



## PRESS RELEASE

Date: 14 May 2025

### Visit Greenwich in partnership with City Cruises launches new setjetting campaign at the UK's most filmed heritage location

#### 'Greenwich: An Unmissable Time' campaign launch – 7<sup>th</sup> May at the Old Royal Naval College

Visit Greenwich, in partnership with City Cruises, has launched "Greenwich: An Unmissable Time", a new visitor destination campaign that brings cinematic inspiration to real-life adventure.

Visit Greenwich is harnessing the popular setjetting travel trend to create a new visitor campaign that promotes the Royal Borough of Greenwich as the place to visit in London to explore well-known film and TV scene locations.

Visit Greenwich held the campaign launch event, in partnership with City Cruises, on 7<sup>th</sup> May for its tourism partners and press. The Old Royal Naval College provided the perfect setting as it is the UK's most filmed heritage location and this year celebrates 100 years of filming.

Barrie Kelly, Chief Executive, Visit Greenwich stated: "Taking cues from VisitBritain's new screen tourism campaign, [#StarringGREATBritain](#), our campaign promotes Greenwich as an [Unmissable](#) place for a day out or short break, with film/tv as the leading theme. Surrounding these famous film scenes is an irresistible mix of attractions, experiences, river trips and places to eat, drink, shop, relax and stay over."

Matthew Mees, Chief Executive at the Old Royal Naval College, said, "As the No. 1 most filmed heritage location in the UK, the Old Royal Naval College's rich history and breathtaking architecture have been inspiring filmmakers for 100 years. We are proud to be the perfect backdrop on screen, from Bond to Bridgerton and Les Misérables to The Muppets. This year, visitors to Greenwich can enjoy 'Wigs, Weddings, Powder and Palaces', a brand-new guided tour celebrating all things film and TV; and in September, we are creating a very special celebratory moment to set a new GUINNESS WORLD RECORD™ for the largest gathering of people dressed as screen characters. We can't wait for people to join in and make this a blockbuster event."

The launch event included the first showing of the campaign promo video, starring a host of famous film characters on board City Cruises, and an immersive "Step Onto Set" doorway activation, giving guests the chance to physically walk through a stylised door and step onto the 'movie set' of Greenwich.

Arianna Scotto D'Abbusco, City Cruises Senior Marketing Manager said: "We are thrilled to partner with Visit Greenwich on this exciting campaign. City Cruises offer one of the most memorable ways to explore London's rich film and TV heritage - from the water. With panoramic views of some of the capital's most iconic filming locations, including the world-famous Old Royal Naval College, there's something for everyone to spot travelling

#### Visit Greenwich

Old Royal Naval College, 2 Cutty Sark Gardens, Greenwich, London SE10 9LW  
[media@visitgreenwich.org.uk](mailto:media@visitgreenwich.org.uk) • [visitgreenwich.org.uk](https://www.visitgreenwich.org.uk) • [@visitgreenwich](https://www.instagram.com/visitgreenwich)

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along the River Thames. With live commentary, comfortable open-air decks, and onboard refreshments, City Cruises turn a sightseeing journey into a cinematic adventure.”

There was also the chance to use the [Setjetters](#) mobile app, the world’s largest mobile database of film and TV locations, explorable through an interactive map featuring film/tv scenes, beyond the frame attractions, and nearby points of interest.

Visit Greenwich has so far added over 40 film scenes and beyond the frame listings and places of interest. Users can use the app to discover their favourite scenes, visit the scene, recreate the film moment with the in-app camera, and collect badges, as well as use it to plan a full day out exploring the area.

There was also the opportunity to experience a taste of the Old Royal College’s new walking film tour “Wigs, Weddings, Powder and Palaces”. The tour offers behind-the-scenes insights on how the UNESCO site transforms into a film set and provides a fun interactive tutorial on the Victorian etiquette of using the humble fan to flirt and communicate.

This campaign is brought to life by Visit Greenwich in partnership with City Cruises, with supporting cast:

- Uber Boat by Thames Clippers, also campaign sponsor of the Setjetters app; and
- Maritime Greenwich World Heritage Site
- Old Royal Naval College
- Royal Museums Greenwich
- IFS Cloud Cable Car
- Greenwich Market

The campaign draws on film tropes to create reels, itineraries and real-life experiences across Greenwich; from riverside romance to dramatic markets, thrilling museums and happily ever after green escapes. The campaign will be rolled out across DOOH media, paid social, email content, and influencer storytelling.

See the campaign here: [visitgreenwich.org.uk/unmissable](https://visitgreenwich.org.uk/unmissable) and the video [here](#).

Socials:

**@VisitGreenwich** [Instagram](#) [Facebook](#)

**Unmissable #Greenwich Time #StarringGREATBritain**

## NOTES TO EDITOR:

See the campaign here: [visitgreenwich.org.uk/unmissable](https://visitgreenwich.org.uk/unmissable)

Includes the [Setjetters](#) app, setjetting inspirational content, [itineraries](#) and [events](#).

## Screen tourism in Greenwich

As well as the 200+ productions at the Old Royal Naval College, Greenwich’s screen tourism locations include the exterior of the Ranger’s House as the Bridgerton home, Eltham Palace & Gardens, Greenwich Market, Greenwich Park, Royal Museums Greenwich (Cutty Sark, Queen’s House, Royal Observatory, National Maritime Museum) and The O2.

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Please see the Greenwich film biography included as an attachment with this release.

**VisitBritain** research demonstrates that there is a significant opportunity to leverage when it comes to screen tourism. While on a leisure trip in the UK, 7 in 10 UK visitors have been to a film or TV location and amongst those that would consider coming to Britain in the future, 9 in 10 would be interested in doing so.

More about VisitBritain's Starring Great Britain campaign: [visitbritain.org/starring-great-britain-campaign](https://visitbritain.org/starring-great-britain-campaign)

## 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 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.

[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, an average of 20 minutes from central London (10 minutes from London Bridge), 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, The Fan Museum, St Alfege Church
- 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.
- A year-round calendar of events, experiences, festivals and activities. See What's New [here](#)

For more information, please contact

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