

At Liverpool Town Hall for VisitBritain's International Business Exchange (ViBE) in October 2026, where destinations from across Britain came together with VisitBritain's international network to showcase their latest tourism products and experiences. ViBE turns opportunity into growth by broadening itineraries, increasing the sale of regional tourism products in international markets, and encouraging visitors to explore more, stay longer and spend more across Britain.

VisitBritain/VisitEngland Impact Report 2026

Good Growth in Every Destination, Pride in Every Place

VISIT BRITAIN

VisitEngland



VisitBritain/Zedmill

Caption: A family enjoy a day out in the sand dunes at Ainsdale beach, Southport.

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Our impact

Driving growth across Britain's nations and regions[1].

£18 for every £1

STARRING GREAT BRITAIN

Our Starring GREAT Britain screen tourism campaign generated £376 million in additional visitor spend (Jan 25-June 26). That's £18 back into the economy for every £1 invested.

£500 million

INTERNATIONAL VISITOR SPEND

VisitBritain's activity generated an additional £500 million in total for Britain's economy in 2025-26.

60% Almost 60%, £290 million, was in **destinations outside London.**

£1.1 million

ALL ON ENGLAND'S NORTH WEST COAST

VisitEngland's pilot domestic campaign 'All On England's North West Coast' generated £1.1 million in additional visitor spending into the North West economy, with a 12% uplift in share of bookings year-on-year[2].

£109 million

INTERNATIONAL TRAVEL TRADE

Our work with international travel trade, connecting hundreds of British businesses with international buyers, generated £109 million in additional sales.

£14 million

MARKETING-IN-KIND INVESTMENT

VisitBritain generated £14m with partners in 2025-26 amplifying its reach, turning inspiration to visit into bookings for our nations & regions.

£34.5 million

SUPPORTING BUSINESS EVENTS

Through MeetEngland, VisitEngland supported England's destinations to access global buyers and attract international business events worth an estimated £34.5 million in delegate spend, with £26.1 million of that in destinations outside London.

[1] All statistics used in this report are from the 2025 26 financial year unless stated otherwise.

[2] Generated between February and September 2026. Booking intent and share of bookings through partnership with Tripadvisor.

The big picture!

THE VALUE OF TOURISM

Tourism creates jobs, builds community pride and drives growth in every nation and region[3].

Tourism is one of the UK's largest, most valuable industries, driving economic growth and social value for every nation and region.

Worth **£147 billion annually to the UK economy**,
5% of GDP, larger than insurance & pensions sectors combined.

Tourism is a major employer, supporting **2.4 million jobs**, almost 1 in every 15. It also creates first jobs and opportunities for young people and upskills younger workers at the beginning of their careers. The industry is predicted to create an additional **175,000 jobs** in the UK by 2030.

Supports +320,000 small businesses and entrepreneurs.

Drives investment; those who visit are **12% more likely to invest** in the UK, meaning more businesses and communities feel the social and economic benefits[4].

Builds pride-in-place; almost **60%** of residents in tourist destinations **feel connected** to their community compared to 35% elsewhere[5].

Inbound and domestic visits & spend:

Inbound tourism forecast for 2026[6]: international visitors estimated to spend **£33.9 billion** in the UK; with 44.2 million visits.

Domestic results: In 2025[7] Brits spent **£35 billion** on 103 million domestic overnight trips in Britain, down 2% on 2024. **£56 billion** was spent on 1.1 billion domestic day visits in Britain.

The decline in domestic breaks has hit coastal communities hard.
Domestic coastal breaks are down 18% year-on-year[8], with travellers also taking shorter trips, booking later and spending less.

The opportunity!

Tourism generates circa **£52 billion in tax revenue** - more than half the wages bill of NHS in England.

But tourism is competitive - if keeping pace with Western Europe our inbound industry would be worth an **additional £4.4 billion** annually[9] by 2030.

Huge opportunity if more Brits holidayed at home. Converting just 10% of what Brits spend on travelling abroad to holidaying at home could deliver an **£8 billion annual economic boost[10]**.

[3] Statistics from VisitBritain/VisitEngland's 'The Economic Value of Tourism Report' unless stated otherwise.
[4] Nations Brand Index (2025).
[5] From VisitEngland's 2025 'Social Value of Tourism Report'.
[6] VisitBritain's inbound tourism forecast as at 28 August 2026.
[7] Great Britain Tourism Report 2025.
[8] Domestic overnight trips to England's coast in 2025 vs 2024, source Great Britain Tourism Survey 2025.
[9] From VisitBritain's analysis.
[10] From VisitEngland's analysis.

Chair's foreword



Harris Bokhari OBE

Chair of the British Tourist Authority

Good growth in every postcode, hope in every heart. Few sectors can claim to truly embody the Prime Minister's mantra like tourism and the visitor economy.

Tourism is one of Britain's greatest strengths. It creates jobs, drives investment and brings opportunity to communities across every nation and region. It is a sector that fosters pride in place, showcasing the best of our heritage, culture, landscapes and creative industries to the world.

Since becoming Chair of the British Tourist Authority, I have seen that impact first-hand. In conversations with tourism businesses and local leaders, in our work with Government and industry, and in the enduring enthusiasm for Britain among international partners.

Our responsibility is to turn that strength into lasting value, attracting visitors, encouraging them to stay longer and explore further, and ensuring the benefits of tourism are felt as widely as possible in local communities.

This report shows how VisitBritain and VisitEngland have worked with partners to deliver that ambition. Our activity raises Britain's profile, converts international interest into visits and spending, supports the development of England's visitor economy and strengthens the sector's contribution to national and regional growth. Behind every result are the businesses, destinations and people whose creativity and commitment make our visitor economy world-class.

There is enormous opportunity ahead. By working together, we can sharpen Britain's international competitiveness, support thriving places and businesses, and give tourism the voice and recognition it deserves.















CEO's statement



Patricia Yates

VisitBritain/VisitEngland

Chief Executive

When I ask industry and regional partners what they value most about VisitBritain/VisitEngland, they consistently highlight our international network.

This year its impact has been exceptional, creating opportunities for destinations across England, Scotland, and Wales to sell more of regional Britain.

Our flagship trade mission Destination Britain China and North East Asia introduced dozens of suppliers to more than 90 top buyers. Major missions to Brazil, Australia and New Zealand followed, the latter attracting more than 450 buyers and travel advisors, as well as supporting VisitEngland workshops in the Netherlands and Nordics.

VisitBritain hosted trade, press and influencer trips across the nations and regions in partnership with LVEPs, Visit Wales and VisitScotland. Highlights include; Japanese and South Korean delegates exploring the Cotswolds, East of England, and East Midlands, while Indian travel trade attended the ICC Women's T20 World Cup hosted by the West Midlands, and as part of our 'Starring GREAT Britain' campaign, global content creators from Australia, Brazil, Canada, France, GCC, Germany, Italy and USA took part in a magical and fantasy themed trip across Manchester, North Wales, Northumberland and Durham.

In addition to our regular drumbeat of missions and activity, VisitBritain's international team has supported major political events. Whether the former Prime Minister's China trade mission, GREAT's Greater Together Los Angeles showcase, or the Great Northern Mayoral Trade Delegation to India, the network has responded to curate opportunities that maximise exposure for British destinations.

While our international teams are the backbone of this activity, its success relies on colleagues across VisitEngland and VisitBritain. Through campaigns, digital platforms, research, product development, media and close work with industry, they equip partners with the insight and tools to reach new audiences and convert interest into bookings.

The case studies and results that follow show how this combination of global reach and specialist expertise delivers measurable outcomes. They demonstrate the value of responding quickly to market opportunities, connecting buyers and media with bookable product, and giving partners practical routes to international growth.

Our next step is to scale what works: use our network with greater precision, deliver regional growth that supports local businesses, local jobs and communities. Thank you to everyone whose energy and expertise made this year's delivery possible. Together, we enter the year ahead with ambition, momentum and a clear focus on results.













Driving international visitor growth to Britain's nations & regions

VisitBritain continues to deliver a comprehensive programme of marketing, partnership and trade activity to inspire international visitors to choose Britain and to support the British tourism industry to convert that inspiration into bookings.

We continue to put the nations and regions at the heart of our international marketing, connecting inspiration with practical ways to visit, book and explore beyond London. The following pages highlight some of this work from 2026 and take a look ahead to next year.

GREAT campaigns: Starring GREAT Britain

Our award-winning screen tourism campaign Starring GREAT Britain returned to inspire international visitors to choose Britain, explore more of our nations and regions and to come now. With more than 9-out-of-10 potential visitors to the UK keen to visit a film or TV location during their trip, the campaign uses screen tourism as the hook to boost international visits and visitor spending across our nations and regions, with Britain the star of the show.

Since launching in 2025, the campaign has generated an additional £376 million in visitor spend. That means for every £1 invested in the campaign, £18 is being spent by international visitors, supporting jobs, businesses and communities.

Paid marketing campaigns ran in five of Britain's largest and most valuable inbound markets: the USA, France, Germany, Australia and the Gulf Cooperation Council countries, supported by trade and media activity throughout our international network.

Partnerships with industry amplified our reach and impact. Working with Tripadvisor we targeted travellers during the planning phase. Tripadvisor saw growth in the share of UK searches, 23%, and bookers, 21%, for target regional destinations in the campaign, boosting visits and spend.

VisitBritain extended the reach of the Starring GREAT Britain campaign through high-profile soft power activations, working alongside partners including the Foreign, Commonwealth & Development Office and the GREAT Britain & Northern Ireland campaign (see page 13 for the Starring GREAT Britain activation in Los Angeles). Back home, a partnership with Heathrow Airport saw the campaign featured across arrival halls, welcoming international arrivals with imagery of Britain's film and television locations, encouraging visitors to explore more during their stay.

Starring GREAT Britain continues this year and into 2027 across our key inbound markets, using film and tv locations to inspire visitors to come now, explore further and spend more across regional Britain. Stay tuned!

Highlights:

Starring GREAT Britain generated £376 million in additional international visitor spend from January 2025 to June 2026. That means for every £1 invested, visitors spent an additional £18 in Britain.

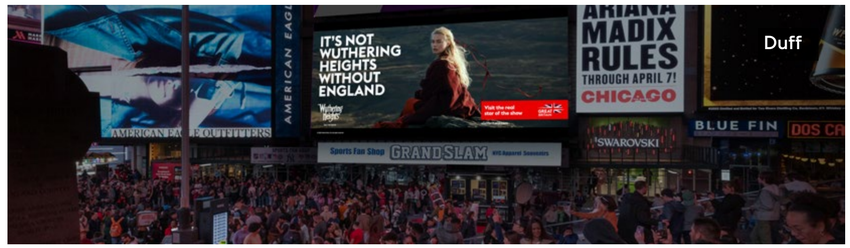
Our work with partners unlocked £14 million in marketing-in-kind investment during the last financial year, converting interest to visit into bookings.

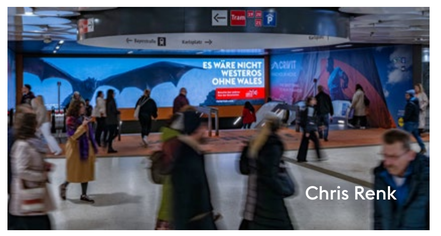
VisitBritain.com saw +1.4 million visitors in 2025-26 with content optimised for AI discoverability, so visitors continue to be inspired to explore more of Britain.

Our global consumer social media channels reached 144 million. Instagram grew by 14% reaching 945,000 followers.

Our work with content creators in England, Scotland, Wales delivered 473 original social-first posts reaching 14.5 million.

3,417 articles generated globally featuring Britain; 86% highlighted destinations beyond London; 99% reinforced Britain's welcome, exciting appeal.







CASE STUDY

From screen to reality: using Wuthering Heights to inspire visits, spend to Yorkshire and beyond:

The release of Bridgerton Series 4 and Emerald Fennell's adaptation of Wuthering Heights told a compelling story of regional Britain, with our Starring GREAT Britain campaign putting Yorkshire in the spotlight. VisitBritain secured new Wuthering Heights intellectual property (IP) for the campaign featuring the film's stars and showing Yorkshire's iconic moors, in partnership with Warner Bros in France, Germany and USA and used across 400 digital outdoor screens generating 15 million views. We also hosted media, buyers and influencers from across nine key inbound markets to drive sales and grow business across the region and beyond.

Other highlights:

Content created by a 'Costume Dramas Reimagined' global influencer trip to Wuthering Heights movie locations in Yorkshire, Outlander in Scotland, and Peaky Blinders in the West Midlands reached 7.5 million across Instagram & TikTok (3x the target of 2.5 million), 943,000 engagements (likes, shares, comments, saves).

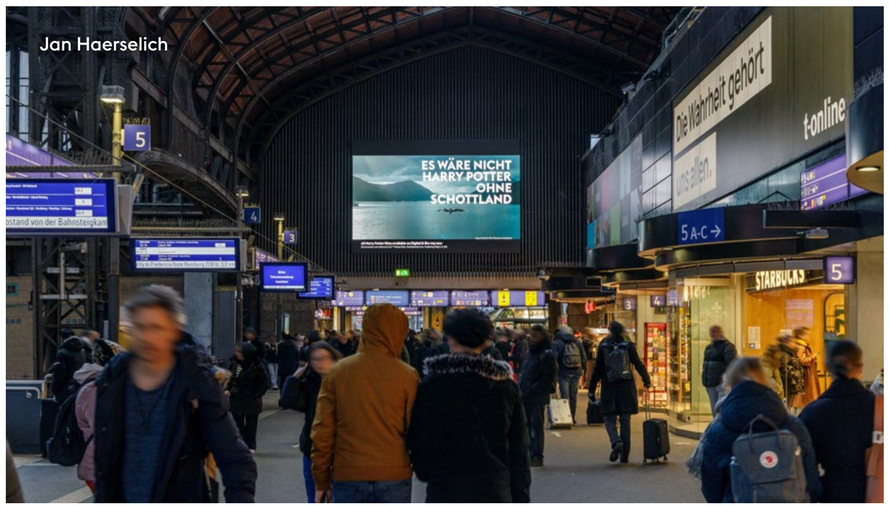
179% increase in website page views month-on-month, when comparing February 2026 to January 2026, on Britain's top filming locations, including prominent Yorkshire locations.

620 new assets featuring Yorkshire added to the VisitBritain image library.

Upcoming productions and their associated destinations will have the same star treatment as the campaign continues!



Jan Haerselich



Jan Haerselich

Starring GREAT Britain awards 2026:

- **Winner of the 'Excellence in Travel, Tourism and Hospitality' category at the Marketing Week awards 2026.**
- **The Marketing Society Awards 'Grand Prix' & Global Marketing Excellence award.**
- **Grand Prix at the annual World Media Group awards.**
- **'Best Entertainment, Leisure and Travel Campaign' and 'Best International Campaign' at the Alliance of Independent Agencies Awards 2026, with Pablo London.**
- **Winner of Best International Campaign: Best International Strategy at Campaign Media Awards 2026.**
- **Winner of Best National Media Strategy at Germany Media Awards 2026, with media agency OMD Germany.**

Great partnerships: Converting inspiration to visit into bookings, driving growth through regional gateways

A priority for VisitBritain is to secure strong partnerships and commercial investment to extend its global campaign reach, increase its impact and grow the visitor economy across Britain's nations and regions.

To convert that interest in visiting from its campaigns into bookings, VisitBritain has been working with commercial partners across its major inbound markets including Australia, France, Germany and the United States (US), securing £14 million in marketing-in-kind investment in 2025-26.

Its Starring GREAT Britain campaign with Tripadvisor targeted travellers during the planning phase, encouraging them to explore film and TV inspired experiences and destinations across Britain. Tripadvisor saw growth in the share of searches, 23%, and bookers, 21%, for target destinations, boosting visits and spend.

VisitBritain's GREAT Gateway Innovation Fund in 2025-26 saw destinations and industry partners drive visits through regional gateways in the North West, with their spending supporting local businesses, destinations and economies. The partnership showcased the North West of England and North Wales to audiences in France and the United States, two of our largest and most valuable inbound markets.

Led by Liverpool City Region Destination Partnership and Marketing Manchester, the campaigns promoted routes from Paris to Liverpool with easyJet, and from the New York tri-state area to Manchester with Virgin Atlantic. Working with more than 17 partners, including Visit Wales, LVEPs, destinations and commercial partners, **£880,000 in value-in-kind** was raised to market the North West as a gateway to regional Britain.

Looking ahead

Starring GREAT Britain is back in market this November with Tripadvisor across the US, France and Germany. Alongside inspirational destination content the focus is on practical planning, moving travellers from 'I'd love to visit' to 'I'm ready to plan and book.'

Regional dispersal remains key, making Britain's nations and regions easier to discover and include within a wider Britain trip.

We're working with Tripadvisor on the 2026-27 industry offer, an important part of the partnership, including co-op advertising opportunities and opportunities through Viator, its marketplace for bookable tours, activities and experiences.

More to follow in the coming weeks so watch this space!



Ensuring regional Britain's tourism products are sold internationally

Behind the scenes of our big campaigns, VisitBritain's trade activity plays more than a supporting role.

Our teams operate in 21 markets representing 75% of inbound visitor spending. Through our in-market expertise we connect British suppliers with international buyers, getting regional Britain's tourism products sold. More than 78% of inbound visitors book through travel trade intermediaries.

Nearly two-thirds of product promoted by the international travel trade focused on nations and regions beyond London.

We also had match funding activity with tour operators in Australia, China, India, Canada, Spain and South Korea to create bookable itineraries and support marketing activity for new tours and packages across North West England and North Wales; North East England and the Scottish Borders, and England's Midlands and the Welsh Borders.

Our trade events, proven catalysts for growth:

Our trade missions are proven catalysts for growth, turning interest into bookings. Through trade missions, workshops and roadshows across key markets in the last 18 months including Australia, New Zealand, China, Northeast Asia, the Nordics, Spain, Brazil and the Americas, we created opportunities for growth.

In 2025-26, our international trade programme connected global travel buyers with British destinations and tourism businesses.

Participating at major events including ITB Berlin and WTM London ensured Britain's tourism offer remains visible in an increasingly competitive global marketplace.

We also partnered with the ETOA, Britain & Ireland Marketplace (BIM) and Global European Marketplace events in London, bringing international buyers to meet British suppliers.





Highlights:

Our work with the global travel trade to tell, and sell, the stories of Britain connects British tourism businesses and destinations with international buyers, generating £109 million in additional sales for Britain in 2025-26.

Our trade events generated 2,679 business leads in 2025-26.

More than 180 top global buyers from 15 markets experienced Britain's nations and regions on tailored educational trips, building product and destination knowledge to expand inbound itineraries, driving growth and visitor spending into local economies.

Selling product, driving growth:

Working with destination partners across England, Scotland and Wales, we hosted **180 top travel buyers** from our key inbound markets in 2025-26. By showcasing products and experiences first-hand, these visits convert interest into sales, secure inclusion in travel trade itineraries and drive visitor spend across regional Britain.

Highlights included hosting Indian women travel leaders in the West Midlands during the ICC Women's T20 World Cup; welcoming leading Chinese buyers specialising in group tours and bespoke travel to Bath, Bristol, Manchester and Yorkshire; and taking more than 60 buyers from 13 markets, including France, Germany, Italy, the Netherlands and Belgium, Australia, New Zealand, the GCC, China, Spain, Canada, Brazil and the US, on educational visits across England, Scotland and Wales.

Working with VisitBritain gives us real-time insight and expertise into the markets, so we can best sell our destination internationally. Their overseas events give us an invaluable opportunity to have face-to-face time with buyers and media so we can showcase everything Durham and the wider North East of England has to offer international visitors.

Sarah Johnson, Visit County Durham

Highlights from our trade programmes:

Ignite (part of Flight Centre Travel group in Australia) expanded a 16-day itinerary to include Newcastle, Norwich and added extra nights in Manchester, Scotland, Wales, leading to an estimated economic impact of £610,000 from 10 planned departures (up to 48 people each).

Spanish tour operator, Special Tours, created a new northern England group tour after attending VisitBritain's educational events. The tour has an estimated incremental value of £894,000.

In Germany, Studiosus Reisen developed new North of England tours with an estimated incremental economic impact of £298,000 if all eight tours fully booked.













CASE STUDY

The Great North Mayoral Trade Mission to India; driving growth:

Northern England's visitor offer took centre stage in India in October 2026 as we worked with Marketing Manchester and industry partners to deliver the 'England's Great North Destination Showcase 2026', part of the landmark North of England Mayoral trade mission.

The programme aimed to convert demand from one of the UK's fastest growing and most valuable inbound markets into economic growth across the North, encouraging Indian visitors to travel beyond London, stay longer and spend more.

Destinations including Marketing Manchester, Cumbria Tourism, Liverpool City Region Destination Partnership, West Yorkshire Local Visitor Economy Partnership and Experience North East England joined businesses and attractions from across the region to meet 150 Indian travel buyers and media, turning growing interest into bookable products, partnerships and expanded itineraries.

Building on connections made through the Great North Mayoral delegation, we partnered with Marketing Manchester for 'Spotlight Manchester: Gateway to Northern England and North Wales' in November 2026. The event brought together 30 leading international travel buyers and media from 11 markets, connecting them with LVEPs, destination management companies and visitor attractions through one-to-one meetings and tailored educational visits across Northern England and North Wales, driving new partnerships, product development and visitor growth.

Working with VisitBritain is invaluable. When we arrive in destination we are building on years of its in-market collaboration, expertise and connections. VisitBritain brings the appropriate media and travel trade right to our destination so we can start from the get-go. That's the reason we collaborate and build showcases like we did in India, in support of the Great North Mayoral Trade Delegation in October, that support us to talk about our individual destinations to media and travel trade. We want packages going into people's programmes and more visitors. We can only do that through working with VisitBritain across the globe to get the impact that we want."

Victoria Braddock, Managing Director of Marketing Manchester

Mumbai has delivered! I've literally had queues of buyers waiting to see me today. Huge interest in Liverpool City Region and our fabulous tourism offer. Also, wonderful to meet up with buyers who we hosted on last year's VisitBritain fam trip. These companies are now selling Liverpool in their itineraries - result!

James Wood, Trade Manager, Liverpool City Region







Championing Britain on the international stage

Tourism positions Britain internationally as a welcoming destination, a top driver in destination choice. And those who have visited us are 12% more likely to go on to invest in the UK, meaning more businesses and communities feel the benefits.



Number 10/UK Government

CASE STUDY

VisitBritain leads tourism programme for 'Greater Together LA', the largest ever UK trade delegation to the US:

Britain's visitor offer took centre stage in the United States in May as we led the tourism delegation as part of Greater Together Los Angeles (GTLA), the flagship programme of business and cultural activity held by the UK Government's GREAT Britain & Northern Ireland Campaign.

Bringing together destinations, tourism businesses, travel buyers and cultural partners, the programme showcased Britain's visitor offer while promoting destinations beyond London.

The US is the UK's most valuable inbound visitor market, forecast to be worth £7.4 billion to the economy this year. More than £1 in every £5 spent by visitors in the UK is by a US visitor.

English regional destinations, VisitScotland and Visit Wales and tourism businesses met with 23 leading US tour operators in 552 meetings across two days to discuss packaging new tours to Britain's nations & regions.

Training delivered to 50 US travel advisors to support sales conversion of regional British product.

500+ consumers 'stepped into the story' to experience the magic of Britain's nations and regions at a one-day Starring GREAT Britain pop-up experience at The Grove lifestyle centre in Los Angeles, in partnership with Vox Media. Each multi-sensory 'stop' transported visitors into Scotland, England, and Wales, with 93% agreeing Britain offers exciting experiences beyond London.

A supporting Starring GREAT Britain digital partnership with Vox Media delivered 63.5 million impressions across the US.

We convened high level roundtable discussions, led by our CEO, on topics including regional storytelling and premium travel to drive growth and boost spend across Britain. Our Chair Harris Bokhari championed tourism in six US cities, building relationships with leaders in government and industry.



VisitBritain

Supporting the 'GREAT Love' campaign:

VisitBritain promotes messages of welcome, diversity and inclusion and LGBTQIA+ travel. In 2025-26, we were proud to again participate in seven Pride events across the world spanning the US (Washington DC, Los Angeles, New York); Sweden, Germany, Spain and India. VisitBritain also secured international media and influencer coverage from hosted trips in Britain.



VisitBritain/UK Government



VisitBritain



BBC News



VisitBritain

CASE STUDY

Competing for visitors from China, promoting our welcome:

China is an incredibly important visitor market for Britain, forecast to return to our top 10 most valuable markets this year and worth an estimated £1.1 billion in visitor spending. Longer-term forecasts show China will be back in our top five most valuable markets by 2030.

Competing for visitors, telling a compelling story of Britain and encouraging them to explore more was top of the agenda when our CEO Patricia Yates joined former Prime Minister Keir Starmer's delegation to Shanghai and Beijing in January 2026, meeting with cultural and industry leaders. A great opportunity to showcase tourism's role in building cultural connections and positioning Britain in China as a welcoming, vibrant, diverse destination, demonstrating its value in Britain's international soft power agenda.

The visit followed on the heels of our Destination Britain and North East Asia trade mission in Chengdu in November 25, which brought together more than 50 British suppliers with 90 top buyers from China, Hong Kong (SAR), Japan and South Korea, selling regional Britain across these valuable markets.

Growing England's visitor economy

VisitEngland supports regional growth through its strategic partnership network of 38 Local Visitor Economy Partnerships (LVEPs), now providing near-national coverage.

We continued our work with LVEPs this year, offering expert support across destination management, research, international readiness and business development and strengthening ties with Mayoral Combined Authorities to unlock tourism growth.

Supporting mayoral ambitions in England to grow their visitor economies:

We welcome the ambition of England's mayors to grow their visitor economies and their recognition of tourism as a key driver of economic growth, investment and pride-in-place.

As powers are devolved, we are working with mayoral authorities to build long-term partnerships that support visitor economy growth, backed by the data and insights businesses need to make investment decisions and grow sustainably.

Working together we can create stronger regional stories, better-connected destinations and more compelling visitor experiences that attract visitors, support local businesses and bring economic benefits to communities across England.

A look back at 2026

(Also see page 12 for The Great North Mayoral Trade Delegation to India & the recent 'Spotlight Manchester: Gateway to Northern England and North Wales')

In February 2026, we worked with West Midlands Growth Company on a trade mission to India led by **Mayor of the West Midlands Richard Parker**. Our team in India brought together leading travel trade partners to explore how the region's premium and multigenerational offer can meet growing demand from this market.

Earlier this year **Mayor of West Yorkshire Tracy Brabin** welcomed LVEPs to Leeds for our LVEP conference, focused on the potential of West Yorkshire's tourism offer. **Mayor of the West of England Helen Godwin** was a key sponsor of the VisitEngland Awards for Excellence 2026, welcoming the event to Bristol and opening our LVEP conference, highlighting the value of domestic tourism to the region's prosperity. **Mayor of Liverpool City Region Steve Rotheram** welcomed the BTA Board to Liverpool in February, and we took a Board meeting to Newcastle in June, meeting industry and regional leaders.







Chair of **The Great North and North East Mayor Kim McGuinness** and **East Midlands Mayor Claire Ward** joined VisitBritain at a visitor economy roundtable in Washington DC, focused on growing international visits beyond London.

In October 2026, we brought our Growth Summit to the East Midlands, highlighting tourism's role in driving regional growth and pride in place. Speaking at our summit **East Midlands Mayor Claire Ward** outlined her ambitions for the visitor economy, as we showcased the value of VisitBritain's international network in connecting destinations and bookable products with travel trade and media across key inbound markets.



Raising the profile of England's world-class industry, driving regional growth:

Our annual VisitEngland Awards for Excellence celebrate outstanding achievement in the tourism industry, raising the sector's profile among policymakers and media as well as inspiring domestic breaks.

This year's awards attracted a record 1,847 entries. Winners reported real business impact, from boosts to profit, revenue and local reputation to more customers and improved staff morale.

Tourism Superstar attracted a record-breaking 20,000+ votes and 121 press articles, celebrating the people whose passion and dedication create memorable visitor experiences.







CASE STUDY

English Tourism Week 2026: Local Stories, National Growth:

English Tourism Week 2026 demonstrated the breadth of support for England's visitor economy among the public, parliamentarians and media. A record 20,461 public votes were cast for the Tourism Superstar award, won by Mick Hurst from the Battle of Evesham, Worcestershire.

Local tourism champions were further recognised at a reception at 10 Downing Street, organised by All-Party Parliamentary Group Chair for Hospitality and Tourism and MP for Blackpool South Chris Webb, which kicked off English Tourism Week in style. Political engagement was strong with 22 MPs attending the Parliamentary Reception and 83 MPs and peers engaging with the week through visits, events, social media and local press coverage. Working with LVEPs across England, the #EnglishTourismWeek26 hashtag reached 3.5 million people and corporate press reached 22 million readers. VisitEngland Advisory Board Chair Lady Victoria Borwick was also on tour, visiting destinations across Yorkshire.

Local Stories. National Growth.
Celebrating English Tourism Week





Supporting English destinations to deliver a world-class visitor offer:

We continue to work with Local Visitor Economy Partnerships (LVEPs) to upskill businesses through targeted training and resources and drive excellence across England's visitor economy.

Highlights:

32 LVEPs supported with 'international ready' plans, developing strategies to sell more regional tourism product to overseas markets.

482 courses completed by LVEP staff;

From AI upskilling workshops tailored to destination marketing in Newcastle, London, Birmingham, Manchester, Bristol; to raising standards sector-wide through training in accessibility and regenerative tourism. +30 LVEPs completed the Accessibility Support Programme, supporting regions market their accessible tourism offer; 15 LVEPs completed a commercial programme in sustainable business models.

A pilot LVEP workshop in Amsterdam brought together 23 LVEPs and eight partners with Belgian and Dutch trade contacts, generating 146 business leads.

The annual Media Networking Event connected LVEPs with UK journalists and influencers to highlight English travel stories.



Accessibility and regenerative tourism:

VisitEngland continues to lead the sector on accessible and inclusive tourism, supporting destinations and businesses to improve and communicate their accessibility offer, tapping into the Purple Pound valued at £14.6 billion.

Building on the partnership launched in 2024 with AccessAble, we scaled the production of detailed Access Guides, collaborating with 28 LVEPs to produce 153 new guides in 2025-26. Evaluation showed **one-in-three businesses reported an increase in visitors with accessibility requirements.**

Regenerative Tourism remained in strong demand, supported by the guide for small businesses, with more than 600 downloads of planning and self-audit tools.

For the third year, VisitEngland enabled six English cities to participate in the **Global Destinations Sustainability (GDS) Index**, the internationally recognised benchmarking tool used by more than 100 destinations worldwide. In 2025, 15 UK destinations participated, including 13 in England. Six English destinations featured in the 10 most improved destinations globally, with Manchester breaking into the global top 40.

Our Quality Scheme, delivered by AA Assessment Services, supported continuous improvement, providing 3,487 businesses with one-to-one quality assessments in 2025-26, achieving a 91% renewal rate and welcoming 48 new businesses into the scheme.

In partnership with Tourism Cares, VisitBritain/VisitEngland created the **'Meaningful Travel Map for England'** with more than 30 products from across England. The tool supports travel trade in the United States to easily source organisations making positive social and environmental impacts in England.







Boosting domestic breaks

Domestic tourism drives spending across the regions, with 76% of all visitor spending in England, £78 billion, by domestic visitors.

But there are challenges, with the decline of domestic holidays hitting coastal destinations hard. Domestic coastal breaks are down 18% year-on-year, with travellers also taking shorter trips, booking later and spending less.

The opportunity is significant. If just 10% of spending on overseas travel was redirected to domestic holidays, it could generate an additional £8 billion for the economy.

After a long hiatus from domestic marketing, and responding to the decline in coastal visits, VisitEngland launched 'All On England's North West Coast' in February. The pilot campaign was to make the case for how domestic tourism can drive economic growth and regeneration in left behind areas.

The campaign shone a spotlight on the diversity of coastal experiences on offer, from classic promenades and family fun to unspoilt nature, rich wildlife and contemporary coastal culture.

To drive bookings the campaign ran in partnership with Tripadvisor, and Local Visitor Economy Partnerships (LVEPs) Marketing Lancashire, Liverpool City Region Destination Partnership and Cumbria Tourism.

Activity was supported by web, social media and destination content across VisitEngland and LVEP channels.

Results include:

> **£1.1 million in additional visitor spending generated between February and September 2026 for the North West economy.**

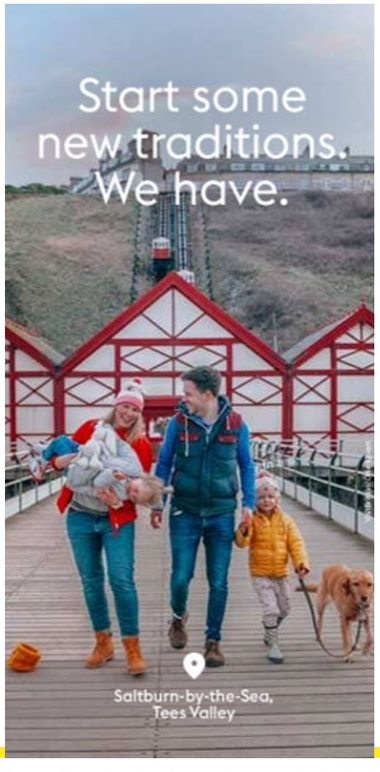
> **Tripadvisor results show a 12% uplift in share of bookings for the North West year-on-year.**

Following the pilot and the industry led summer activation 'My Coast has the most...', this September saw the launch of a major national campaign 'All on England's Coast,' to inspire coastal getaways, boosting visits and visitor spending in England's coastal destinations through the autumn and into 2027. This 'wave' of VisitEngland's £1.2 million advertising campaign got underway from 28 September until 1 November and will return in February to March 2027, working with a match-funded commercial partner to convert inspiration into bookings.

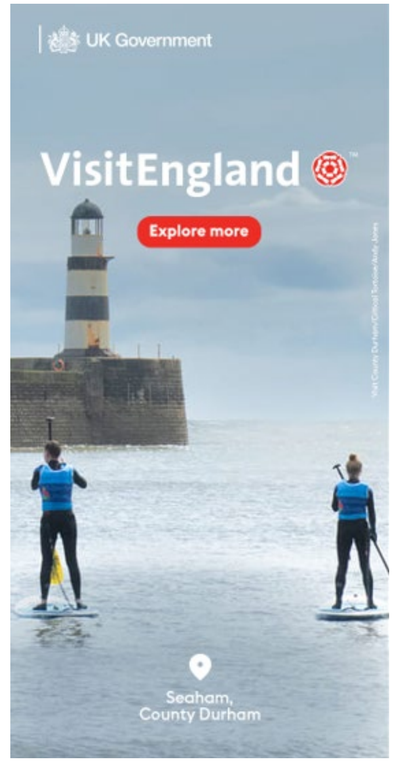












Top Left: Chris Webb, MP for Blackpool South, with VisitBritain's Director of Marketing Robin Johnson in Blackpool for the launch of VisitEngland's 'All on England's North West Coast' campaign.

Top mid: Location Kingsbridge, Devon, England.

Top right: A couple walking along a hilltop and the Seven Sisters White Cliffs are in the background, by Seaford Head, East Sussex.

Bottom right: Group of people paddle boarding at Seaham Harbour Marina, Seaham, Durham Heritage Coast. Credit Visit County Durham/Critical Tortoise/Andy Jones.

Bottom mid: A couple walking in the sand dunes near Bamburgh Castle, Northumberland. Credit VisitBritain/Pinzutu.

Bottom left: Family enjoying a winter walk at Saltburn Cliff Tramway. Credit VisitBritain/Ollie Kilvert.

Growing England's business events sector

Our business events brand MeetEngland continues to support English destinations connect with international buyers, win more business events, and showcase the expertise, innovation and strengths found across our cities and regions.

We are working closely with Local Visitor Economy Partnerships, Convention Bureaux and industry partners to drive growth, attract new opportunities and ensure England remains a leading destination for Business Events.

We are also working alongside our colleagues at VisitScotland, Visit Wales/ Croeso Cymru and London & Partners to ensure all of Britain is competing for business events.

The competition to attract major events into England is really strong, and in order to stand out we must continuously improve.

Taking part in the MeetEngland Impact Network allows us to capitalise on the knowledge, skills and experience of the industry; both so we can attract more business events to Liverpool, but also so we can see the benefit of the wider growth from trade and innovation that business events bring to Liverpool and England.

Professor Carsten Welsch, Head of Accelerator Science, University of Liverpool

During 2025-26, our business events brand MeetEngland supported English regions to win international business events including:

300+ Requests for Proposals (RFP) for business events for English destinations and suppliers, worth a potential £421 million in delegate spend.

Of these, 249 RFPs were for destinations outside London, worth an estimated £286.9 million.

53 of these business events were secured by English destinations or suppliers, worth an estimated £34.5 million in delegate spend, with 32 of those outside London worth £26.1 million.

Joined by 47 English partners, MeetEngland exhibited at major trade shows: IBTM World, IMEX Frankfurt and IMEX America.

Our trade missions in Europe and North America connected LVEPs with more than 75 meeting, incentive and association buyers.

Launched the MeetEngland Impact Network, showcasing the expertise and innovation of 19 English cities to attract international events.







Delivering trusted insights for Government & industry

As the trusted source of tourism insights, we are enhancing our data, insights and research capabilities to help businesses grow, support evidence-based investment decisions locally and nationally and drive sustainable tourism growth.

This year we published a flagship 'Economic Value of Tourism in the United Kingdom' report examining tourism's economic impact and potential for growth. It showed tourism is worth **£147 billion annually to the UK**, about 5% of GDP, supporting 2.4 million jobs and generating £52 billion in tax revenue for the Treasury. This growth reaches high streets, rural communities and coastal towns, and can be accelerated with the right backing. The findings reinforce tourism's role as a major driver of economic growth that supports businesses, jobs and local economies across Britain.



We expanded AI-powered insight tools and released dashboards combining data from multiple sources including the International Passenger Survey, Great Britain Tourism Survey, short term rental and Visa card spending data, giving Government and industry a more cohesive, timely and granular picture of tourism performance. Our monthly Domestic Consumer Sentiment Tracker and 'State of the Nation' snapshots continue to be in high demand, providing industry and media with timely tourism insights from a range of trusted sources.

Working with Government and industry partners:

Working alongside Government departments and industry partners we have supported the development of the Visitor Economy Growth Strategy, due for publication later this year, providing expertise on international demand, regional dispersal and sustainable growth. Through the Visitor Economy Advisory Council, we identified barriers to growth and championed policies that support the visitor economy's competitiveness.

Through our Strategic Partner Framework, we aligned priorities and activity with VisitScotland, Visit Wales, Tourism Northern Ireland and London & Partners, to promote Britain and supporting destinations. We also convened senior government representatives, industry and tourism bodies to discuss challenges and opportunities for the industry, working closely with UKinbound, UKHospitality, ETOA, Tourism Alliance and others.

VisitBritain and VisitEngland's work in sharing data and insights is critical to the work we do at Visit West. The insights shared by the team, and their willingness to indulge patiently answering our many, many questions is priceless. The data supports and enhances information we gain ourselves and helps put our local insights into a national context. The work of the VisitEngland LVEP Data and Insights group is particularly rewarding as it presents an opportunity to look at what's coming up and ensuring that the LVEP voice is heard.

Kathryn Davis, CEO, Visit West

VisitBritain's card spending from Visa slots in alongside our other data sources to really strengthen our planning and strategy. What makes it so useful is how timely and granular it is, right down to individual Scottish regions, with insights for both inbound and domestic spending. That means teams across our organisation can get value from it, whether that's helping to shape our strategy, to looking at consumer trends from individual international markets, or industry partners digging into the data for their own region.

Lesley Whitehill, Senior Insight Manager, Insight Activation, VisitScotland



Image captions

Cover

At Liverpool Town Hall for VisitBritain's International Business Exchange (ViBE) in October 2026, where destinations from across Britain came together with VisitBritain's international network to showcase their latest tourism products and experiences. ViBE turns opportunity into growth by broadening itineraries, increasing the sale of regional tourism products in international markets, and encouraging visitors to explore more, stay longer and spend more across Britain.

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A family enjoy a day out in the sand dunes at Ainsdale beach, Southport.

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Top left: The British Tourist Authority Board with tourism industry leaders, businesses, attractions and stakeholders from across North Wales including strategic partners Visit Wales/Croeso Cymru, at Plas Weunydd, North Wales.

Top right: VisitBritain Chair Harris Bokhari outside Number 10 Downing Street.

Mid right: The British Tourist Authority Board with tourism industry and council leaders, councillors and stakeholders across the North East in Newcastle in February 2026.

Bottom right: VisitBritain Chair Harris Bokhari with Secretary of State for the Department for Digital, Culture, Media & Sport Lisa Nandy in Los Angeles at the UK Government's Greater Together trade mission in May 2026.

Bottom left: VisitBritain Chair with Liverpool City Region Destination Partnership Trade Manager James Wood at World Travel Market London at the UKinbound stand, November 2026.

Mid Left: From left; VisitBritain USA Country Manager Carl Walsh, VisitBritain Chair Harris Bokhari, VisitBritain CEO Patricia Yates, VisitBritain Deputy Director The Americas, Asia, Australia & New Zealand Paul Gauger at the UK Government's Greater Together trade mission in May 2026.

Mid: VisitBritain Chair Harris Bokhari at Balmoral Castle, Scotland 2026.

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Top: Delhi, India for VisitBritain and Marketing Manchester's destination showcase in support of the Great North Mayoral trade delegation in October. From left; Marketing Manchester Managing Director Victoria Braddock; David Skaith, Mayor of York and North Yorkshire; Bev Craig, Mayor of Greater Manchester; Tracy Brabin, Mayor of West Yorkshire; Patricia Yates, VisitBritain CEO.

Mid upper right: Group photo of VisitBritain's hosted roundtable during Greater Together LA in May 2026 on 'Storytelling, telling the stories of regional destinations to drive growth.'

Mid lower right: Laura Pye Director National Museums Liverpool; Kathryn Thomson CEO National Museums NI; Sara Wajid CEO Birmingham Museums Trust; UK Prime Minister Andy Burnham; our CEO Patricia Yates at the ceremonial opening of the historic Bayeux Tapestry exhibition at The British Museum.

Bottom: At Speaker's House in Parliament in November 2026 for an event to announce the latest results from the Starring GREAT Britain campaign. From left, Tourism Minister Stephanie Peacock; Speaker of the House of Commons Sir Lindsay Hoyle; VisitBritain CEO Patricia Yates.

Mid lower left: VisitBritain CEO Patricia Yates in Birmingham for the unveiling of the Peaky Blinders metro tram, March 2026.

Mid upper left: From left; Tourism Minister Stephanie Peacock and VisitEngland CEO Patricia Yates at a Number 10 reception during English Tourism Week March 2026.

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Images of VisitBritain's Starring GREAT Britain campaign in international markets.

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Images of VisitBritain's Starring GREAT Britain campaign in international markets.

Page 10

Top: VisitBritain's Destination Britain China & North East Asia trade event in Chengdu, China November 2025.

Bottom: ITB Berlin 2026.

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Top left: A group of Canadian travel buyers and media visiting Wales.

Top right: China travel buyers on an educational visit to Scotland, October 2026.

Mid left: A delegation of women travel leaders from India visit Birmingham and the West Midlands in August 2026 during the ICC Women's T20 World Cup

Mid right: A VisitBritain educational visit to the Lake District with five travel agents from Italian Tour Operator Volonline, including a boat trip from Glenridding to Pooley Bridge with Ullswater Steamers.

Bottom left: A group of travel agents and media from Switzerland exploring central southern England on a trade educational visit organised by VisitBritain in partnership with Prima Ferien / PRIMA REISEN GMBH including experiencing The Needles Landmark Attraction.

Bottom right: German trade on a visit to England in February 2026 including to the Peak District.

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Top left: Chair of The Great North & Mayor of the North East Kim McGuinness speaking on stage during VisitBritain's 'The Great North destination showcase' in Mumbai, showcasing the North of England to top travel buyers & media from India, driving growth.

Top right: VisitBritain CEO Patricia Yates speaking to media in Mumbai.

Bottom: Delhi, India for VisitBritain and Marketing Manchester's destination showcase in support of the Great North Mayoral trade delegation in October 2026. From left; Marketing Manchester Managing Director Victoria Braddock; David Skaith, Mayor of York and North Yorkshire; Bev Craig, Mayor of Greater Manchester; Tracy Brabin, Mayor of West Yorkshire; Patricia Yates, VisitBritain CEO.

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Left: Pic caption plane: Group photo including VisitBritain CEO Patricia Yates on the British Airways chartered flight for Greater Together LA in May.

Right: Pic caption right: VisitBritain's Starring GREAT Britain pop-up immersive experience at The Grove lifestyle centre in Los Angeles, in partnership with Vox Media, part of Greater Together LA, May 2026.

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Left: VisitBritain and British High Commission staff at Mumbai Pride march.

Top left: VisitBritain's Destination Britain China & North East Asia trade event, Chengdu, China November 2025.

Top Right: VisitBritain CEO with former UK Prime Minister Keir Starmer at the UK Government's trade and cultural delegation to China, January 2026.

Bottom: VisitBritain's Destination Britain China & North East Asia trade event in Chengdu, China November 2025.

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Top left: Hastings, England at the '1066 Country Tourism Forum' as we marked English Tourism Week with, from left, VisitEngland CEO Patricia Yates; Sarah Broadbent, Chair 1066 Country; and Helena Dollimore MP for Hastings, Rye and the villages.

Top right: Mayor of West Yorkshire Tracy Brabin welcomes LVEPs to Leeds for our LVEP conference, focused on the potential of West Yorkshire's tourism offer.

Mid: Mayor of Liverpool City Region Steve Rotheram with the British Tourist Authority Board and regional stakeholders in Liverpool, February 2026.

Bottom: VisitBritain/VisitEngland English Destination Showcase in Amsterdam.

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Far left: VisitEngland's LVEP conference in Bristol in June 2026 with, from left, CEO of Visit West Kathryn Davis; Mayor of the West of England Helen Godwin; VisitEngland Advisory Board Chair Victoria Borwick; VisitEngland CEO Patricia Yates.

Top left: The VisitEngland Awards for Excellence 2026 at Bristol Aerospace.

Top right: From left: Kathryn Daly, Assistant Director for Place-shaping & Growth at North Yorkshire Council; VisitEngland's Lyndsay Turner-Swift; Tony Watson, Head of Economy and Tourism; VisitEngland Advisory Board Chair Victoria Borwick at Visit North Yorkshire's 'Tourism on Track' event to mark English Tourism Week 2026, hosted at the Embsay and Bolton Abbey Steam Railway.

Bottom right: LVEP representatives with VisitEngland CEO Patricia Yates ahead of a Number 10 reception to mark English Tourism Week 2026.

Bottom left: The 53 fantastic finalists and 17 gold winners at The VisitEngland Awards for Excellence 2026 at Bristol Aerospace.

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Bottom left: VisitEngland Director Andrew Stokes presenting at the LVEP Conference in Bristol, June 2026.

Bottom right: Wheelchair users enjoy the view from the battlements at Norwich Castle Keep at Norwich Castle, in Norfolk, England.

Mid Bottom: Based on the edge of Exmoor National Park. Accessible breaks and activities for children, adults, families and groups who may have disabilities.

Page 18

Top Left: Chris Webb, MP for Blackpool South, with our Director of Marketing Robin Johnson in Blackpool for the launch of VisitEngland's 'All on England's North West Coast' campaign.

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Bottom left: Family enjoying a winter walk at Saltburn Cliff Tramway.

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Top: IBTM World: Meet the unexpected at IBTM World, where MeetEngland and 18 co-exhibitors showcased England's unique destinations, venues and business events offer to international buyers.

Mid: IMEX Frankfurt 2026: Showcasing England at IMEX Frankfurt 2026, with 17 partners joining the MeetEngland stand to connect with international buyers and associations, while achieving a Gold Better Stands rating, recognising our commitment to sustainable event delivery.

Bottom: The launch of the MeetEngland Impact Network in Sheffield, bringing together destinations, ambassadors and industry partners to recognise academic and sector leaders helping to attract international business events to England.

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Right: VisitBritain trade workshop in Chengdu, China, November 2026.

Back cover

A group of friends sharing a bag of cotton candy at the Christmas market in Newcastle upon Tyne in the north-east of England.

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