

MEDIA RELEASE

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Growth Boost for Greenwich

Visit Greenwich, the destination management company for the Royal Borough of Greenwich, has announced that the destination is steaming ahead in year-on-year comparisons, with visitor spend up 25% and visitor numbers up 11% at 19m, supporting 16k jobs across the borough.

Visit Greenwich continues to work hard to ensure that the revenue of £1.87bn created provides as many opportunities for local people and businesses as possible. The organisation has stepped-up strategic partnership working with local educators, London South East Colleges, University of Greenwich and Ravensbourne University London, continuing to explore ways of maximising local engagement and employment opportunities for residents.

Full 2023 data is to be published shortly from the globally-used STEAM* tourism economic activity model. It highlights the continued value of the visitor economy in the region, benefitting from stronger domestic spend due to re-targeted focus on local and domestic audiences, in addition to overseas markets showing signs of finally recovering to levels approaching the all-time high of 2019, before the Covid pandemic struck.

A shining example of the positive impact tourism has on Royal Borough of Greenwich's economy is how Greenwich Peninsula is now home to London's most popular paid for visitor attraction, the IFS Cloud Cable Car, which sits on the doorstep of London's most buzzing new neighbourhood around The O2, the world's most popular entertainment venue.

Visit Greenwich CEO, Barrie Kelly stated: *"These results show the highest growth ever recorded in the Royal Borough of Greenwich. We expect overseas tourism to increase again this year and we hope the domestic market will remain strong. Coupled with the recent news of Greenwich's cultural impact awards for 2025 we believe we are well positioned to continue to generate good growth over the next few years."*

Laura Flanagan, Director for Greenwich Peninsula at Knight Dragon commented: *'It's fantastic to see an increasing number of visitors to the Royal Borough of Greenwich and the part that Greenwich Peninsula plays in attracting people to the area is key. This shows how the investment into creating a thriving and exciting riverside destination that people can live, work, and socialise in is vital to attracting a wave of both domestic and international visitors. We have a cohesive placemaking strategy with art, culture and design at the heart of all that we do.'*

Ends

Notes to Editor:

* STEAM: more information is available here: globaltourismsolutions.co.uk/steam-model

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 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.

[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 20 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
- 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 media@visitgreenwich.org.uk

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