



THE DIAL HOME OF MEANTIME BORN IN GREENWICH

# Visit Greenwich Spring Partner Meeting

Barrie Kelly, Chief Executive, Visit Greenwich

WEDNESDAY 22 APRIL 2026 | The Dial – Home of MEANTIME

visitgreenwich

# Programme

- ❖ Barrie Kelly, CEO Visit Greenwich
- ❖ Lesley Ellard, The Dial – Home of Meantime
- ❖ Chenine Bhathena MBE, Head of Culture, Royal Borough of Greenwich
- ❖ Laura Flanagan, Marketing Director, Knight Dragon / Greenwich Peninsula
- ❖ Joss Croft OBE, CEO UKinbound
- ❖ Lunch & Networking





Welcome by

**Barrie Kelly**  
Chief Executive  
Visit Greenwich

**Lesley Ellard**  
Head of Sales  
The Dial – Home of  
Meantime



Amazing Grace London Bridge



Amazing Grace Canary Wharf



The Dial - Home of Meantime

# Visit Greenwich update

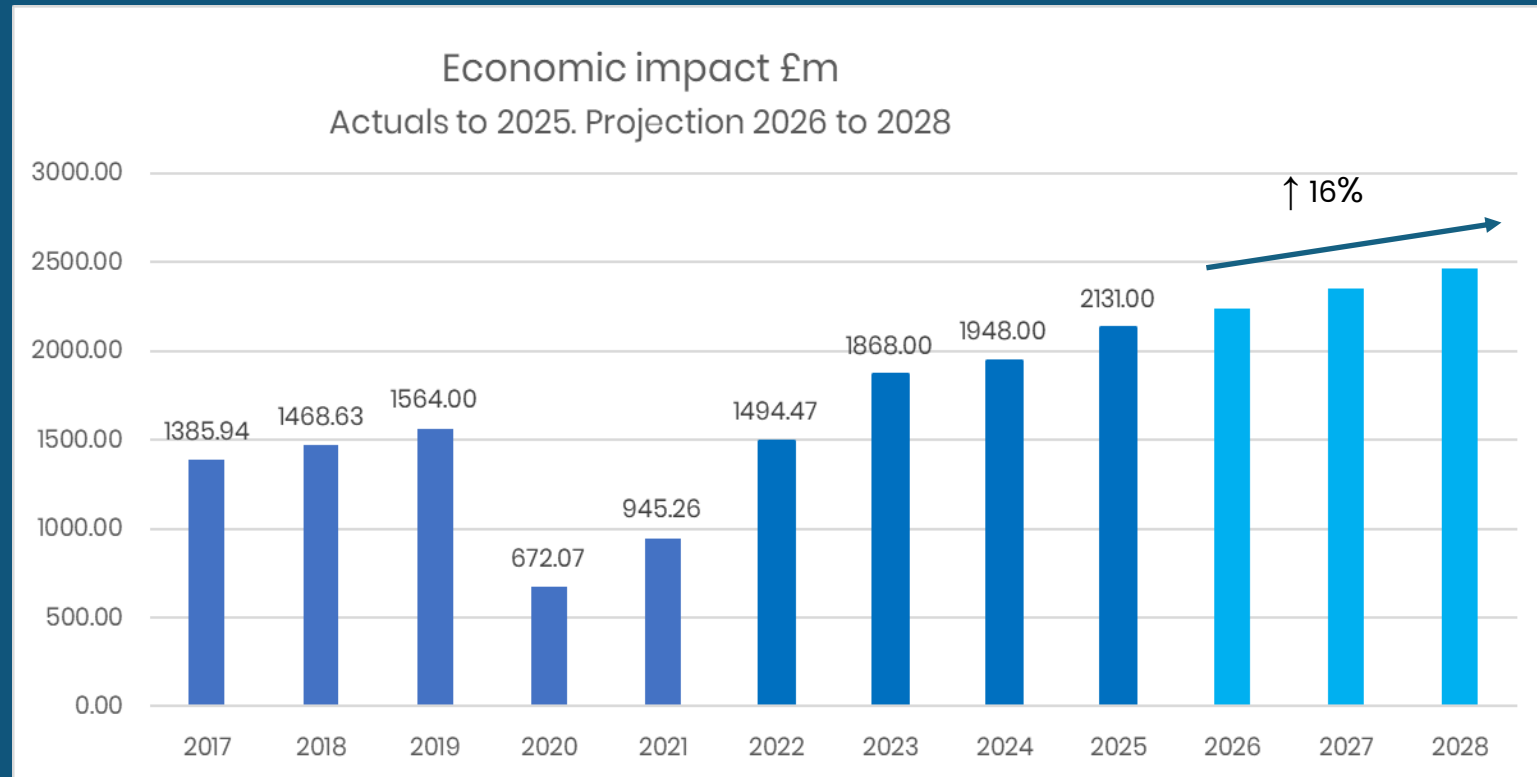
- Destination Performance
- Forecasts
- Live Policy Issues
- What's New in Greenwich for 2026-27
- Marketing Strategy 2026
- Get Involved!



# Destination Performance 2025

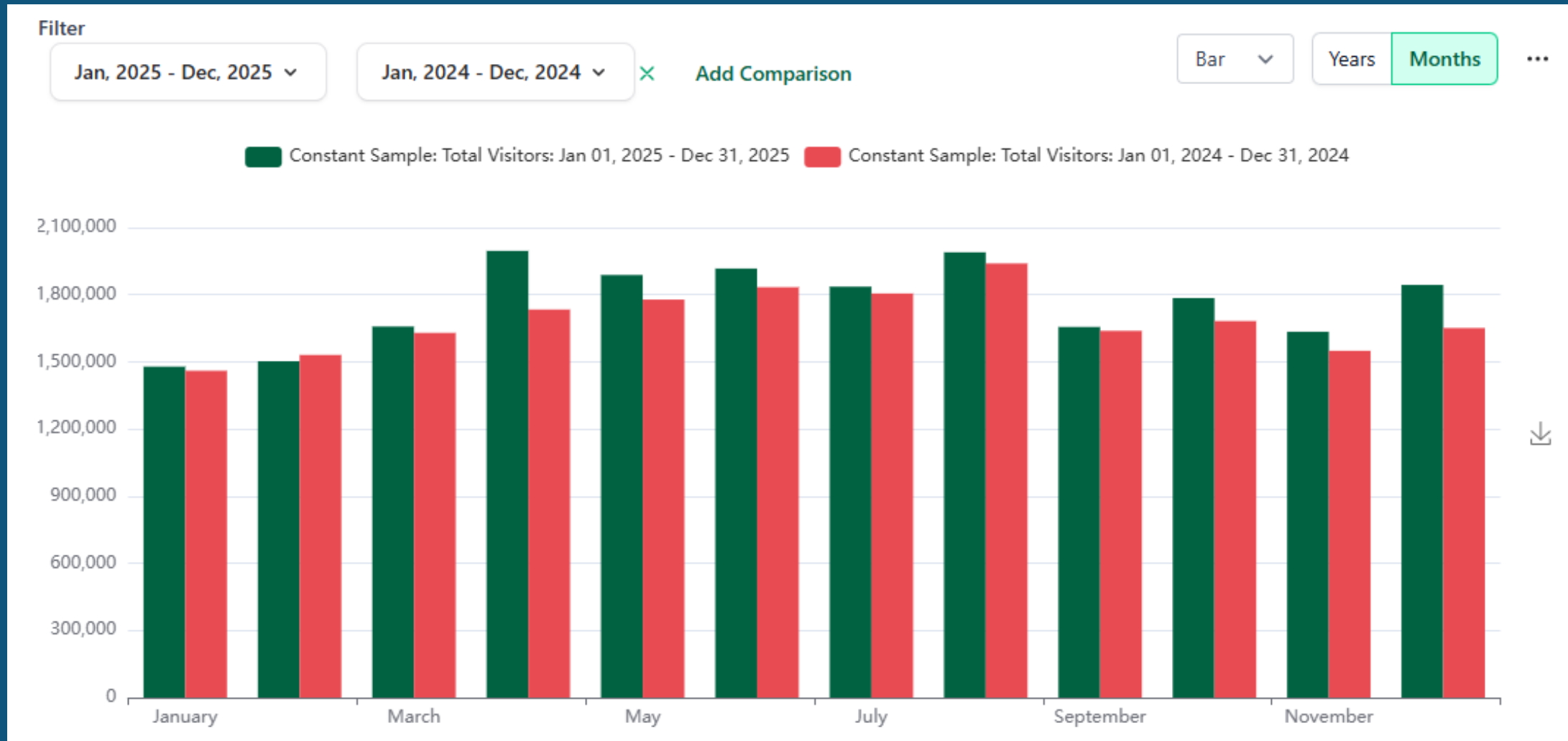
(draft STEAM 2025 report)

- Tourist spend: up by 9% to £2.13bn
- Tourist numbers: up by 1.5% to 18.9%
- Jobs supported: up by 2.4% to 15,993



# Destination Performance 2025

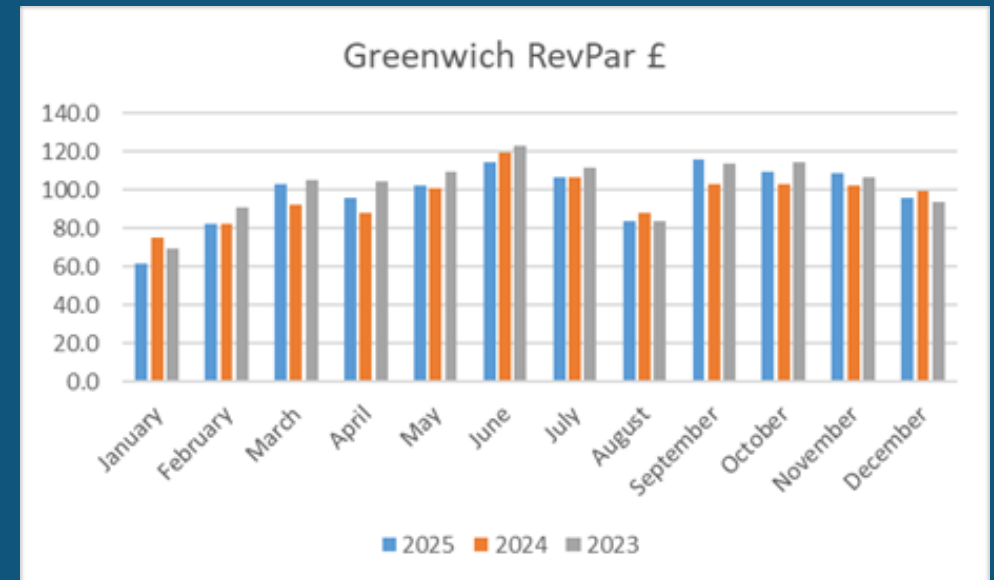
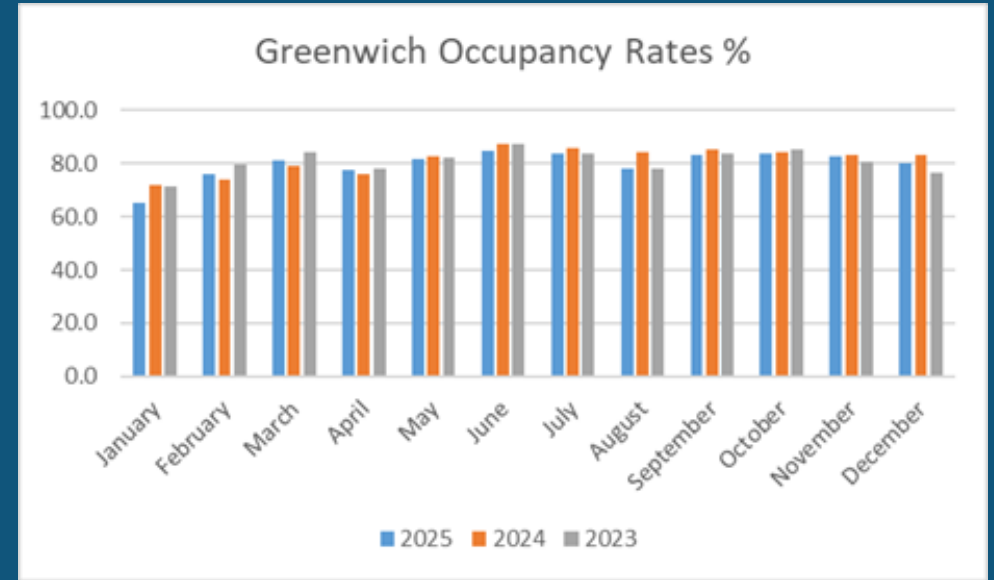
Attractions visits, 4% up, 21.1 million visits



# Destination Performance 2025

## Hotels

- Hotel stays: 6% of visitors stay overnight
- Average occupancy 2025: 80%  
(level with 2024)
- Average RevPar 2025: £97.65  
(2% up on 2024)
- Peak occupancy was June: 85%



# London is the most popular destination for 4 in 5 of Europe's largest source markets in 2025

This is despite lower overall arrivals from France and Germany last year.

Among Europe's key growth source markets, London is the most popular destination for India and Australia.

## Cities rankings for Europe's key stable source markets

Top 5 markets for visits 2025

Rank	Germany	United States	France	Netherlands	Italy	Spain
1	Venice	London	London	London	London	London
2	London	Paris	Barcelona	Paris	Paris	Paris
3	Istanbul	Rome	Amsterdam	Antwerp	Istanbul	Rome
4	Vienna	Dublin	Venice	Berlin	Barcelona	Lisbon
5	Antalya	Barcelona	Brussels	Barcelona	Bucharest	Amsterdam

## Cities rankings for Europe's key growth source markets

Top 5 markets for visits 2025

Rank	China	South Korea	Japan	India	Brazil	Australia
1	Rome	Rome	Paris	London	Lisbon	London
2	Barcelona	Prague	Barcelona	Paris	Rome	Rome
3	Milan	Venice	Rome	Rome	Paris	Venice
4	Madrid	Istanbul	Venice	Istanbul	Milan	Amsterdam
5	Paris	Florence	London	Milan	Venice	Florence

Source: Oxford Economics;

Note: estimates exclude VFR travellers. Europe's key growth source markets are the top 6 markets by visits to Europe in 2025, selected from a set of markets outside Europe, not engaged in conflict, and with above 4.1m visits to Europe in 2019

# Live Policy Issues – Tourism Levy



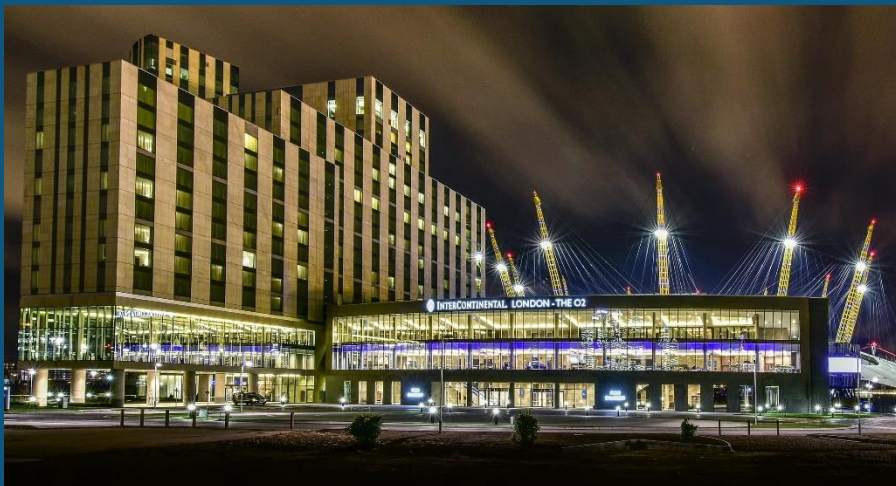
Novotel London Greenwich



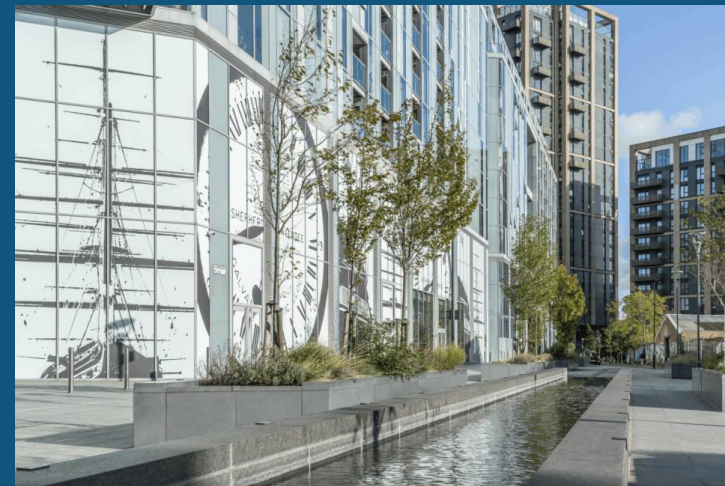
DoubleTree by Hilton London Greenwich



ibis London Greenwich



InterContinental London – The O2



Zedwell Greenwich

# Live Policy Issues – Business Improvement Districts



Greenwich Town Centre



Woolwich Town Centre



Eltham Town Centre

# Reimagining the Riverside



UNESCO Maritime Greenwich  
World Heritage Site



Royal Arsenal Riverside



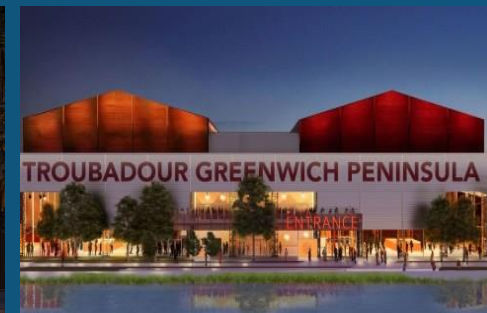
Greenwich Peninsula



The O2

# What's New in Greenwich

- **Visit Greenwich Wins “Destination of the Year” at UKinbound’s Awards for Excellence 2025**
- **Cutty Sark DLR Station re-opening (23<sup>rd</sup> March)**
- **Grand Axis opening**
- **Film Fixer – new film location agency for Royal Borough of Greenwich**
- **Capital of Culture Award activity**
- **UKinbound “INSPIRE” B2B Networking Event returns to Woolwich Works (10<sup>th</sup> September)**
- **Guinness World Records: London, opening late 2026 at The O2**
- **Secret Cinema at Greenwich Peninsula, opening late 2026**
- **Troubadour Greenwich Peninsula Theatre, opening March 2027**



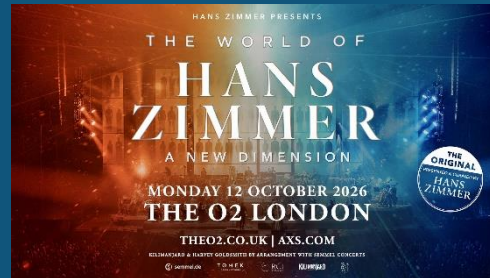
# Event Highlights 2026–27

- **TCS London Marathon** (26<sup>th</sup> April)
- **Behind the Scenes | Secret Dome Tour**, Old Royal Naval College (from 3<sup>rd</sup> April to 28<sup>th</sup> September, Monday and Friday)
- **Mirror Moon**, Royal Observatory Greenwich (from May)
- **Love Your Local Market**, Greenwich Market (15<sup>th</sup> to 30<sup>th</sup> May)
- **Greenwich Dog Show**, Old Royal Naval College Grounds (24<sup>th</sup> May)
- **Royal Greenwich Cultural Impact Award Programme** (from June)
- **Greenwich Comedy Garden**, Old Royal Naval College Grounds (15<sup>th</sup> to 19<sup>th</sup> July)
- **Labyrinth on the Thames**, Old Royal Naval College (July to August)

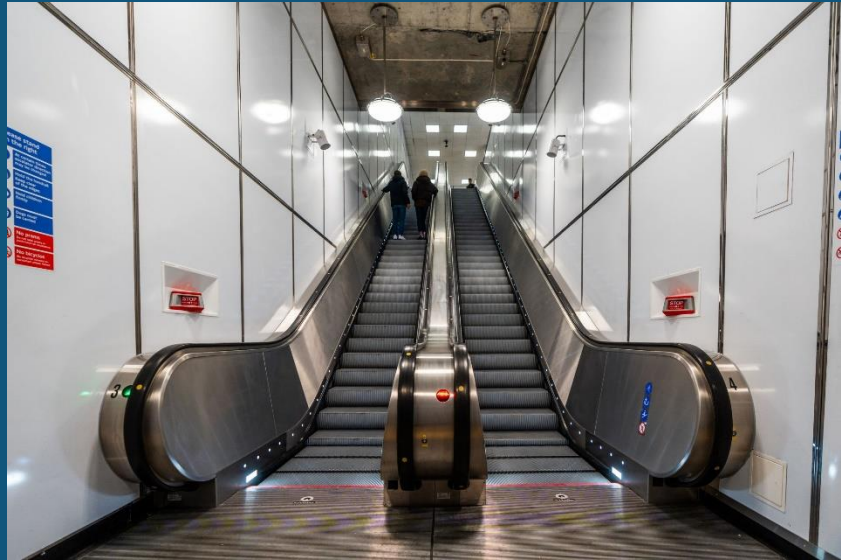


# Event Highlights continued

- **Ariana Grande: The Eternal Sunshine Tour**, The O2 arena (15<sup>th</sup> August)
- **Greenwich+Docklands International Festival** (August/September)
- **Open House London** (12<sup>th</sup> to 20<sup>th</sup> September)
- **Laver Cup**, The O2 (25<sup>th</sup> to 27<sup>th</sup> September)
- **The World of Hans Zimmer – A New Dimension**, The O2 arena (12<sup>th</sup> October)
- **Blue Earth Summit**, Woolwich Works (13<sup>th</sup> to 18<sup>th</sup> October)
- **Greenwich Market Light Switch On & Lantern Parade** (18<sup>th</sup> November)
- **Queen’s House Ice Rink**, Greenwich (November to January)




# Cutty Sark DLR Station reopening



# GREENWICH

"AN UNMISSABLE TIME"



starring  
**visitgreenwich**  
and  
**citycruises** 

INVITING YOU TO STEP ON SET AND TAKE YOUR PLACE IN BRITAIN'S UNMISSABLE 2025 DESTINATION

# Campaign Framework

**GREENWICH: AN UNMISSABLE TIME**

KEY THEME: **FILM & TV**



**EXPERIENCE UNMISSABLE GREENWICH**



**2026 CAMPAIGN**

KEY THEME: **ENTERTAINMENT**

**HOTELS / SHORT BREAKS  
CAMPAIGN**

KEY THEME: **SHORT STAY + ENTERTAINMENT**

**FOOD & DRINK**

**FILM & TV**

**MAJOR LIVE EVENTS/  
PERFORMANCES/SHOWS**

**NIGHTLIFE**

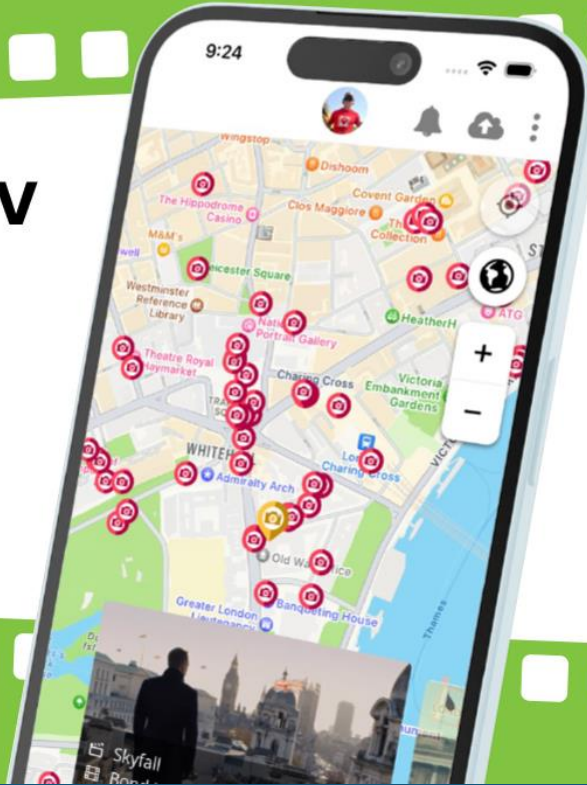
**ADVENTURE**

# SetJettors App: Greenwich on screen!

**VISIT ICONIC MOVIE/TV  
SCENES WITH THE**

 **SetJettors App**

Brought to you by **Uber Boat**  
by **thames clippers**



 **SetJettors**

Greenwich, UK



Download the SetJettors app to  
view all the scenes in  
Greenwich!

You can now visit the exact spots seen in the tv shows and films.  
Using the SetJettors app recreate the moment for yourself! Earn badges and uncover filming  
locations you never knew were right here in Greenwich!

You can download the app for **free** on both the **Apple** and **Android** app stores.

# Get Involved!



**ADOPT  
THE BRAND**



**THINK  
"DESTINATION"**



**SHARE  
BUSINESS LEADS**



**EMPLOY  
LOCAL PEOPLE**



**PRIORITISE  
LOCALS**



**LINK TO OUR  
WEBSITE**



**ENGAGE WITH  
@VISITGREENWICH  
ON SOCIAL MEDIA**

## Influencer collaborations



Thank you

