

MEDIA RELEASE

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ESCAPE
THE EVERYDAY



Visit Greenwich says It's Time to Escape the Everyday

#ItsGreenwichTime #EscapetheEveryday

Visit Greenwich, the Destination Management Organisation for the Royal Borough of Greenwich, London, is this week launching its 2021 destination marketing campaign to encourage UK residents to choose Greenwich as a place to holiday this year and experience a fresh perspective of London.

Visit Greenwich has been successful in its bid for VisitEngland funding to run "Royal Greenwich: It's Time", supporting VisitEngland's national "Escape the Everyday" domestic campaign. The campaign aims to position Greenwich and Zone 2 as a base for a short break, enjoying the best of both worlds of Greenwich and central London.

The campaign is particularly targeting 18-34 year-old pre-nesters and families with pre-school children, who are looking for crowd-free bucket list experiences, green open spaces, trips on the River Thames, unusual adventures and memorable ways to get back together with friends and family.

The Royal Borough of Greenwich, with its Insta-perfect location on the banks of the Thames, offers sightseeing on the river, beautiful parks and gardens, a sense of space, places to shop, eat and drink and lots to explore outdoors as well as inside the heritage buildings that are home to the National Maritime Museum, Queen's House and the Old Royal Naval College. As well as having a World Heritage Site, famous for the Royal Observatory, the Meridian Line and Cutty Sark, it is home to The O2 - its iconic white tent containing leisure activities, restaurants and designer outlet shopping as well as being able to walk over the top.

Many attractions, hotels, transport, events and restaurants have been awarded the VisitEngland "We're Good To Go" accreditation to reassure visitors that they are following current government guidelines relating to Covid-19.

Timing with the launch of the campaign is a brand-new Visit Greenwich website (visitgreenwich.org.uk), using the Simpleview platform that is used by many destinations worldwide. The new website gives more attractive design, content and enhanced functionality. It also has a new online booking system, VisitEngland's TXGB, integrated within the site to give increased bookability direct on the website. The website has a section dedicated to driving the Escape the Everyday campaign, giving inspiration and ideas for having the best time in Greenwich and makes it easy for visitors to book tickets to attractions, experiences and where to stay.

Barrie Kelly, Chief Executive, Visit Greenwich, said, "It's time to look forward and plan for a 2021 visitor season that will help our visitor economy recover over the next couple of years. The funding from VisitEngland helps us to deliver a strong and targeted digital marketing campaign to attract younger audiences that are looking for new experiences and places to reunite with friends and family. The Royal Borough of Greenwich has a wonderful mix of old and new, traditional and exhilarating, and far too much to try and do in one day. I urge people to come and see another side of London and take your time to enjoy Greenwich safely over a few days."

VisitEngland Director Andrew Stokes said: "Millions of jobs and local economies depend on tourism right across the country and the industry needs all of us to make sure it gets back on its feet. It is great to see the activity that Visit Greenwich will be delivering locally, with

support from VisitEngland funding and aligning with our national 'Escape the Everyday' campaign, to encourage more people to get out and discover the outstanding destinations and quality attractions here on our doorstep and to drive bookings.

"It will also support local businesses who have been working so hard to welcome visitors back safely, adapting and innovating to meet new ways of working and still providing a great visitor experience."

Visit Greenwich is also a key partner in London's tourism recovery campaign "Let's Do London".

- Ends -

Notes to Editor

For further information, images or to arrange an interview, please contact:

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1. About Visit Greenwich and the Escape the Everyday campaign

Visit Greenwich is a private sector led Destination Management Company with the aim of growing the visitor economy and raising the profile of Greenwich for the benefit of businesses, visitors and residents. Our mission is to be recognised as the UK's best destination for Heritage, Culture and Entertainment by 2023.

The objective of the **It's Time to Escape the Everyday** campaign is ultimately to drive bookings, direct on the campaign website. Bookable experiences to date include:

- City Cruises sightseeing tours
- Uber Boat by Thames Clippers river trips
- Up at The O2
- Emirates Air Line cable car
- Painted Hall at the Old Royal Naval College
- Cutty Sark
- Royal Observatory
- Royal Museums Greenwich Day Pass
- "Tudors to Windsors" major exhibition at the National Maritime Museum
- Guided walks by Greenwich Tour Guides Association, Greenwich Royal Tours and London Guided Walks



All bookable experiences can be seen on the campaign landing page
visitgreenwich.org.uk/escape-the-everyday

2. About the Royal Borough of Greenwich

The area of Greenwich town centre and Royal Park is inscribed by UNESCO as the Maritime Greenwich World Heritage Site and world-famous as the home of Greenwich Mean Time, the Royal Observatory, the Meridian Line and *Cutty Sark*, the world's only surviving tea clipper.

Other destinations within the Borough are Greenwich Peninsula, for everything inside and over The O2 and the Emirates Air Line cable car; Eltham for Eltham Palace & Gardens, Well Hall Pleasaunce and Severndroog Castle; and Woolwich, for the historic market, Royal Arsenal and the new cultural district Woolwich Works due to open later this year.

In 2019, over 20 million tourists visited the borough, spending £1.5bn.

3. About the 'Escape the Everyday' Destination Management Organisations' Recovery Marketing Fund ("the Fund")

- VisitEngland, as the tourism delivery partner for the GREAT Campaign, launched in September 2020 the UK-wide domestic marketing campaign, *Escape the Everyday*. The campaign aims to support the UK's tourism industry to recovery by encouraging consumers to explore, discover and treat themselves on a UK short break as and when COVID-19 related restrictions allow and when they are ready to travel.
- The Fund provided the opportunity for England's DMOs to apply for grant funding to deliver local marketing activities aligned to the national campaign (in spring 2021).
- Visit Greenwich is working with local tourism businesses to create *Escape the Everyday* guides and content, including bookable product experiences available for the consumer to purchase on their own destination website.
- The Fund is supporting DMO sustainability and recovery during the COVID-19 pandemic, creating opportunities to directly support their businesses and provide increased choice and information for the consumer in planning and booking domestic breaks and experiences.

4. About VisitBritain/VisitEngland

- VisitBritain/VisitEngland is the national tourism agency – a non-departmental public body funded by the Department for Digital, Culture, Media & Sport (DCMS)
- Working with a wide range of partners in both the UK and overseas, its mission is to grow the volume and value of inbound tourism across the nations and regions of Britain and to develop world-class English tourism product to support its growth aspirations. For further information and to access the latest in-depth market intelligence and statistics visit www.visitbritain.org or www.visitbritain.com and www.visitengland.com for consumer information.