

VisitEngland Update

Lyndsey Turner Swift, Deputy Director VisitEngland

Who we are



Drives growth from tourism across the nations and regions so local communities feel the benefits



Sells Britain internationally as a visitor destination



Delivers for Government & Taxpayers: supports people-to-people connections



Simplifying a regional structure for English tourism to grow sustainable local visitor economies



Industry development support via accredited destinations to drive sustainable & inclusive growth



Win business events, positioning Britain as a global convener, supporting priority sectors and seasonal spread

The LVEP Programme 3 years in...

- Great destinations are great places to live and work as well as to visit
- Strong leadership and governance helps generate sustainable growth in the local visitor economy
- They can drive place-shaping agenda
- They can create value-added jobs, bring in new talent and stimulate innovation

VisitEngland has accredited a portfolio of nationally supported, strategic and high-performing Local Visitor Economy Partnerships (LVEPs)

**Local Visitor
Economy
Partnership**

Recognised by



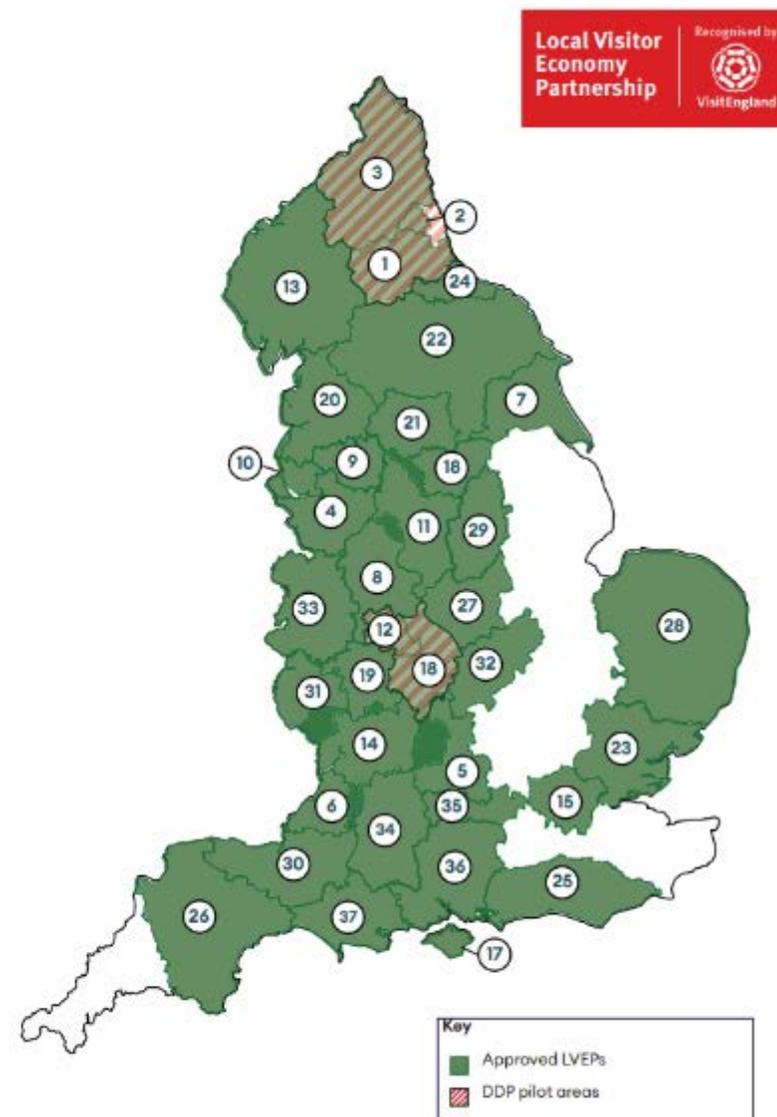
VisitEngland

Helping transform the Destination Landscape

Local Visitor Economy Partnerships

Approved LVEPs

- | | |
|---|--|
| ① Visit County Durham | ② NewcastleGateshead Initiative |
| ③ Visit Northumberland | ④ Marketing Cheshire |
| ⑤ Experience Oxfordshire | ⑥ Visit West |
| ⑦ Visit Hull & East Yorkshire | ⑧ Staffordshire & Stoke-on-Trent |
| ⑨ Marketing Manchester | ⑩ Liverpool City Region |
| ⑪ Visit Peak District, Derbyshire & Derby | ⑫ Birmingham, Solihull & the Black Country |
| ⑬ Cumbria Tourism | ⑭ Cotswolds Plus |
| ⑮ London & Partners | ⑯ Coventry & Warwickshire |
| ⑰ Visit Isle of Wight | ⑱ South Yorkshire |
| ⑲ Visit Worcestershire | ⑳ Marketing Lancashire |
| ㉑ West Yorkshire | ㉒ York & North Yorkshire |
| ㉓ Visit Essex | ㉔ Tees Valley |
| ㉕ East Sussex, Brighton & West Sussex | ㉖ Devon & Partners |
| ㉗ Leicester & Leicestershire | ㉘ Norfolk & Suffolk |
| ㉙ Visit Nottinghamshire | ㉚ Somerset & Exmoor |
| ㉛ Visit Herefordshire | ㉜ Northamptonshire |
| ㉝ Telford & Shropshire | ㉞ Wiltshire |
| ㉟ Berkshire | ㊱ Hampshire, Southampton & Portsmouth |
| ㊲ Dorset | |



LVEP Programme Evaluation

Headlines

- Increased visibility of the sector – **69% said the programme raised political profile** of the Visitor Economy
- 83% said accreditation enhanced **engagement with Local or Combined Authorities**
- **84% unlocked or stabilised funding**
- **60% restructured boards** to be more representative of the visitor economy and reflect broader skills
- An average of **£8,700 per LVEP in cost savings** has been identified as a result of **research and data programme**



Government perspective

“We had 41 million visitors before the pandemic, 38 million last year - I want to reach 50 million by 2030.....”

“Tourism is a key driver of economic growth, not only in the traditional hotspots but across the whole of the UK. We need to complement London and Edinburgh with stronger regional destinations - where people visit in their own right and stay and spend money because they know about the full range of attractions at those destinations - the heritage, the arts, the music, the pubs and restaurants.”

*“I know the transformational effect it can have on people’s lives. I’m passionate about how tourism supports other sectors in my portfolio and vice versa.... **Tourism can also promote opportunity for people - give them a chance to get on in life and make something for themselves. And it can create or rebuild a sense of pride in a place”***

Tourism in England 2026



GDP

Tourism total*
economic impact:

£ 127 billion



Tourism total economic impact*
excluding London:

£86 billion



Jobs

Jobs* supported by
tourism:

2.1 million



Jobs* supported by tourism
excluding London:

1.4 million



*Source: The Economic Value of Tourism in the United Kingdom 2026 | Oxford Economics | VisitBritain/VisitEngland

*direct and indirect impacts



VisitEngland™

Tourism in England 2026

Spend

Total England inbound
spend:



£32 billion

Total England domestic
spend:



£76 billion



Inbound and domestic
visitor spend:

£108 billion



Inbound and domestic visitor
spend (excluding London):

£70 billion



VisitEngland LVEP Support

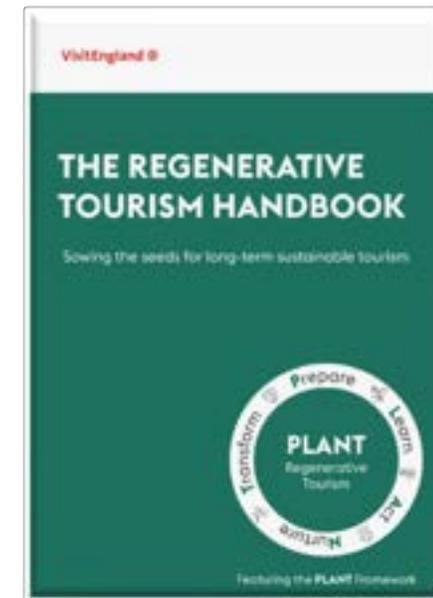
Accessibility & Inclusivity

Data and Research

LVEP AI Programme

International Ready Programme

Regenerative Tourism



www.VisitBritain.org

English Tourism Week: 13th-22nd March

- English Tourism Week **destination webinar** took place 9th February
- **Tourism Superstar** voting opens w/c 9th February
- **Airbnb product development fund** announcement during English Tourism Week
- **Industry Toolkit** now online!
- Get sharing with the hashtag **#EnglishTourismWeek26**



**Local
Stories.
National
Growth.**

Celebrating English Tourism Week

[EnglishTourismWeek.org](https://www.EnglishTourismWeek.org)



VisitEngland™

Starring Great Britain – 1 year one

Why film & TV?

Set-jetting is on the rise globally

9 in 10

potential inbound visitors would be interested in visiting a film or TV location in the UK

7 in 10

UK visitors have visited a film or TV location in the UK

1 in 6

UK holiday visitors were influenced by a film or TV location to travel outside of London

NETFLIX



MARVEL



HBO

Disney



STUDIOCANAL

A CANAL+ COMPANY



Northumberland National Trust site's role in Hollywood movie wins international recognition

National Trust property Cragside which featured in Jurassic World movie is now in the world spotlight as part of VisitBritain's new blockbuster-theme tourism campaign



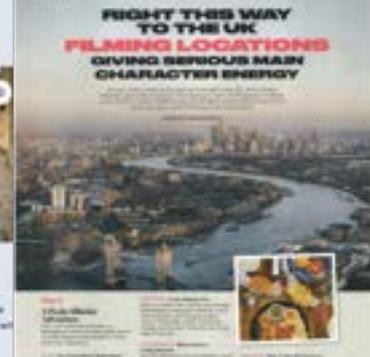
Starring GREAT Britain itineraries

Experience Britain's action and adventure scene

And... witness! This fast and furious tour of Britain's edge-of-your-seat stuff.

Fall in love with Britain's romantic filming locations

Visit the scene-stealing film locations where hearts melt and hearts hit. It's your turn to set your own love story on these shores.



The GREAT Tourism Campaign Turning Britain Into A Film Set



New international campaign to give set-jetting tourists a Peak-y into West Midlands' famous filming backdrops

Take the magic moment for your Great Britain

Visit the real star of the show

Visit the real star of the show

A Curious journey through Britain from £19.95

Wales

England

Scotland



The result: VisitBritain's most successful tourism campaign post-pandemic



9 in 10
visitors
want to explore
places in the UK from
their **favourite films**
and **TV shows**



VisitBritain's
Starring GREAT
Britain campaign
boosted the UK
economy by

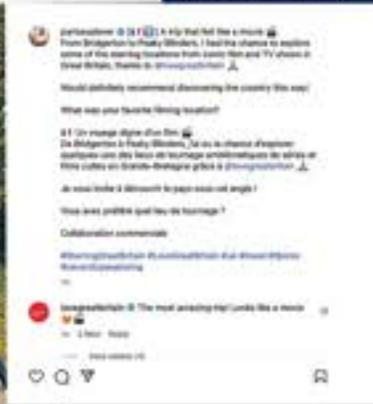
£217
million

from its launch
phase in January –
June 2025



VisitBritain's **STARRING GREAT BRITAIN**

campaign uses the draw of
screen tourism to encourage
visitors to visit the nations and
regions of Britain today



60% of the spend
generated by VisitBritain's
international activity is spent
outside London

Your British Holiday

STARRING

ENGLAND

★★★★★
"MUST SEE"

GREAT
BRITAIN



**DDP
Amplification
Highlights**

DOVE

ULTIMA FRONTIERA dell'Inghilterra

Tra il mare e la campagna, l'Inghilterra offre panorami e luoghi unici di forte fascino e prestigio.

CONNECTING TRAVEL

Hotel Review: Matfen Hall, Northumberland, UK

Bring Bridgerton fantasies to the fore at this period property in the rolling parkland of Northern England

Key selling points for travel agents:

- Spectacular views across the parkland
- 274
- 160
- 400



VISIT BRITAIN

Travel Trade Newsletter
November 2024

DOVE Northumberland, festreano nord est inglese tra stas

La spiaggia di Dunstanburgh, sulla costa di nord del contea di Northumberland (Merseyside)

Passeggiare fino al Castello di Dunstanburgh



IN LA TERRA DE LEVINDIA

NORTHUMBERLAND

La storia del Northumberland è il cruce de esta cultura de vestiges, paisajes y tradiciones de una comarca, uno de los primeros reinos que conformaron la actual Inglaterra.

A...

Love GREAT Britain
Sponsored

You've seen us on screen – now visit for... See more

Northumberland

Northumberland Angleterre

Love GREAT Britain's Post

Love GREAT Britain (Default) @lovegreatbritain

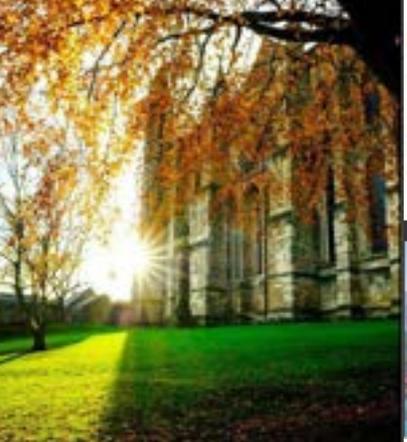
Share something from the magical Durham Cathedral 🏰 What's your favourite morning spot in Britain? 🇬🇧

Experience Britain's icons in new ways

Experience Britain's icons in new ways

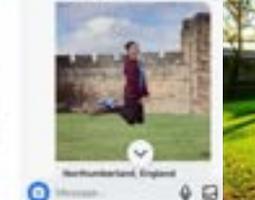
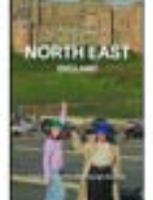
LIVE OUT YOUR MEDIEVAL FANTASIES IN NORTH EAST ENGLAND

Experience Britain's icons in new ways



Beds Robin,

Ken je het noordoosten van Engeland af? De regio rondom de steden Newcastle en Durham? Het is voor veel bezoekers een heel verrigd Kuurort, de grote onbekende. Het is er duurbekend en er komen niet veel toeristen. Terrecht? Zeker niet! Just die rust en de ruimte van het gebied maken het zo mooi en aantrekkelijk. En er is veel meer te doen dan je misschien zelf denken. Lees snel verder voor een aantal geweldige makler-tips die jij weer kunt delen met jouw klanten.



Newcastle - Toegangspoor tot het Noordoosten

De grootste stad van Noordoost-Engeland is uitstekend verbonden met het vasteland van Europa. Je kunt er eenvoudig komen met de ferry van **DFDS Seaways** vanuit Londen of met een directe vlucht vanaf Schiphol met

Starring GREAT Britain - US

Activity: Los Angeles OOH: Alnwick Castle was a featured location on the large-scale mural installation on Sunset Boulevard. Northumberland and Durham were included as part of the Hollywood Walk of Fame-inspired sidewalk stars, leading pedestrians to "Top Filming Locations in Britain" and *Harry Potter* themed itinerary on the VB site.

Results: The installation achieved an estimated **1.5 million impressions** over a 4-week live period.



Los Angeles out of home installation on Sunset Boulevard



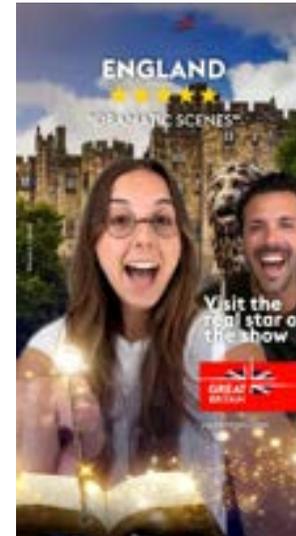
Starring GREAT Britain Campaign - US + Australia Media:

Results for the North East

Inclusion of North East England in the Starring Great Britain campaign across multiple media partners and various formats

- Northumberland was included in a social media carousel, achieving **1.28m impressions** in the US **and 205k impressions in Australia**
- Beadnell, Alnwick, and Durham were featured in interactive quiz result carousels. The quiz achieved **458.4k impressions** and over **2.8m total engagements**
- Alnwick Castle was a background for a custom Snapchat filter, with corresponding influencer story content gaining **192k impressions**
- Northern England was included as part of an interactive AR activation with Val Morgan Mov'in Beds in Sydney, showing users a dedicated video to the region

@TheGlobeWanderers with the custom Snapchat filter



Swell Unit (featuring Alnwick Castle)



Social carousel slide featuring Northumberland



Opening card of the Mov'in Beds AR video



Interactive quiz result carousel

Expedia - VB Partnership - US, Germany, France and Australia

"Got the Shot" Campaign – Showcasing Filming Locations in NE England

Phase two featured comedians Lara Ricote & Stevie Martin, directed by BAFTA-winner Chris Faith.

Markets: USA, Germany, France, Australia.

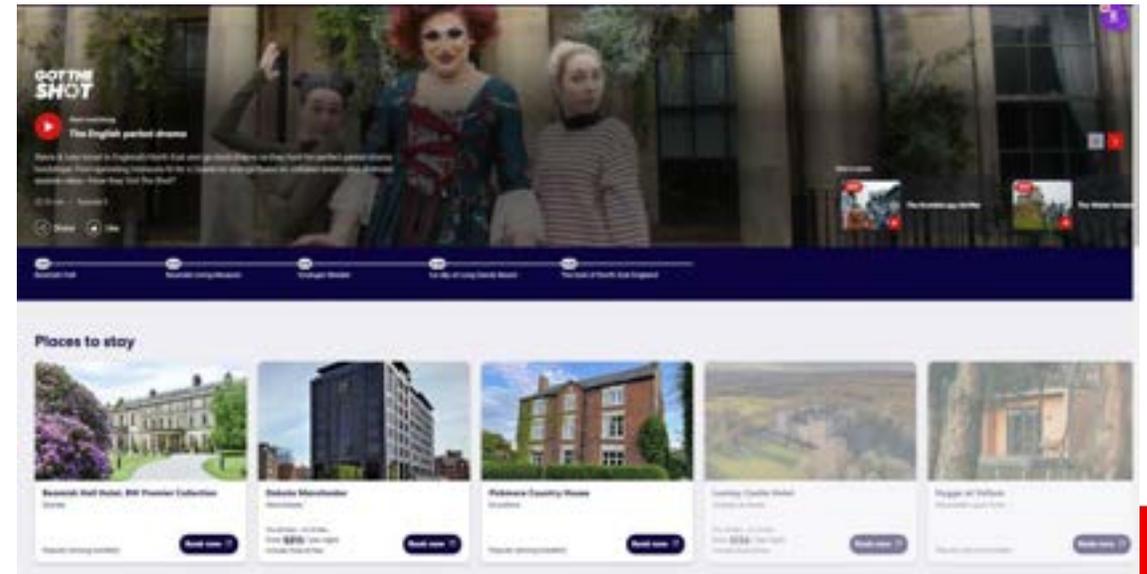
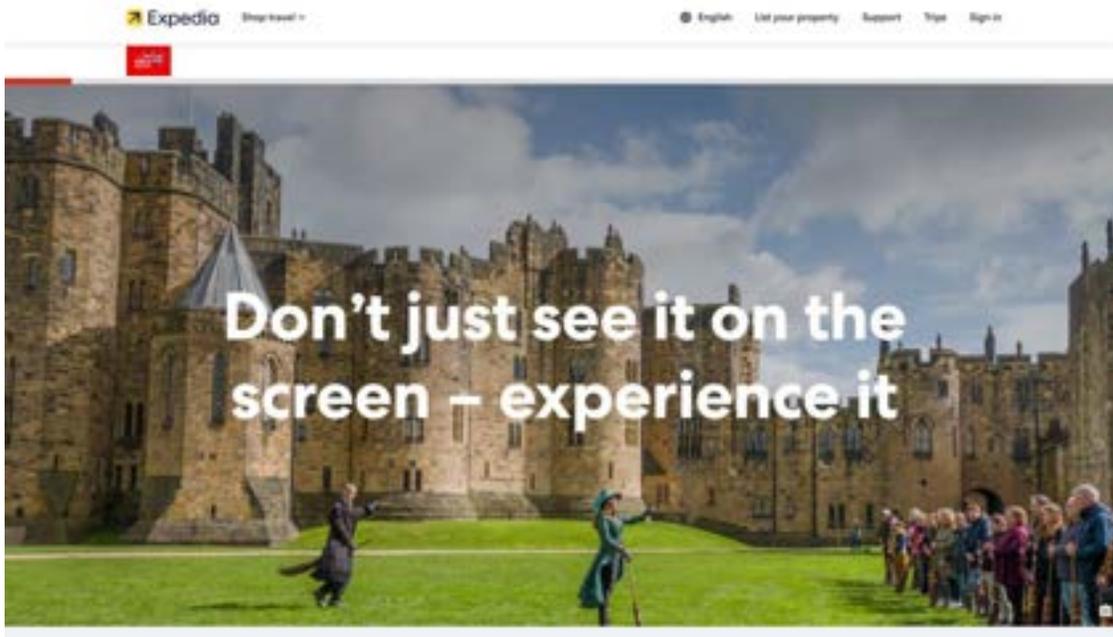
Channels: Expedia microsite, display banners, native ads.

Focus: Highlighted NE England as a top filming spot with stays, experiences & maps to inspire travel.

Results: 65M+ paid impressions across all markets.

[The English period drama](#) - video link

[Website](#) - microsite



Wego - VB Partnership - GCC

GCC Multi-Channel Campaign – Autumn/Winter Travel Push

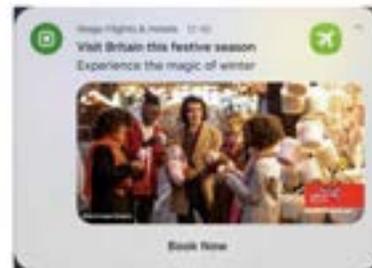
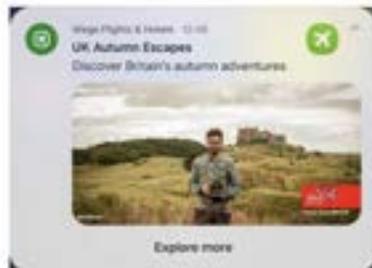
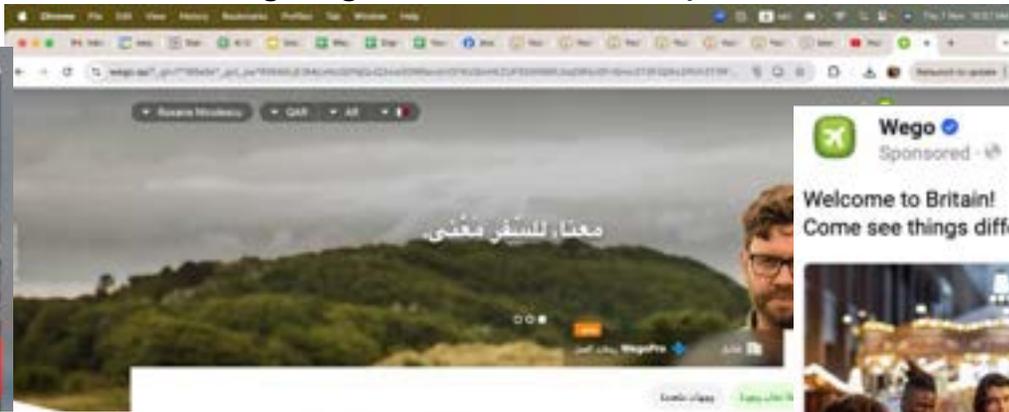
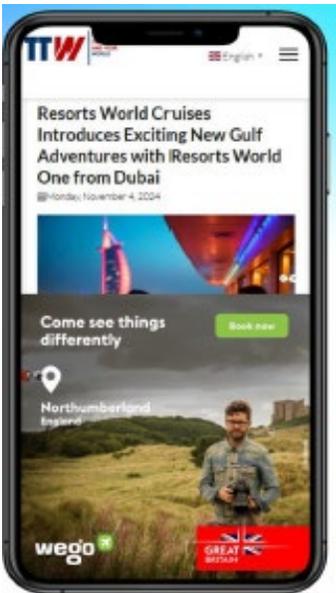
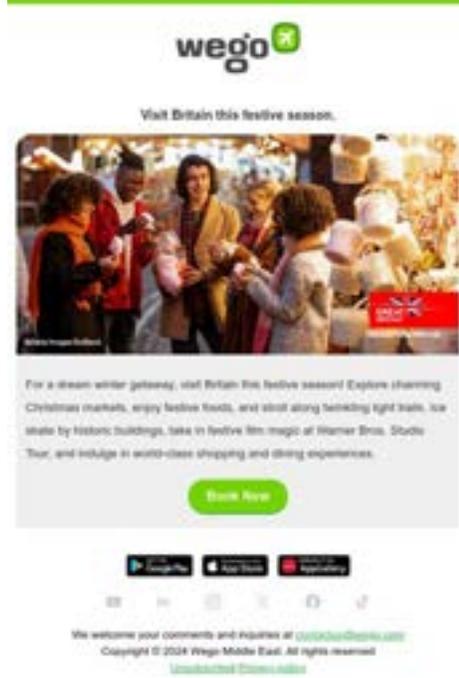
Targeted high-value GCC travellers (Oct–Dec) with regional & seasonal messages in English & Arabic.

Channels: Programmatic OOH, homepage takeovers, mobile ads (Smartifai AI).

Highlight: NE England Smartifai ads won *Best Use of AI Advertising* (2025 GCC Smarties)

Results: 100M impressions, 1M video views, +5% awareness vs. previous.

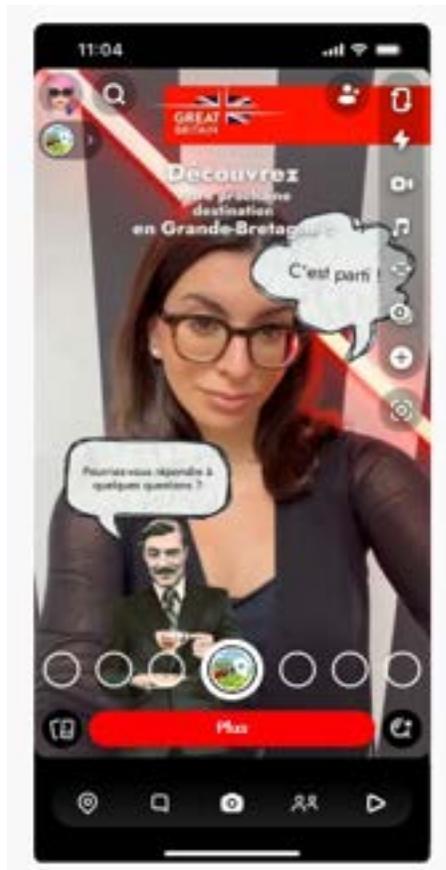
Impact: Britain searches +17%, booking value +26% YoY. Strong alignment with "unexpected experiences" message.



Ask Alfie Campaign - France

Activity: As part of GREAT FR24 pre-Olympics "Audacious Kingdom" plans, we included some North East experiences in the Ask Alfie campaign. in France on Snapchat and in a campaign video. May-Jul.

Results: +5.1 M video views. +5.5 M Snapchat impressions



B2B Highlights

- Bespoke 'GCC Ready' programme delivered in January to **over 30 local NE suppliers**, aimed at helping tourism and hospitality businesses in the NE welcome visitors from the Middle East.
- Australian B2B Partnership with **Helloworld** delivered a NE dedicated webinar and spot on HW trade training platform, expected reach of **2.2M**
- **4 Trade Trips from priority markets** (Germany, Nordics, France and Spain). In addition, **3 Showcase Trade trips** including the US.
- Delivered webinar to **115 key German travel trade** focussed on the NE "Willkommen im Nordosten von England" April 2024
- In France, Abbey and Destination North East **5 buyers attended, 4 programs created or updated with new products**. NE focused webinar attended by **41/54 travel agencies**
- B2B Media Press trip from the GCC with Connecting Travel centered around the county's first 5* hotel. Distributed to **+9K** key trade contacts.



CONNECTING TRAVEL
NEWS TOURS DESTINATIONS TRIPS PARTS VIDEO MEDIA SERVICES

Destinations
Hotel Review: Matfen Hall, Northumberland, UK



Bring Bridgerton fantasies to the fore at this period property in the rolling parkland of Northern England

- Key selling points for travel agents:
- Surrounded by 300 acres of parkland
 - 17-hole golf course
 - Spa with an indoor pool
 - All floor-to-ceiling
 - Five bars and restaurants

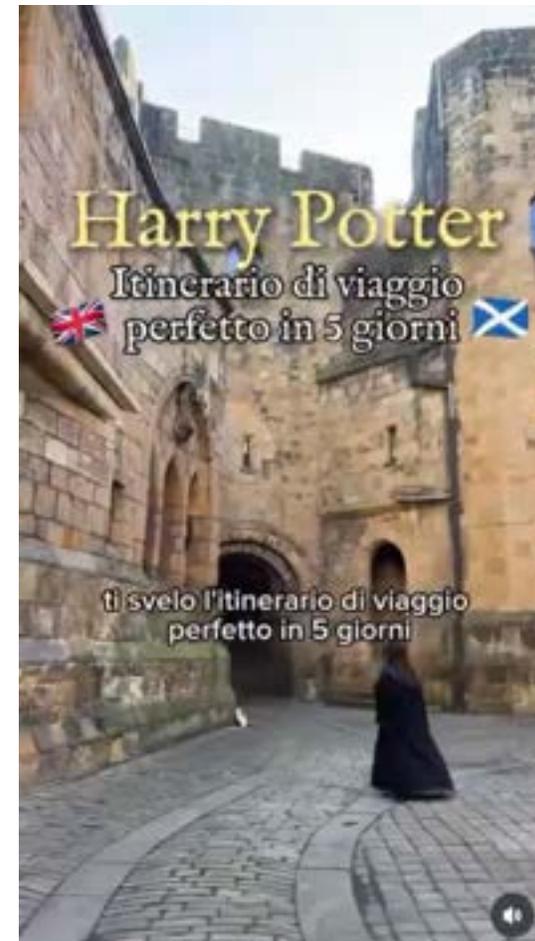


PR, Influencer and Social Media Highlights

- **Global Influencer trip** In October 2024, 16 international content creators from the USA, Canada, Australia, Brazil, Germany, France, Italy, Spain, GCC, India and China attended four genre-themed trips (Fantasy, Action & Adventure, Romance, Mystery & Drama) to create film & TV inspired content co-starring them and GREAT Britain.

The **Fantasy** trip featured Northumberland and was attended by **five** influencers from the GCC, Italy and China with a total combined following of **2.59 Million**.

- **184 press articles** featuring the North East (**74%** included a call to action to encourage readers to explore options) across **15** markets with a potential media reach of **36.9M people**.
- **Germany breakfast TV spot** featuring Northumberland had viewership of circa **750K**
- Media visit from Spain resulted in a **5 page spread in National Geographic with a 3M+ reach**
- Social Media Activity: 27 dedicated posts featuring the North East. **Audience 300K with an average 30K per post of reach** across Instagram, TikTok and Facebook





Celebrating another successful year for the DDP!

2021

Thank You



Business
Advice Hub



Research
& Insights



Industry
Newsletter



Ad Gefrin Anglo-Saxon Museum & Distillery / Sally Ann Norman