



VisitBritain launches 'His MajesTEA' in run-up to the Coronation - part of its 'Spilling the Tea' on GREAT Britain campaign

VisitBritain

Press releases

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Following the launch of its GREAT Britain campaign - '[Spilling the Tea' on GREAT Britain](#)' - in late February, VisitBritain has launched 'His MajesTEA'.

The '[Spilling the Tea on Great Britain' campaign](#) uses a play on Britain's love of tea, through destination images and short films to tell a fresh and exciting story about the experiences on offer, showing visitors that 'whatever your cup of tea, we've got it.'

'His MajesTEA' is being highlighted internationally alongside [destination images](#) of Britain's history and heritage, its parks and gardens, in the run-up to the Coronation and beyond. The campaign content also drives online traffic to [VisitBritain's consumer website](#) with dedicated in-market hubs, for example in [France](#) and [Germany](#), highlighting why 'Britain should be your cup of tea,' with ideas and links to activities, attractions and experiences using #lovegreatbritain.

VisitBritain's global [media centre hub](#) is also featuring Royal inspired destinations and experiences telling the stories of places and inspiring visitors to discover more, travel further and

stay longer, as well as a dedicated [Coronation content hub](#).

VisitBritain CEO Patricia Yates said:

“As the world’s media turns its attention to the historic Coronation and to some of our most iconic destinations including Buckingham Palace and Westminster Abbey, where landmark events are taking place, we’ve got a fantastic opportunity to highlight our world-renowned attractions, our culture and heritage and the once-in-a-lifetime experiences that you can only have in Britain.

“We know there is pent-up demand for travel and our renowned history and heritage are proven tourism draws. The magnificent pomp and pageantry of the Coronation and official celebrations, set to be watched by a global audience of hundreds of millions, will also show our hospitality, creativity and warm welcome to the world.”

The Spilling the Tea campaign is part of VisitBritain’s international GREAT Britain marketing campaign inviting visitors to ‘See Things Differently’, showcasing Britain as a dynamic, diverse and exciting destination, packed full of activities to come and enjoy now, with a warm British welcome at its heart.

The campaign is using a mix of on-and-offline channels including short films and branded content across social media, digital display advertising, for example digital billboards in the Paris Metro, and print media.

A limited release of the themed teas, blended by British tea company Tregothnan, are available for tastings at VisitBritain promotional and trade events.