



**FOR IMMEDIATE RELEASE**

**Greenwich launches 'An Unmissable Time' - showcasing London's ultimate destination for culture, adventure and riverside experiences**

*Greenwich is inviting visitors to discover an 'Unmissable Time' in the 'Home of Time' shining a spotlight on the Royal Borough's iconic attractions, vibrant neighbourhoods and unforgettable experiences.*

Watch the video [here](#)

Bringing together many of Royal Greenwich's leading visitor attractions, cultural organisations and tourism businesses, **Greenwich: An Unmissable Time** celebrates everything that makes the borough one of London's most exciting destinations for a day out, weekend escape or short break.

From arriving in style along the Thames and hopping on and off with **Uber Boat by Thames Clippers**, where visitors can save by booking ahead online or via the app; taking in spectacular views from the **London Cable Car**; dining onboard **City Cruises**; exploring the magnificent **Old Royal Naval College**; discovering the rich maritime stories of **Royal Museums Greenwich**; browsing the independent traders of **Greenwich Market**; or relaxing amongst the scenic landscapes of **Greenwich Park**, visitors are invited to experience a destination where world-famous heritage meets contemporary culture.

The campaign also shines a light on the wider Royal Borough, celebrating the **Maritime Greenwich World Heritage Site, Greenwich Peninsula, Woolwich and Eltham** as one connected destination packed with history, entertainment, green spaces, riverside experiences, food, culture and year-round events.

Captured through immersive **Insta360** filmmaking, the campaign follows a visitor's journey across the borough, revealing the many unforgettable moments that make Greenwich one of London's most rewarding places to explore.

**One Destination. Endless Unmissable Moments.**

Whether it's arriving by river, discovering centuries of history, exploring museums and galleries, enjoying independent cafés and markets, or spending time in one of London's most beautiful Royal Parks, Greenwich offers visitors the opportunity to experience multiple attractions and experiences around the royal borough in a single visit.

The message to visitors is to stay longer, discover more and build your own "Unmissable Time" through curated itineraries that showcase the very best of the borough. Content themes are:

- Live entertainment

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- Adventure / sightseeing experiences
- Evenings out
- Eating, drinking & shopping
- Setjetting (film/tv locations)
- Overnight stays

## A Collaborative Destination Campaign

Developed by **Visit Greenwich**, the campaign brings together partners from across the borough to promote Greenwich as one complete destination.

The feature sponsor of the campaign is **Uber Boat by Thames Clippers**, and core campaign partners are:

- **Maritime Greenwich World Heritage Site**
- **Royal Borough of Greenwich**
- **City Cruises**
- **Greenwich Market**
- **Greenwich Park**
- **London Cable Car**
- **Old Royal Naval College**
- **Royal Museums Greenwich (Cutty Sark, National Maritime Museum, Queen's House & Royal Observatory)**
- **University of Greenwich**

The campaign also celebrates Greenwich as one of London's great university locations, with the University of Greenwich featured through editorial content and a dedicated student perspective highlighting the borough's unique character and vibrant community.

## Inspiring Millions of Visitors

The campaign will be supported through premium media partnerships with **The Independent** and **Tripadvisor**, reaching audiences at every stage of their visitor journey.

The Independent will inspire audiences through trusted travel journalism, editorial storytelling and video content, while Tripadvisor will engage visitors actively researching and planning trips to London through targeted destination content, enhanced listings and curated itineraries.

Alongside paid media, Visit Greenwich will amplify the campaign through PR, social media, destination content, partner storytelling and a dedicated campaign hub featuring seasonal inspiration and visitor itineraries.

## Barrie Kelly, Chief Executive of Visit Greenwich, said:

*"The Royal Borough of Greenwich presents an incredible array of experiences unlike anywhere else in London. Within a short walk - or a journey along the river - you can discover world-class heritage at our UNESCO World Heritage Site, beautiful green spaces, vibrant markets, culture, live entertainment and fantastic places to eat and drink. 'An Unmissable Time' brings our destination together to inspire visitors to experience a very different London."*

## Plan Your Unmissable Time

Visitors can discover seasonal events, curated itineraries and inspiration for their next visit at [visitgreenwich.org.uk/unmissable](https://visitgreenwich.org.uk/unmissable)

Follow the campaign using **Unmissable #GreenwichTime**.

## Notes to editor

For further details and campaign imagery, please contact [media@visitgreenwich.org.uk](mailto:media@visitgreenwich.org.uk)



## 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 £2.1 billion 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.

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