



VisitBritain awards Gateway Fund to inspire international visitors to explore Britain through regional gateways

Destination North East England and Marketing Manchester have secured funding from VisitBritain's GREAT Gateway Innovation Fund.

Press releases

England

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With VisitBritain's global screen tourism campaign 'Starring GREAT Britain' set to launch, the Gateway Fund campaigns will feature film and tv locations and showcase tourism experiences and destinations across the nations and regions.

VisitBritain CEO Patricia Yates said:

"This important fund supports destinations to work in partnership with industry to showcase the very best of their region to international visitors across some of our most valuable inbound markets, shining the spotlight on our fantastic tourism offer and driving bookings.

"It also highlights how easy it is for international visitors to travel through our regional gateways, encouraging them to explore further, spreading visitor spending across the nations and regions and boosting local economies."

Destination North East England Chair John Marshall said:

"Telling the truly unique and exciting story of our dramatic coastlines, our tranquil countryside and our vibrant towns and cities on the international stage is a vital part of our ambitions to double the value of North East England's visitor economy over the next 10 years. As one of only two gateway regions selected to participate in this major campaign, I am delighted that our wonderful part of the world is set to be showcased to a whole host of prospective visitors alongside our partners DFDS. Whether they are delving into thousands of years of history & culture, taking in the sunrise whilst paddleboarding in our pristine waters or sampling some of the best food and drink in Britain, we can't wait to demonstrate our world-famous north-eastern welcome to visitors from Germany and beyond."

DFDS Marketing & Sales Director Pete Akerman said:

"We are thrilled to collaborate with VisitBritain to promote the North East of England as a prime destination for German travellers. The North East boasts breathtaking landscapes, rich cultural heritage, and a variety of outdoor activities, making it the perfect destination for a German audience seeking active and unique outdoor experiences. Travelling by ferry with your own vehicle offers the freedom to explore this stunning region at your own pace, with the added benefits of a hassle-free arrival and no luggage restrictions. For our joint marketing efforts, DFDS has created bespoke holiday packages, including hotel accommodations to make booking a short break to the North East of the UK as easy as possible. We are honoured to be a chosen partner for the Gateway campaign and look forward to welcoming more German passengers on board to discover the unique charm and beauty of the North East."

Marketing Manchester Managing Director Victoria Braddock said:

"The US is a key target market for Manchester, with direct flights operating daily from locations like New York and Orlando. The VisitBritain GREAT Gateway Innovation Fund will allow us to specifically target these locations to showcase Greater Manchester as an attractive destination and Gateway to the North, offering access to wider North of England destinations including the Lake District, Liverpool, and North Wales."

"As an important long-haul market for Manchester, this fund allows us to launch new campaigns targeting US visitors, working in partnership with Aer Lingus and Manchester Airport, the UK's Global Gateway in the North, to support direct route capacity. Activity will also include engagement with travel influencers and media to drive bookings to the region in 2025."

Aer Lingus Chief Customer Officer Susanne Carberry said:

"Aer Lingus is proud to offer direct flights connecting North America and Manchester, where visitors can immerse themselves in the vibrant cultural scene and historic landmarks of the city. Beyond Manchester, Northern England boasts stunning landscapes, such as the breathtaking beauty of the Peak District and the Lake District. There's truly something for everyone to enjoy."

Manchester Airport Marketing Director Stephen Turner said:

"We are proud to connect the North to the world. Every year we welcome more and more visitors to the region, drawn by its vibrant, culturally rich cities like Manchester, Liverpool, Leeds and Sheffield; stunning landscapes in the Lake District, the Yorkshire Dales, the Peak District and Snowdonia; and incredible opportunities in both business and education."

"Serving more than 200 destinations – including Las Vegas, New York, Orlando and Atlanta - Manchester Airport has cemented its place as the UK's global gateway in the North. We are looking forward to working closely with Marketing Manchester and VisitBritain to welcome even"

more visitors from the US.”

Destination North East England is led by NewcastleGateshead Initiative in partnership with Visit County Durham and Visit Northumberland on behalf of the region, and in partnership with transport partner DFDS ferries, they will run a campaign in Germany, targeting visitors travelling to the North East of England via Amsterdam. The campaign is also in partnership with Cumbria Tourism. Germany is the UK's second most valuable inbound tourism market with German visitors forecast to spend £2.1 billion on their trips to the UK this year.

Working in partnership with Aer Lingus, Marketing Manchester's campaign will run in the United States, the UK's largest and most valuable inbound visitor market, forecast to be worth £6.5 billion in 2025. The campaign will be developed with Manchester Airports Group and surrounding destinations including Cumbria, Durham, Lancashire, Liverpool, Peak District, Staffordshire and Stoke on Trent, Visit Wales and West Yorkshire.

VisitBritain's Gateway Fund encourages collaboration between local destinations and industry working in partnership to promote inbound gateways by developing international marketing campaigns.

Notes to editors

- For more information about VisitBritain's 'Starring GREAT Britain' campaign and destination inspiration to come and see the real star of the show in 2025 see: <https://www.visitbritain.org/starring-great-britain>
- For more information about the UK Government's GREAT campaign see: <https://www.greatcampaign.com??>