



VisitBritain's GREAT Gateway Innovation Fund has allocated grants to successful applicants to support marketing for inbound gateways to Britain

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July 2024

January 2023

NewcastleGateshead Initiative, London & Partners and Brittany Ferries have secured funding from the pilot programme.

VisitBritain CEO Patricia Yates said:

“This Fund encourages local destinations in forging partnerships within the industry and boosts their marketing activity, showcasing the very best of their region. It also encourages visitors to broaden their travel itineraries, boosting inbound visits across more of the year and across more of Britain, supporting local businesses, destinations and economies.”

NewcastleGateshead Initiative working with Wego will target visitors from the Gulf Cooperation Council (GCC) countries, while Brittany Ferries and Destination Plymouth along with other South Coast Destination Management Organisations (DMOs) will focus on the French market. London & Partners teaming up with Expedia Group Media Solutions and VisitScotland, will target US travellers.

The Fund encourages collaboration between local destinations and industry in the promotion of gateway destinations or regions to develop international consumer marketing campaigns that showcase the very best of a region, motivating travel in 2023.

The activity is part of VisitBritain's new international GREAT Britain marketing campaign, set to launch in February, to drive bookings, inviting visitors to 'See Things Differently', showcasing Britain as a welcoming, dynamic, diverse destination.