

Storytelling Framework Q3 October – December 2022

It's a Place
for Me



City Foodies



Get a taste for Britain's innovative seasonal dishes and local produce from our cultural hubs

Example: [Silo](#), London

Immerse yourself in Britain's culinary culture, cooked up by local chefs using modern and innovative techniques

Example: [Ducie Street Warehouse](#), Manchester

Tantalise your taste buds with the diverse flavours of regional specialities from our buzzing foodie scene

Example: [Loving Welsh Food Tours](#), Cardiff



City Icons with a modern Twist



Create unexpected memories and delve into the hidden stories of our most iconic landmarks

Example: [Bombed Out Church](#), Liverpool

Embark on a journey of discovery, meeting the characters that bring Britain's icons to life

Example: [Edinburgh Fringe Festival](#)

Uncover Britain's cities bursting with creativity round every corner and celebrate the country's diversity

Example: [Leeds West Indian Carnival](#)



Outdoor Adventures



Get ready for the adventure of your life exploring Britain's city skylines with experienced local guides leading the way

Example: [Up at the O2 Climb](#), London

Grab your walking boots and venture into the wild at one of our exciting National Parks


Example: [Rugged Outdoors](#), North York Moors

Discover our rural communities for limitless adventure off the beaten track

Example: [Wing foiling](#), Isle of Wight



Our key messages



- Great Britain's cities offer an array of appealing experiences
- Great Britain feels exciting!
- Great Britain is a welcoming destination to visit
- If I don't visit now, I'll miss out

