



# VisitBritain launches global screen tourism campaign with blockbuster-inspired film

To drive inbound tourism across Britain, national tourism agency VisitBritain has this week launched a global screen tourism campaign, kicking off with a blockbuster-inspired film that sees Britain the star of the show.

[Press releases](#)

[VisitBritain](#)

January 2025

To drive inbound tourism across Britain, national tourism agency VisitBritain has this week launched a global screen tourism campaign, kicking off with a blockbuster-inspired film that sees Britain the star of the show.

The campaign 'Starring GREAT Britain' rolls out internationally this week with a [launch film](#) drawing on iconic film and TV moments from Mission: Impossible to Bridget Jones; Spider-Man to Succession; House of the Dragon to Harry Potter; Paddington to Fast & Furious to Mary Poppins Returns and more. The film takes viewers on a cinematic journey through Britain, giving them a front row seat to the destinations at the heart of the on-screen action.

The launch film, directed by Academy Award-winning British director Tom Hooper, is supported by a wider advertising campaign which is underway across the UK's largest and most valuable inbound visitor markets including Australia, the Gulf Co-operation Council (GCC) countries, France, Germany and the USA.

The campaign comes as VisitBritain's [screen tourism research](#) shows that more than 9-out-of-10 potential visitors to the UK would be keen to visit film and TV locations during a trip.

**Tourism Minister Sir Chris Bryant said:**

*“Many of the moments that took your breath away in the cinema were filmed in the United Kingdom. Stunning scenery, amazing cityscapes and great cinematic talent have combined over the years in a truly exceptional way. We want visitors from home and abroad to experience them first-hand by immersing themselves in the scenery and locations made famous thanks to film and TV.*

*“Our tourism industry is already worth £74 billion to the economy and this campaign will help drive more growth by encouraging millions of tourists to visit even more parts of our breathtaking country.*

*“Supporting our Plan for Change, this will help to boost visitor numbers and spend, create opportunity in local communities and set the scene for the UK's thriving visitor economy for years to come.”*

**VisitBritain CEO Patricia Yates said:**

*“Britain's destinations are the real star of the show as we harness the powerful draw of screen tourism to attract international visitors and drive their spending across our nations and regions, boosting local economies. Using film and TV as the hook we're telling the story of Britain today, showcasing our dynamic and diverse destinations and putting our welcome centre-stage.*

*“Films, TV and tourism have a lot in common. They bring people together and they can transport us to new places, experiences and adventures. From exploring our vibrant cities, world-class attractions and stunning countryside, the backdrop to so many iconic filming locations, to enjoying our exciting contemporary culture and hospitality, Starring GREAT Britain inspires visitors to put themselves in the picture, discover more and book a trip to Britain right now.”*

The first phase of the international advertising campaign got underway from 20 January and runs until the end of March 2025 and is part of a longer-term screen tourism focus by VisitBritain.

As well as the launch film, the multi-media advertising campaign uses a mix of channels to showcase destinations across England, Scotland and Wales as the backdrop to great stories, action and adventure. People will see the campaign on large digital billboards in locations from the famous Kurfürstendamm in Berlin, Germany, to Gare du Nord Station in Paris, France, from the City Walk hub in Dubai, UAE, to the Jeddah Corniche in Saudi Arabia, alongside branded content across social media.

The advertising also directs viewers to a [screen-tourism hub](#) on VisitBritain's global consumer website with itineraries themed around film genres from romance to fantasy, action to adventure, encouraging visitors to broaden their itineraries, discover more regional destinations and stay longer. A [digital map](#) links to film inspired locations, attractions and experiences across the nations and regions.

To amplify the campaign and drive bookings, VisitBritain is working with partners including Expedia Group in Australia, France, Germany and the USA. In February, marketing activity through VisitBritain's [GREAT Gateway Innovation Fund](#) kicks off in Germany and the USA to boost inbound visits through regional gateways.

As well as the paid advertising campaign, 'Starring GREAT Britain' is being amplified across all VisitBritain's markets using the powerful reach of its social channels and its work with

international travel trade. As part of VisitBritain's '[Showcase Britain](#)' event this month, 120 top travel trade from across 17 markets have been undertaking tailored film-and-TV inspired educational visits across England, Northern Ireland, Scotland and Wales, exploring the latest tourism products and experiences to get those sold in international markets.

VisitBritain has invited tourism businesses, attractions and destinations across Britain to get involved in the campaign by sharing local screen tourism experiences across their own channels using #StarringGreatBritain.

VisitBritain is also [working with the British Film Commission](#) to boost screen tourism across the nations and regions. Tourism and the creative industries are growth industries. The UK's capacity to host major film and TV productions, and its world class production offer, boosts the range of screen related visitor experiences and locations, driving economic growth and strengthening perceptions of Britain globally as a place to visit and invest. Research shows that those who have visited the UK are 16% more likely to invest in its businesses, products and services.

The 'Starring GREAT Britain' campaign, part of the UK Government's GREAT campaign, has been developed working in close collaboration with the national tourism boards of England (VisitEngland), Scotland (VisitScotland), Wales (Visit Wales) as well as London & Partners.

Inbound tourism is one of the UK's most valuable service exports and a major part of British trade, worth an estimated £32.5 billion to the economy in 2024 in visitor spending.

## **ENDS**

### **Notes to editors:**

#### **About the launch film:**

Launch film created in collaboration with: Disney, Netflix, Paramount Pictures, Sony Pictures Entertainment, STUDIOCANAL, Universal Pictures, Warner Bros. Discovery.

#### **The full list of locations from films and TV shows featured in the launch film are below:?**

##### **London:**

- Mary Poppins Returns: Location: London (scene was shot in Shepperton Studios).
- Mission: Impossible – Fallout: Location: St Paul's.
- Notting Hill: Location: Kenwood House.
- Paddington: Location: Portobello Road (in the sky).
- Sherlock Holmes: Location: Houses of Parliament and the Thames.
- Spider-Man: Far From Home: Location Tower Bridge.

##### **England:**

- Bridget Jones: The Edge of Reason: Location: Headcorn Aerodrome in Ashford, Kent.
- Bridgerton: Location: West Wycombe Park, Buckinghamshire.
- Jurassic World: Fallen Kingdom: Location: Cragstone, Northumberland.
- Mission: Impossible - Dead Reckoning: Location: Lake District, Cumbria.
- Paddington 2: Location: Countryside at Ullswater, Cumbria.
- Succession: Location: Eastnor Castle, Herefordshire.

##### **Wales:**

- House of the Dragon: Location: Anglesey, North Wales.

##### **Scotland:**

- F9: Location: Edinburgh, Lowlands.

- Harry Potter & the Prisoner of Azkaban: Location: Loch Shiel, Highlands.

**The list of destinations featured in the tourism elements of the launch film are below and more information on the locations is on VisitBritain's [screen tourism hub](#).**

- **London:** Open Top Bus tour on Tower Bridge, Thames River Boats tour on the Thames.
- **England:** Stately garden and home visit and afternoon tea at Lyme Park, Cheshire. Aerial countryside of Lake District.
- **Scotland:** Birdwatching, mountain biking, yoga paddleboarding at Loch Lomond, Highlands. Note: Heritage train film scene filmed in London.
- **Wales:** Horseback riding and ice creams on beach at Traeth Morfa Bychan (Black Rock Sands).

**Images from films from the wider VisitBritain campaign:** (available to download, see instructions below):

- Rivals: Location: Neston Park, England.
- Mary Poppins Returns: Location: London.
- Paddington: Location: London.
- House of the Dragon: Location: Anglesey, North Wales.

#### **Further information:**

- A selection of downloadable assets including jpeg images from the wider Starring GREAT Britain campaign are available on VisitBritain's Asset Library.
- The campaign assets can be accessed here: <https://assets.visitbritain.org/join-teambox?shareCode=20d17b60-221b-438d-8c34-958690e6ccde&isReadOnly=true> and to our **wider film and tv collection** here: <https://assets.visitbritain.org/search?f%5BcollectionTags%5D%5B0%5D=Themed%20Collections%3EFilm%5B0%5D>
- **NB:** To download images, if you are not already registered to VisitBritain's Asset Library, you will need to register here: <https://assets.visitbritain.org/>. Please quote 'SGB' in the 'purpose field' on the user registration form.' If you are already registered, you will need to login to access the images. If you have any problems with your registration, please email [assetlibrary@visitbritain.org](mailto:assetlibrary@visitbritain.org). The team is on stand-by to assist.
- The **full launch film video for Starring GREAT Britain is available at this link on YouTube:** <https://www.youtube.com/watch?v=ezrfJus7f3g>. **Further 15 and 30 second videos from the full-length campaign launch film,** can also be accessed on a playlist on YouTube here: <https://www.youtube.com/playlist?list=PLQ0zk4tPwKCmd1lbaSW7c3FZ6KmED4kkO>
- A range of resources are also available for travel trade on [VisitBritain's trade website](#), from [images](#) inspired by film and TV locations and genres, products available to book through the [VisitBritain Shop](#) and itineraries featuring trade-bookable product.
- VisitBritain's [latest research](#) shows that among those visitors considering a trip to the UK, more than 9-out-of-10 people it surveyed across 20 overseas markets would be interested in visiting a film or tv location during their visit.
- More information about VisitBritain's work with the British Film Commission is available on VisitBritain's website here: <https://www.visitbritain.org/news-and-media/industry-news-and-press-releases/visitbritain-and-british-film-commission-sign>
- The 'Starring GREAT Britain' creative advertising campaign was developed with Pablo Creative Agency, OMD Media Agency OmniGOV and global creative production agency Tag Worldwide.
- The source of the research re: "those who have visited the UK are 16% more likely to invest in its businesses, products and services" is from the 2024 Nation Brands Index.

- For more information about the UK Government's GREAT campaign see:  
<https://www.greatcampaign.com>

?For more information, please contact [Tracey.Edginton@visitbritain.org](mailto:Tracey.Edginton@visitbritain.org) or 07974 111 076