

## Visit Greenwich and Destination Partners at WTM Virtual, 9 to 11 November

We are delighted to be participating at the virtual 'UK Pavilion' and hosting our partners [Up at The O2](#), [Old Royal Naval College](#), [Uber Boat by Thames Clippers](#), and [Thames River Sightseeing](#). We are also hosting for the first time our hotel destination partners [DoubleTree Hilton by London Greenwich](#), [Novotel London Greenwich](#) and [ibis London Greenwich](#).

Together, we are showcasing the very best of UK destination for heritage, culture and entertainment, positing Greenwich as an unmissable part of a London visit, and an ideal base for a UK break.

Recognising that 2021 will continue to see the impact of Covid-19, Greenwich is ideally located just outside the capital's city centre and boasts lots of open spaces, attractions and businesses that are safe and accessible by spacious river transport.

Barrie Kelly, Chief Executive of Visit Greenwich said: "Once we emerge from the pandemic, the Greenwich & Docklands area of London will become increasingly important. We have the most riverfront and green spaces in London. As visitors begin to return, they will want to be based in a world class destination that is green and safe, but also one which has brilliant connections to central London. This is Greenwich."

The Greenwich offer has a strong appeal to the traditional heritage market as well as growing appeal to the millennial market as our attractions reimagine themselves to adapt and flex for younger audiences' needs and being able to thrive in a post Covid-19 environment.

We will continue our work in 2021 and beyond, positioning Greenwich for the next year as the new "zone 1" to reassure visitors that a trip to London can be a safe experience with amazing things to do. Being just 8 minutes from London Bridge, visitors have the best of London staying at quality accommodation in beautiful surroundings in Greenwich, close to all the sights and experiences of the Royal Borough with a quick and easy access to central London.

*New for 2021* is the Painted Hall 360 virtual tour and a new series of free Smartify tours at **Old Royal Naval College**; **Up at The O2** activations and special events will continue throughout the year; **Uber Boat by Thames Clippers** launched a brand new partnership and service while **Thames River Sightseeing** is continuing to build their new name and branding with a launch of a new website. 2021 is also an exciting year for **Royal Museums Greenwich** with major exhibitions and a number of events taking place throughout the year. A new cultural programme in Woolwich and the opening of **Woolwich Works** in spring 2021 will put this area of Greenwich firmly on the London cultural map.

For more information about Visit Greenwich and our destination partners, please visit our Virtual Booth on UK Pavilion, VBI47.

#### About Visit Greenwich

Visit Greenwich is a not-for-profit, private sector led Destination Management Company for the Royal Borough of Greenwich. We work with local visitor attractions, accommodation providers, transport operators, meetings and events venues, the hospitality and retail sector and local businesses to promote Greenwich as a visitor destination for leisure and business. We provide expertise and a range of services including marketing, PR, training, research & intelligence, travel trade, visitor information services, networking opportunities, and access to our 140+ partners.

We reach 2 million visitors through our channels and 20 million visitors together with our partners. The local visitor economy generates over £1.56 billion and supports 17,000 jobs.

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