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August 2020

## **Royal Greenwich - *It's Time!***

### **New tourism recovery campaign for boosting business in the Royal Borough of Greenwich**

Visit Greenwich is working with the Royal Borough of Greenwich and South East London Chamber of Commerce to deliver **Royal Greenwich - *It's Time!***, a recovery campaign for the local economy. The campaign includes a summer series of leisure, learning, culture, events and offers to boost local tourism in August and September.

The campaign is the first stage of the local recovery plan which sets out priorities for action to re-boot tourism for the benefit of local businesses that need to re-open and recover.

It is being planned and programmed in a safe and socially distanced way as per the new Visit England "Good to Go" standard.

Cllr Danny Thorpe, stated, "COVID-19 has affected our borough in ways we could never have imagined, and we know it's been a tough time for many residents and businesses. **Royal Greenwich - *It's Time!*** is a way to celebrate our residents for staying at home to stop the spread of the virus and thank all the key workers who have kept the borough going. It's also a way for us to kick-start our borough's economy again, inspiring confidence among our residents to get back on the high streets and explore local attractions on their doorstep. With a whole range of events and activities planned, the festival promises to be a cultural extravaganza that unites residents from across the borough and supports our businesses to speed up the recovery of our local economy."

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Barrie Kelly, CEO, Visit Greenwich, added, “This is an opportunity to restart our visitor economy with our local audiences knowing they will be more confident to visit places on their doorstep. This is a great opportunity to create a stronger local, loyal, visitor market who in the future will return time and time again, spread the word and bring family and friends. We want to remind residents that they live in a wonderful place, one that millions of people travel to from all over the world. Without the tourists, locals can enjoy the whole Borough of Greenwich like never before!”.

The celebration runs from 1 August until 30 September and is timed to complement the number of great events that are planned to take place including Greenwich + Docklands International Festival, Greenwich Comedy Festival, Open House London and the reopening of attractions.

**Royal Greenwich - *It's Time*** is open to everyone who lives, works or studies in the borough. Offers can be seen at [visitgreenwich.org.uk/its-time](https://www.visitgreenwich.org.uk/its-time) , #ItsTimeRG

With over 60 amazing offers they are presented under the themes of Thanks, Shop Local, Wellness, Learning and Experiences.

- Ends -

For further information and images, please contact

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## Notes

Covid-19 has had an immense detrimental impact on tourism globally. For Greenwich, 2019 was a record year in terms of the value and volume of visits. 20 million tourists spent £1.56bn in the local economy last year. For 2020, since the lockdown in March, the visitor economy has been in freefall.

**Royal Greenwich - It's Time!** has been created as the first stage of Visit Greenwich's recovery plan for restarting the destination's visitor economy.

The plan includes activities that Visit Greenwich, key stakeholders, partners and businesses related to the visitor economy will together on to deliver. This ranges from business support, signposting to funding, delivery of business-related webinars and collaborating on the joint recovery campaign Royal Greenwich - It's Time in August and September.

Work is also in place to include Greenwich in London & Partners' new London Alliance recovery campaign "Because I'm a Londoner" for targeting people living in London and South East, as well as nationally with VisitEngland's "Know Before You Go". Marketing to international audiences such as USA, France and Germany will take place next year.