

MEDIA RELEASE

April 2022

ESCAPE
THE EVERYDAY



**Escape to Royal Greenwich and The City
to experience London with a twist**

#ItsGreenwichTime #EscapetheEveryday

Visit Greenwich, the Destination Management Organisation for the Royal Borough of Greenwich, London, has been successful for the second year running in its bid for VisitEngland funding to deliver an Escape the Everyday campaign.

Presenting London with a twist, the Greenwich and The City campaign will launch later this month and run through to the end of June, to encourage UK residents to book Greenwich and the City of London as a place to take a break this year and experience a fresh perspective of the capital.

The campaign aims to position Greenwich as a base for a short break, enjoying the best of both worlds of Greenwich and the City of London, including inspirational content and bookability for experiences in the Royal Borough of Greenwich, the City of London as well as London's other Royal Boroughs and World Heritage Sites.

The river Thames will play a vital role, as an exciting and easy way to experience London and get about between places. Our royal heritage will feature and will also play on 'royal' as offering VIP/red carpet experiences.

The campaign is targeting 25-44 year olds based in the UK with no children in the household in the South East of England, who want to feel excited about the unmissable events in this Platinum Jubilee year; who want to feel good about the sustainable choices they make when taking a city break; and want to feel connected and make up for lost time with the family and friends they haven't been able to see.

Barrie Kelly, Chief Executive, Visit Greenwich, said:

"We are delighted to be just one of only 11 destinations across England to have been successful in bidding for VisitEngland Escape the Everyday funding. The funding from VisitEngland helps us to relaunch Greenwich with 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. If you then add in destinations that are easily reached by river, like the City of London, then we offer an incredible short break for anyone looking to see London with a twist."

VisitEngland Director Andrew Stokes said:

"VisitEngland is very pleased to be delivering this fund to support destinations locally as they align their activities to our national 'Escape the Everyday' campaign, encouraging more people to discover the fantastic array of tourism products on their doorstep and further afield.

"With the slower return of international tourists, now is the time to visit our wonderful cities and remind ourselves why they are such a draw. The funding will also support local businesses who have been working so hard to welcome visitors back and provide a stand-out experience."

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 Organisation 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 2025.

The objective of the **Royal Greenwich and The City** campaign is ultimately to drive bookings, direct on the campaign website. Bookable experiences include:

- Cutty Sark
- Royal Observatory
- Painted Hall at the Old Royal Naval College
- Up at The O2
- Emirates Air Line cable car
- City Cruises sightseeing tours
- Uber Boat by Thames Clippers river trips
- St Paul's Cathedral
- Tower Bridge
- Guided walks by Greenwich Tour Guides Association, Greenwich Royal Tours and London Guided Walks

All bookable experiences are available 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 Pleasance and Severndroog Castle; and Woolwich, for the Royal Arsenal, the new cultural district Woolwich Works and special for 2022 is Dreamachine, part of the nationwide UNBOXED festival.

The Royal Borough of Greenwich in 2022 is celebrating!

- Royal Borough status, 10th anniversary
- Maritime Greenwich WHS 25th anniversary of its UNESCO inscription
- London Olympic & Paralympic Games, 10th anniversary
- Greenwich Foundation for the Old Royal Naval College, 25th anniversary

- The Queen's Platinum Jubilee Weekend, 2nd to 5th June
- Up at The O2, 10th anniversary, June
- The O2, 15th anniversary, June
- Emirates Air Line cable car, 10th anniversary, June

A top new attraction for 2022 is the Cutty Sark Rig Climb Experience, combining a visit to the famous tea clipper with an exhilarating climb up the rigging, just like hundreds of sailors did during Cutty Sark's long and fabled career at sea.

3. About the City of London

With an 800-year history, the City of London is the capital's oldest quarter and mixes Roman ruins with modern icons. The area is home to some of London's most popular attractions, including Tower Bridge, St Paul's Cathedral and the Museum of London, as well as iconic modern buildings such as "The Gherkin" and "The Cheesegrater". Explore fascinating and unusual museums, find world-class art at its galleries and relax in green spaces, bars, restaurants and shops.

The City is based on the original Roman town of Londinium, which was founded in around AD50. It's often called the Square Mile, as it's almost exactly one square mile (2.6 sq km) in area.

Geographically, the City is roughly bordered by Temple and Chancery Lane station to the west, Liverpool Street and Barbican stations to the north, Tower Hill to the east, and the river Thames to the south. The City sits in central London, a short walk from the West End, London Bridge, the South Bank, Bankside, Shoreditch and Brick Lane.

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

- VisitEngland, as the tourism delivery partner for the GREAT Campaign, launched the UK-wide domestic marketing campaign, *Escape the Everyday* in September 2020.
- The 2022 campaign will continue to support the English tourism industry's recovery by encouraging a pre-nester audience to consider an England short city break in spring and summer, by showcasing the breadth of experiences available.
- Cities will continue to remain a focus for this next phase of the Escape the Everyday campaign, which continue to be impacted by lower levels of international visitors. Cities will play host to some of 2022's unmissable events including the Commonwealth Games, the Queen's Platinum Jubilee, UNBOXED and the UEFA Women's Euros, which the campaign will highlight.
- The Fund provided the opportunity for England's DMOs to apply for grant funding to deliver local marketing activities aligned to the national campaign.
- The Fund is supporting DMO sustainability and recovery following 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.

5. 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.