

## **MEDIA RELEASE**

**20<sup>th</sup> May 2024**

### **Visit Greenwich appoints PM Consulting to drive a new travel trade strategy**

Visit Greenwich has appointed leading tourism consultancy, PM Consulting, to drive its travel trade activities. PM Consulting has assigned Andrew MacPherson, formally of Royal Museums Greenwich and Go City®, to lead the Greenwich travel trade group to generate new business across the Royal Borough of Greenwich. Andrew will work with key partners including The O2, Old Royal Naval College, Royal Museums Greenwich, City Cruises, Thames River Sightseeing, Uber Boat by Thames Clippers, IFS Cloud Cable Car and many others to drive the Visit Greenwich good growth plan which sets out to achieve 35% growth by 2027.

Greenwich has recovered well from the pandemic and last year welcomed 19 million visitors who contributed £1.8 billion spend into its visitor economy supporting over 16,000 jobs. The Royal Borough of Greenwich is blessed with incredible assets including a UNESCO World Heritage Site, home of the Prime Meridian Line/GMT, the most successful venue in the world (The O2), Royal Borough status (one of only three in London), the longest waterfront in London and it is now incredibly well connected to central London and all key gateways into the South East.

The new travel trade strategy will combine these incredible assets to change the perceptions of Greenwich and it will also position the Greenwich & Docklands area as an alternative base for tourists visiting London. Barrie Kelly, Visit Greenwich Chief Executive, said, "I am delighted that PM Consulting has agreed to join us on this exciting project. Both Peter Muttitt and Andrew MacPherson offer a combination of global presence, commercial expertise and a local passion for all things Greenwich. They will inject new levels of creativity and commercial focus into our work. PM Consulting Managing Director, Peter Muttitt, added "We are excited to partner with Visit Greenwich, London's most welcoming borough. We are keen to show the world how incredible and easy to access this historic and contemporary part of London is!"

**Ends**

**Notes to Editor**

#### **About Visit Greenwich**

Visit Greenwich is the official, award-winning Destination Management Company for the Royal Borough of Greenwich. A not-for-profit company set up to promote Greenwich and the surrounding area as a destination to leisure and business visitors by working in partnership with all businesses who have a stake in the local visitor economy.

We reach 2 million visitors through our channels and attract 19 million visitors together with our partners. The local visitor economy generates £1.87billion and supports 16,000 jobs.

The Visit Greenwich partnership co-ordinates and joins up our visitor economy to ensure that visitors have incredible experiences, and that economic and social impacts are maximised for our businesses and communities in a sustainable way.

Visit Greenwich has been shortlisted in The Travel Marketing Awards this year in the Travel Trade Engagement category. Awards will be announced 4th July.

[Click here](#) for more about Visit Greenwich.

## About the destination

Set alongside the river Thames, the Royal Borough of Greenwich is one of London's most popular visitor destinations, just 10 minutes from central London, with a variety of exciting areas with their own distinctive character and experiences, it is a great base for a visit to the capital:

- Maritime Greenwich World Heritage Site for so many worldclass attractions - the Royal Observatory, Prime Meridian and Planetarium, Cutty Sark, National Maritime Museum, Queen's House, Old Royal Naval College, Greenwich Market, Greenwich Park – as well as home to the University of Greenwich.
- Greenwich Peninsula for The O2 (as well as the arena - Up at The O2, Outlet Shopping and a street full of leisure activities, bars and restaurants); IFS Cloud Cable Car, The Tide riverside park and Design District.
- Royal Arsenal at Woolwich for Woolwich Works and Punchdrunk immersive theatre
- Around the Royal Borough for Eltham Palace & Gardens, Charlton House, Severndroog Castle, green open spaces and walk/cycle routes.

For more information, please contact:

[media@visitgreenwich.org.uk](mailto:media@visitgreenwich.org.uk)

[visitgreenwich.org.uk](http://visitgreenwich.org.uk)



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