



**VisitBritain
&
VisitEngland**

Content Strategy Webinar

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Today's presenters



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What we'll cover today

- Travel Trends shaping 27/28
- Insights, research and trends
- Our international Content Framework 2027
- Starring GREAT Britain
- Our domestic content priorities 26/27
- How to work together
- Q&A

Using content to grow international demand

27/8 Priority: Deliver greater national and regional growth to the visitor economy by driving incremental visitor spend beyond London

WHO? (Audience)

EXPERIENCE SEEKERS



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

WHAT? (Brand Britain)

SEE THINGS DIFFERENTLY



BRAND EXPERIENCE BUCKETS

(based on audience motivations & Britain attributes)

- ☐ UNLIMITED TRAILS & ADVENTURE
- ☐ CUTTING-EDGE CULTURE
- ☐ HERITAGE REIMAGINED



NARRATIVE ANGLES (lenses through which we tell Britain's story)

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

HOW? (Storytelling)

CONTENT FRAMEWORK

THEMES & PRODUCTS IDENTIFIED BY NATIONS & REGIONS

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



- ☐ CAMPAIGNS (STARRING GREAT BRITAIN)
- ☐ CHANNEL DATA
- ☐ MARKET INSIGHT
- ☐ CONSUMER TRENDS

WHERE? (Channels)



GREAT Campaign

Brand & partner campaigns – creative, production & media buy - in key markets



Assets & Production

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



Social, PR & Influencers, VisitBritain.com

Maximising reach & engagement across owned & earned channels, including trusted third-party voices



B2B Engagement & Events

Connecting regional experiences with the right intermediaries and distribution channels in market to increase sales of regional Britain

Travel trends shaping 27/28



Bridlington, East Yorkshire, England © Visit Hull & East Yorkshire/Tom Arran



VisitEngland

Trends Overview 2027

Experience like a Local

Moving beyond sightseeing towards deeper cultural access, local intelligence and more meaningful discovery.



Travel for Good

Demanding travel that creates positive value for places, communities and residents – not just lighter-impact trips.



Shared Culture

Seeking belonging through shared moments, cultural exchange, live experiences and the rituals that bring people together.



Back to Nature

Reconnecting with the physical world as an antidote to digital overload, urban intensity and everyday stress.



Restorative Journeys

Designing trips around how people want to feel and function – helping travellers reset mentally, recharge physically and return restored.

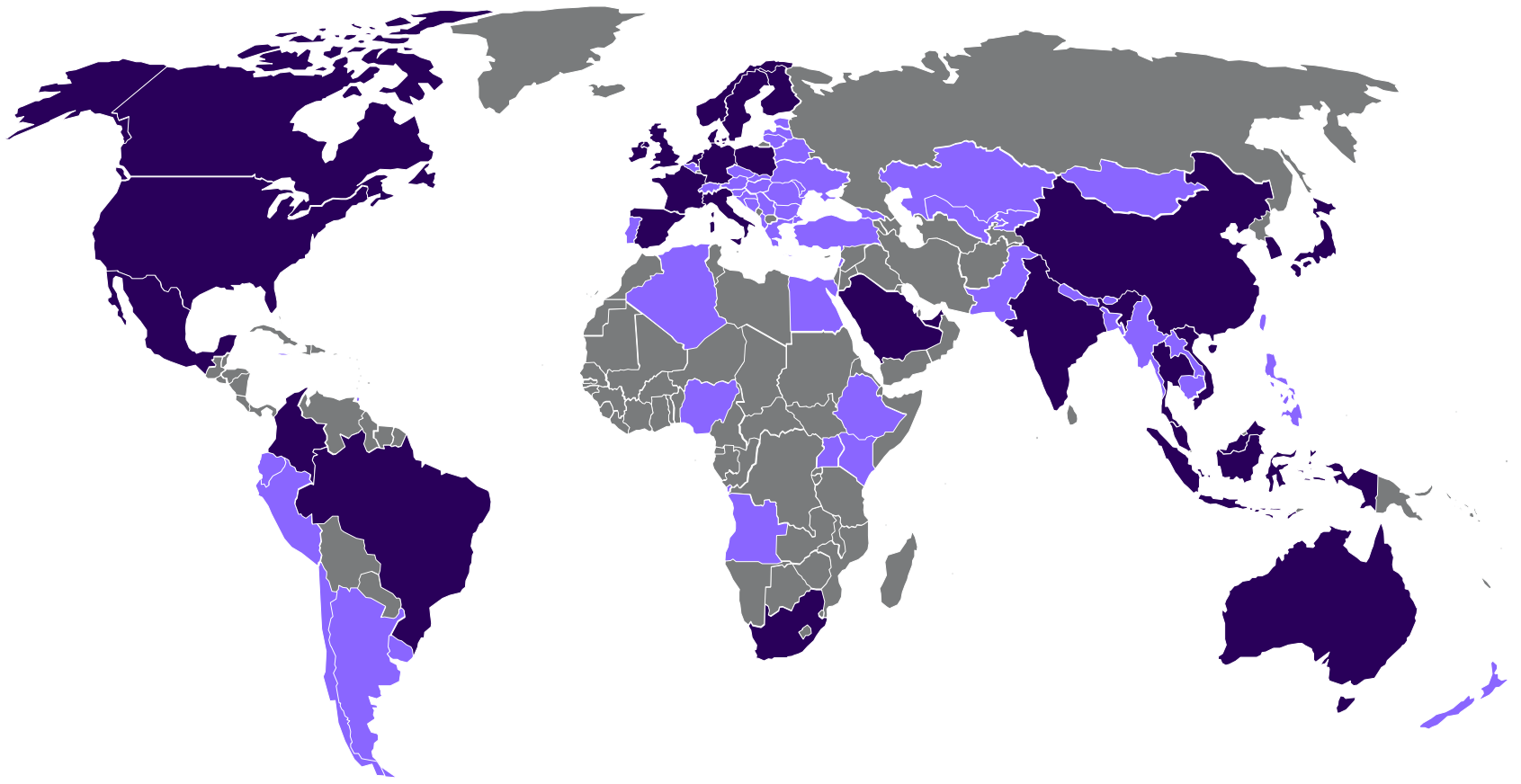


THE BIGGER OVERARCHING SHIFT: THE POWER OF LIVE!
Travel & experiences that feel real



A note on the data & methodology

Multiple tiers of global data to track signals from every continent



Global Coverage:

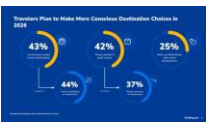
Foresight Factory's Exclusive Global Consumer Data across 46,000 consumers in 27 markets, data trended since 2010

Markets include:
Australia, Brazil, Canada, China, Denmark, Finland, France, GB, Germany, India, Indonesia, Ireland, Italy, Japan, KSA, Malaysia, Mexico, Netherlands, Poland, South Korea, Spain, Sweden, Thailand, UAE, USA, Colombia, South Africa

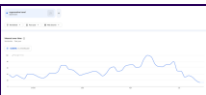
Third-party sources:



Hilton's survey of 14,000 travellers across 14 markets



Booking.com's survey of 32,500 travellers across 35 markets



Google Trends

Trend 1: Experience like a Local

Moving beyond sightseeing towards deeper cultural access, local intelligence and more meaningful discovery.

43%

of travellers say they are planning to **avoid overcrowded tourist destinations**, +11pp vs 2025 (2026).

In a nutshell:

The desire to avoid overcrowded, over-familiar hotspots is no longer niche

The appeal is not just “hidden gems,” but deeper cultural access

Provide curated confidence in a crowded search landscape



Crieff, Perth and Kinross, Scotland ©The Glenturret Distillery/Wildey

Trend 2: Travel for Good

Demanding travel that creates positive value for places, communities and residents – not just lighter-impact trips.

85%

of travellers say that
**more sustainable
travel is important
or very important to
them (2026)**

In a nutshell:

**Overtourism is no longer a background concern;
resident wellbeing is becoming a tourism priority**

**Regenerative travel has moved into the
mainstream**

**For some travellers, ethical choices are moving
from niche preference to baseline expectation**



United Kingdom ©Getty Images/E+/SolStock

Trend 3: Shared Culture

Seeking belonging through shared moments, cultural exchange, live experiences and the rituals that bring people together.

In a nutshell:

Connection as a core wellbeing need

Finding belonging through shared culture

Travelling together, and alone, to connect

1 in 4

Global consumers
(16+) have travelled
to another country
to go to a live event
(2026)



Nottingham, Nottinghamshire, England @Notts County Football Club

Trend 4: Back to Nature

Reconnecting with the physical world as an antidote to digital overload, urban intensity and everyday stress.

1 in 2

Global consumers find
**outdoor activities very
valuable**, rising to
majorities in many
markets (2026)

In a nutshell:

The “touch grass” reset

Nature as therapy

Wildness as modern luxury



Llandeusan, Carmarthenshire, Wales ©Carmarthenshire County Council

Trend 5: Restorative Journeys

Designing trips around how people want to feel and function – helping travellers reset mentally, recharge physically and return restored.

56%

of travellers are
primarily motivated
by the need to "rest
and recharge"
(2026)

In a nutshell:

Wellbeing as a travel outcome

Escaping everyday stressors

Wellness without the wellness cliché



Newcastle upon Tyne, Tyne and Wear, England ©NGI/ Angela Carrington

**Insights,
research &
trends
underpinning
the Content
Framework**



The insights we use to build the Content Framework



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 influencing travellers, and will lead to relevant and engaging content?



Products, stories & news

The key stories, news, events, products and experiences shared by LVEPs and Strategic Partners



Channel Performance

Learnings and performance outputs stories and products that are landing with audiences across channels

International audience insights underpinning our storytelling



Visitors choose experiences



Strong storytelling and product packaging help destinations stand out



Connected journeys encourage wider exploration



Visitors want richer, more authentic experiences



Regions and Nations are well placed to deliver connected, bookable journeys

Every piece of content should help answer at least one of these audience questions:

Why should I go to Britain now?

How can this become part of my trip to Britain?

What will I experience or feel that's distinctive?

What can I do, book, join, taste or share?

Why should I explore beyond London?

Our 2027 Content Framework

The themes and
stories we'll be telling



The purpose of the Content Framework

The 2027 Content Framework sets the strategic direction for the national and regional stories VisitBritain will tell across the year.



Give us a **shared storytelling direction**



Support **national, regional and seasonal spread**



Inspire international **Experience Seekers** to explore Britain



Help audiences **stay longer, travel further** and see **national and regional Britain as an essential part** of the trip

6 core principles for content planning and delivery

- Lead with experiences
- Make every story distinctive
- Inspire wider exploration
- Create an emotional reason to go
- Bring local character to life
- Make inspiration easy to act on

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 reimagined 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)

Starring **GREAT** Britain

Alignment to the
Content Framework
& next steps



How does Starring GREAT Britain fit in?

Film & TV remains one of our strongest routes into telling the story of national and regional Britain, helping audiences discover both iconic locations and lesser-known destinations.

Starring GREAT Britain acts as a flexible storytelling layer across the Content Framework, applied where there is a natural audience, destination or cultural fit. To maximise impact, content should be anchored around major releases, known IP, talent, studio access and key cultural moments.

The four storytelling approaches below are a way to speak about film & TV throughout the year:



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.

Our domestic content priorities 26/27



VisitEngland Autumn & Winter Content Calendar FY 26/27

Theme	Storybook Autumn Escapes Late September – November 2026  <i>Autumn in England is the perfect time for cosy discoveries and storybook adventures. Wander through England's magical BookTok worthy landscapes that inspired the likes of Sense and Sensibility and Harry Potter, slow down and embrace the new season chill with crunchy leaf walks and dark-sky stargazing, and warm up in a cosy pub for a well-earned local brew or harvest feast.</i>	Winter Cheer and What's new 2027 December – February 2027  <i>Whether it's a memory-making festive outing, getting together with loved ones to celebrate or blowing off the cobwebs to see in the New Year, a winter break in England is the perfect tonic. Plus we're here to share that 2027 is full of bucket list moments – from following in the trails of England's leg of the Tour de France to set-jetting around new and much-loved Harry Potter locations as the boy wizard hits our screens again</i>
Key Trends & Event Hooks	• Fandoms: Sense and Sensibility (26Sept); Celebrity Traitors (Oct); Harry Potter anniversary (Nov); Pride and Prejudice (late 2026) • Immersive Food & Drink: Autumn food festivals; hands-on fruit picking and wine harvests; pub walks • Great Outdoors: Quietcations - Noctourism (Dark Skies Festivals incl Kielder 100 anniversary/ Lighting up the Dark events); cosy countryside breaks without the crowds and mindful crafting • Culture and Heritage with a twist: New cultural exhibitions & openings incl Bayeux Tapestry and Battle Abbey (Sept/Oct) • Responsible & Inclusive	• Festive England experiences: Markets; shopping; stately homes; light trails; film locations; free events • What's New and trending for 2027: Year of the Normans/Tour de France 2027/Bath & Hadrian's Wall 40th UNESCO anniversary etc. • Fandoms: Harry Potter series 2027; Narnia (Feb)
Campaign	<i>All on England's Coast</i> campaign promoting shoulder season breaks along the coast (Autumn 2026 & Spring 2027) spotlighted across owned and earned channels	

All on England's Coast campaign clusters

These five coastal propositions will shape domestic content plans and channel activity, each offering a distinct reason to rediscover a different part of the coastline during the shoulder seasons.

South East

Sussex, Hampshire,
Isle of Wight, (Kent)

East

Essex, Suffolk, Norfolk,
(Lincolnshire)

South West

Devon, Dorset, Somerset,
North Somerset, (Cornwall)

North East & Yorkshire

Northumberland, County
Durham, Tees Valley, Yorkshire
coast, Hull, North Tyneside,
South Tyneside and Sunderland

North West

Lancashire, Southport, Wirral,
Cumbria coast



The Creative Coast

A South East coastal break where English wine, seafood, white cliffs, galleries, castles and sea-view wellbeing come together for a short break that feels like a treat.

Hero stories:

- Wine and seafood by the coast
- Creative towns and white-cliff wellbeing

The Nature Coast

A quieter coast full of wildlife, marshes, estuaries, piers, beach huts and characterful seaside towns, with plenty to discover beyond the obvious.

Hero stories:

- Wildlife, estuaries and waterways
- Seaside towns with character

The Outdoor Coast

A scenic coastal break built around dramatic coast paths, fossil beaches, hidden coves, outdoor living, wellness, gardens, cider, local specialities and culture.

Hero stories:

- Coastal icons and outdoor living
- Seasonal flavours, gardens and culture

The Historic Coast

A coast where history feels close and dramatic, from castles, abbeys and maritime cities to fishing heritage, big coastal walks and meals with wild sea views.

Hero stories:

- Coastal history and maritime heritage
- Wild walks, fishing villages and local seafood

The Classic Coast

A familiar seaside coast with more reasons to stay over outside summer, from classic seaside fun and after-dark moments to food markets, kayaking, bay views and quieter shores & coastal routes.

Hero stories:

- Seaside after dark
- Classic seaside days out
- Quiet shores and coastal routes

**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.



Get involved

- ✓ **Let's work together to tell a consistent story** of Britain and England to drive increased value to our nations & regions
- ✓ Engage with us and tag us on social media
 - International: *@lovegreatbritain & #StarringGREATBritain*
 - Domestic: *@visitengland & #AllOnTheCoast*
- ✓ **Sign up to our newsletters** on [VisitBritain.org](https://www.visitbritain.org) to hear the latest opportunities
- ✓ **Share your seasonal news or products** four months prior to a theme with your [relevant lead](#)

Resources available to you

[Industry Engagement Page](#)
(VisitBritain.org)

Content Framework

Research & Insights

Asset Library



**Do you have
any questions?**

Thank you for joining us today!

