

MEDIA RELEASE

5 March 2026

Visit Greenwich named “Destination of the Year” at UKinbound’s Awards for Excellence 2025

Visit Greenwich, the Destination Management Organisation (DMO) for the Royal Borough of Greenwich, has won best in category for “Destination of the Year” at the annual UKinbound National Awards for Excellence 2025 on 26 February 2026.

UKinbound is the UK’s foremost travel trade association for the UK’s inbound visitor economy (international visitation) – forecast to be worth over £35.7 billion to the UK economy in 2026.

The award was presented in front of over 400 travel and tourism professionals at the association’s 2025 Awards for Excellence Gala Dinner, which took place at the Kimpton Clocktower Hotel in Manchester.

Following self-nomination and a shortlisting, the winners were decided by an independent panel of judges comprising:

- Professor Xavier Font, Professor of Sustainability Marketing, University of Surrey
- Eddy Leviten, Executive Director, Tourism Alliance
- Ian Taylor, Executive Editor, Travel Weekly

In the category shortlist, Visit Greenwich was up against two mighty DMOs, Destination North East England and Visit West.

The judges said: “Visit Greenwich impressed us with its high-impact international marketing campaigns, measurable destination performance growth, and strong engagement with the travel trade. We were particularly struck by the dedication to maintaining one of only two Tourist Information Offices in London, alongside innovative campaigns and standout initiatives throughout the year.”

Joss Croft OBE, CEO UKinbound said: “Our industry continues to demonstrate extraordinary strength, creativity and resilience, and our Awards for Excellence recognise and celebrate the businesses and people that have made an outstanding contribution to the success and future of the UK’s inbound visitor economy. We are delighted to name Visit Greenwich “Destination of the Year”.”

Barrie Kelly, CEO Visit Greenwich said: “We are excited and proud to win this prestigious award for a second time. It’s testament to the incredible destination that we are helping to grow and also the powerful partnerships we have built within our experience economy. This is for “Team Greenwich.””

Huge congratulations also go to Royal Museums Greenwich for the award of “Sustainable Attraction of the Year” and Uber Boat by Thames Clippers who won “Transport Operator of the Year”.

The Awards for Excellence were presented during the association’s Annual Convention 2025, which was held in Manchester on Wednesday 25 and Thursday 26 February at the Emirates Old Trafford Cricket Ground.

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For further information, contact media@visitgreenwich.org.uk



Photo caption

26.2.26 - Visit Greenwich awarded “Destination of the Year”, UKinbound Awards for Excellence 2025