sub-heading styles
- Ensure all images / video have appropriate details e.g. alt text



SIMPLE

- Use language that is easy to understand + consider how it translates into other languages
- Focus on where you can add unique value + demonstrate authenticity



SEARCH-FRIENDLY

- Answer questions your users are asking
- Relevancy – is content accurate and up-to-date?



**Let's work
together!**

How you can
amplify across your
channels



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
- ✓ Share your seasonal news or products
- ✓ Use the resources available to you on our **Industry Page (visitbritain.org)**:

Content Framework

VisitBritain's 2026 Content Framework

Winter January - March 2026
The spirit of British winter
Embrace the warmth, coziness and coziness that makes Britain shine in winter.

Spring April - June 2026
Spring tastes and trails
Show them all the best of Britain through food and seasonal beauty.

Summer July - September 2026
A grand British summer
Discover all the best of Britain from sunny beaches to historic castles and our world-class heritage.

Autumn October - December 2026
The magic of autumn
Embrace the magic of autumn in Britain, from misty landscapes to cozy nights and legends of a harvest season with us.

Asset Library

What are you looking for today?

Search

Register Log In

Cookies

Privacy Policy

Research & Insights

Explore our research and insights

Type in what you are looking for... Search

Visitor economy in England/Britain

Volume and value of domestic tourism

Volume and value of inbound tourism

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!**

