

VisitBritain's 2027 Content Framework



The real wonder of winter

January – March 2027

Show visitors that winter is not a reason to pause travelling to Britain. Instead, it's a chance to experience Britain differently and at better value, with quieter places, dark-sky evenings, contemporary wellness and romantic stays.

The stories we'll be telling:

Britain after dark

Winter comes to life through the places and experiences visitors cannot get during the day. From light festivals and night adventures to museums after hours and fantasy world inspirations that extend the travel day.

Storybook stays and slower retreats

Winter invites visitors to slow down and stay in places with stories to tell. With characterful stays, contemporary wellness, local food and romantic city-and-countryside breaks that make winter feel warm, restorative and worth travelling for.

Key moments

- Narnia: The Magician's Nephew release
- Bath & Hadrian's Wall 40th UNESCO anniversary



The long way through Britain

April – June 2027

Make national and regional Britain feel easy, connected and rewarding to explore in spring. Longer days invite outdoor adventure, heritage experiences and scenic routes where the journey itself is part of the experience.

The stories we'll be telling:

Journeys worth taking

Britain's compact size makes it easy to combine diverse landscapes, culture and adventure in one trip. Turning rail journeys, scenic drives, coast-to-coast routes and cycling trails into reasons to explore more with ease.

History you can step into

Britain's history is not just something to look at. It's something visitors can experience through immersive attractions, living traditions, cultural events, screen and literary connections, and historic places being reimaged for today.

Key moments

- Year of the Normans
- Tour de France



Shared summer moments

July – September 2027

Position Britain's summer around shared culture and live experiences. The strongest summer stories highlight the moments that bring people together and are worth travelling for while showcasing Britain at its most vibrant and alive.

The stories we'll be telling:

The soundtrack of Britain

Britain's music culture is rooted in real places and continues to shape sounds around the world. From iconic music heritage to famous festivals and small independent venues, discover the destinations behind Britain's soundtrack.

Summer spirit & celebrations

Summer is when Britain comes together. From sport, food and Pride celebrations to festivals, open-air performances, coastal gatherings and local traditions, discover experiences visitors can join, witness and share.

Key moments

- Pride celebrations
- Beatles movies 2028 (build up)



Pubs, tales and trails

October – December 2027

Present autumn as a season of atmosphere, local character and warm welcome. Visitors can experience everyday culture through diverse food and drink, pubs, folklore traditions and scenic walking trails.

The stories we'll be telling:

In and around the British pub

More than a place to drink, the British pub is the gateway into local life, food, music, sport, history and regional identity. Discover nearby trails, inns and experiences as starting points for exploring the character of Britain's nations and regions.

Folklore, landscapes and local rituals

Autumn is a natural moment for Britain's atmospheric landscapes, folklore, local traditions and seasonal food to take centre stage. Explore castles, walking routes and seasonal events that connect visitors to place and culture.

Key moments

- Festive, holidays and cultural celebrations
- 2028 Euros (build up)