

MEDIA RELEASE

July 2024

Visit Greenwich wins Gold for Travel Trade Engagement, The Travel Marketing Awards 2024

Visit Greenwich has won the Gold Standard Award in the Travel Trade Engagement category, at The Travel Marketing Awards 2024.

Visit Greenwich CEO, Barrie Kelly stated, "We are delighted to win this award for the first time. It recognises the great work we have done with our key travel trade partners including The O2, Uber Boat by Thames Clippers, IFS Cloud Cable Car, Old Royal Naval College, Royal Museums Greenwich and City Cruises UK, to mention a few. We want the international travel trade to view Greenwich as a new and ever-changing destination and a base for visiting the whole of London."

The award-winning entry included key results in 2023-24 of generating a 20% increase in engagement; the creation of 5 new itineraries and 5 educational/ familiarisation trips and 5.1 % increase in overnight visitors.

Travel trade activity continues to be a high priority for Visit Greenwich and earlier this month appointed PM Consulting to implement a new travel trade strategy, to generate new business across the Royal Borough of Greenwich. Working with the travel trade is a key driver of the Visit Greenwich good growth plan which sets out to achieve 35% growth by 2027.

visitgreenwich.org.uk

Ends

Notes to Editor

More about the TTMA's – results page [click here](#)



Another win was in the **Content Marketing Campaign** category – marketing agency, Vivid won 2nd place for Visit Greenwich's winter marketing campaign, 'For Times Like These'.

Visit Greenwich

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Royal Borough of Greenwich Destination Management Company • Company Number: 08543882

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 £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.

Visit Greenwich has been shortlisted in The Travel Marketing Awards this year in the Travel Trade Engagement category. Awards will be announced 4th July.

[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, just 10 minutes from central London, 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 – as well as home to the University of Greenwich.
- 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.

For more information, please contact:

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