

**Visit East of England**

**PRESS RELEASE – 14 July 2025**

**FOR IMMEDIATE RELEASE**

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The logo for Visit East of England, featuring the text "VISIT EAST OF ENGLAND" in white, uppercase letters on a dark rectangular background.

### **Greater Anglia launch major London outbound campaign**

The region's train service provider Greater Anglia launched a major London outbound campaign today (July 14) to encourage more people to take staying trips to the East of England from this Summer.

[UNLONDON](#) is a heavyweight promotion that will run through to the end of the year and includes a TV commercial, posters throughout the city, digital advertising and editorial promotions in Time Out.

Visit East of England, which runs the [Suffolk and Norfolk Local Visitor Economy Partnership \(LVEP\)](#) as well as [Visit Suffolk](#) and [Visit Norfolk](#), has been working closely with Greater Anglia to develop destination guides and itineraries, supporting Influencer trips and sourcing a free prize draw to win a 3-day Broads break with [Hippersons](#).

Greater Anglia have also developed an UNLONDON promotional [Weekender](#) ticket which could be used for travel out of London on Friday with flexibility to return on Sunday or Monday.

With a theme that promotes the variety and appeal of East Anglia, the UNLONDON campaign provides an insider guide to what's great about the region, in particular things to see and do that can't be done in the capital, putting Suffolk and Norfolk at the top of Londoners' getaway list.

**Pete Waters, Visit East of England Executive Director said:** 'This is an incredibly exciting campaign from Greater Anglia and we're thrilled to be partnering with them to encourage more staying visitors by rail to this region. Whether you want coast and beach, tranquil Broads waterways, a relaxing city break or peaceful countryside, this is the perfect place to UNLONDON and get away from the hustle and bustle of the capital... if only for a few days.'

**David Metherell, Head of Commercial Development at Greater Anglia said:** 'UNLONDON is about showing Londoners something they might not have considered – just how easy it is to get to some incredible destinations across the East of England.'

Whether you're after a short break or a proper switch-off, our trains can take you there. And now, with our new Weekender ticket, it's easier than ever. This UNLONDON campaign builds on the existing London outbound campaigns, and we're delighted to be working so closely with Visit East of England and the many partners within the visitor economy to be promoting the ease and speed of train travel into region'

### [Watch the TV commercial](#)

UNLONDON is described as 'the opposite of London. Quiet, peaceful, relaxing, spacious' and to UNLONDON as being 'the act of escaping London and decompressing, relaxing, exhaling – UNLONDON yourself'.

The campaign runs from July to October but could potentially be continued into 2026.

Greater Anglia have done extensive research demonstrating that Suffolk and Norfolk are not known destinations by many people in the capital, but, once shown what's here, people are interested in coming.

**Pete Waters added:** Supporting Greater Anglia on this exciting UNLONDON campaign is a huge development for the visitor economy in the region: the major transport provider, and certainly the best and most relaxing way to travel, partnering with Visit East of England, a VisitEngland-accredited Local Visitor Economy Partnership, who bring their skills and knowledge. Greater Anglia give the push and Visit East of England provide the pull. It's a winning combination to help encourage more staying visitors to travel by train to this region.'

### [50 ways to UNLONDON in Suffolk and Norfolk blog](#)

**ENDS**

### **IMAGES**

[A SELECTION OF IMAGES CAN BE DOWNLOADED HERE](#)

### **Notes to Editors**

Media enquiries: For more information email [press@visiteastofengland.com](mailto:press@visiteastofengland.com)

About [Visit East of England](#): The Local Visitor Economy Partnership (LVEP) for Suffolk and Norfolk. It supports the visitor economy of the region which is worth £5.5billion and employs more than 100,000 people. Visit East of England also operates the Visit Suffolk and Visit Norfolk consumer websites and social media channels.

[www.visiteastofengland.com](http://www.visiteastofengland.com)