

VisitBritain/Rod Edwards

VISITBRITAIN.ORG

Annual review 2023/24

Working in partnership to drive
a thriving tourism industry

SEE THE REPORT





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Chairman's foreword

The past year has demonstrated the power of major events to put Britain in the spotlight.

“ Taking place just a week apart, the Coronation of His Majesty King Charles III and Eurovision beamed a vision of modern Britain onto screens around the world. The celebratory atmosphere wasn't limited to London and Liverpool either, the world got a glimpse of street parties and themed screenings taking place across the country, showcasing the warm welcome visitors can enjoy in Britain.

Tourism is a vital part of the legacy of these events, extending their impact beyond just a single week in May. Britain's ability to put on a show made us stand out as a destination, gain global coverage, and inspire visitors to book their trips with greater urgency. VisitBritain's international marketing campaigns work in the same way, putting British destinations front of mind for prospective travellers and convincing them they need to visit today, not one day.

Inspiring visits through screens and media is not a new concept - just as the millions of Eurovision fans watching could be inspired to choose Britain for their next holiday by the pre-song postcards, sports fans following the Premier League are exposed to our wonderful cities on a weekly basis and are eager to visit these stadiums in the flesh. Our forthcoming campaign will be taking the concept of being inspired by what you see on screen to its natural next stop by leaning into 'screen tourism'.

Film tourism offers the valuable opportunity to spotlight regional destinations to drive tourism.

For example, Castle Howard in North Yorkshire reported that the number of visitors aged 18-24 to its website increased by more than 3,400% after Bridgerton was released. According to the West Midlands Growth Company, Birmingham's visitor numbers increased by 26% between 2013, when the first Peaky Blinders season aired on the BBC, and 2018. While in Wales, Netflix's Sex Education has encouraged a whole new audience to fall in love with the beautiful Wye Valley.

As an industry worth £127 billion to the UK economy, supporting 200,000 SMEs and 3.1 million jobs, it is easy to believe we have peaked as a sector. However, I must pay some recognition to the challenges that still face our industry. The past four years have shown the best of the industry, delivering amazing experiences, but many are still battling against rising costs and staff shortages. As we prepare our strategies for the future, support for our vibrant and diverse industry will continue to shape our decision making.

VisitEngland's activity to support the supply side of our sector in these difficult times is something I'm incredibly proud of. Through training and toolkits, we are opening up new sales routes, increasing the accessibility of England's destinations, and growing SMEs in every corner of the

country. VisitEngland's role has of course had a renaissance following the Destination Management Organisation review, which enabled a more clearly defined convening and leadership role for the organisation. The team have been kept busy accrediting more than 30 Local Visitor Economy Partnerships, rolling out the Destination Development Partnership pilots, and beginning work on the England Strategy, but this is only the beginning of the process. I look forward to reporting back on their progress in our next Annual Report.

In 2023 it became fashionable amongst political leaders to set out their priorities. As Chair of the BTA I have my own too.

Improving Britain's competitive position is top of my wish list. I am confident our destinations are world class, attracting almost 40 million international visitors in 2023, but the structures that underpin our industry are sometimes prohibitive to growth, allowing our competitors to pull ahead. In my advocacy role for the BTA and wider visitor economy, I hope to demonstrate the immediate growth potential of tourism - with the right support and policy structures we can unlock inward investment for every part of the country within weeks or months, not years.

Just one example of our work in this area is the support we have given to the roll out of the Electronic Travel Authorisation (ETA) to Gulf visitors. The newly launched

Nick de Bois CBE

Chair of the British Tourist Authority



VisitBritain/coast2coastuk





“ scheme will enable these visitors to experience a more efficient and secure border entry, as well as reduce the cost of travelling to the UK.

The Business Events sector is acutely sensitive to our competitive position. To attract the best and the biggest events that fuel trade, employment, and increased spend, we must demonstrate how Britain's cities are the best place to do business. To do this, we must strive to develop policy structures that facilitate growth, not curtail it.

Looking more inwardly at the BTA itself I have two priorities that will support our resilience.

In a modern world we must rely on quality data to support our decision making. The BTA's transformation programme will support us in delivering data to both the organisation and the industry in a more timely manner, and with greater granularity.

This long-term programme of activity is supported by innovative test and learn experiments. 2023 saw the media landscape dominated by new AI and machine learning tools, and VisitBritain was determined not to be behind the curve. Our marketing campaign in the USA used machine learning to engage potential visitors, challenging them to test out their regional British accent skills.

My other priority for VisitBritain/VisitEngland is for us to be one of the leading Arm's Length Bodies, recognised as

providing value to the taxpayer, the sector, and the wider Government. Our evaluation figures certainly demonstrate our ability to deliver on this ambition – from April 2021 to July 2023, for example, VisitBritain and VisitEngland has generated an estimated £1.26 billion in additional visitor spend. The BTA was chosen by the Department of Culture, Media and Sport to be one of the pilot ALBs reviewed under the new Cabinet Office guidance, and we have been actively engaging with the scheme to see where we can make further improvements to our delivery.

As I close my reflections on the past year, I'd like to take the time to recognise the people that have made it all possible. Firstly, I would like to thank the BTA Board for their invaluable ongoing support and advice. This year, VisitEngland welcomed Lady Victoria Borwick as the new Advisory Board Chair. I know her experience will provide VisitEngland with a keen advocate in an important year ahead and I look forward to working closely with her over the coming years. I would also like to show my appreciation for Fiona Pollard for her guidance as interim Chair.

My final thanks go to Patricia Yates and the senior leadership team at VisitBritain/VisitEngland for all their hard work, and the staff across our 21 markets who are key to our success.

CEO's statement



Patricia Yates

VisitBritain/VisitEngland

Chief Executive

Internal Partnerships

Breaking down the silos of a global organisation is no easy task; we must keep teams who are operating across multiple time zones engaged in a single strategy and working towards common goals, all without diminishing the individual expertise and talent we have in each market. Over the past year I have overseen a process of organisational design to strike this balance.

Our announcement that the BTA would be moving its UK headquarters from London to Birmingham represents a further change in our way of working. The move signals the regional focus I want for the organisation. Basing our hub office in Birmingham brings us closer to our regional stakeholders across England including the West Midlands Growth Company, with whom we already have a strong working relationship.

The implementation of the Destination Management Organisation review has provided VisitEngland with a renewed clarity of purpose. Implementation of the de Bois Review has been started with the accreditation of Local Visitor Economy Partnerships across England and the establishment of the pilot Destination Development Partnerships in the North East and the West Midlands. These Local Visitor Economy Partnerships are already collaborating well, working together on common

“ Partnership has been an underlying theme for VisitBritain/VisitEngland in 2023/24 - our internal partnerships strengthen resilience and unlock innovation, our commercial partnerships help us to extend the reach of our activity, and our sector partnerships enable us to have maximum impact in our shared ambition to grow the visitor economy. It is against these partnerships I wish to map my reflections for this year's Annual Review.



areas of interest such as regional data. This engagement has been strengthened further by the recruitment of five Regional Development Leads to oversee activity in their respective areas.

Our partnerships with the other National Tourist Boards has strengthened this year. VisitBritain working alongside VisitEngland, Visit Wales, VisitScotland, Tourism Northern Ireland, and London & Partners has developed a Strategic Partner Framework that gives clarity on each organisation's priorities and sets out how we will work together to deliver a sustainable visitor economy, making the best use of public money.

Commercial & Strategic Partnerships

As the campaign's longest standing delivery partner, our relationship with GREAT continues to be fundamental to our success. It is our role to inspire visitors to choose Britain, and the GREAT campaign's iconic brand gives us an enviable head start in this challenge in international markets.

This year's campaigns were all about celebrating the very best of our nations and regions, encouraging international visitors to 'see things differently' and shift their preconceived ideas of Britain. I was proud to see the enthusiasm of teams to incorporate new technology into these



Peter Lourenco/Moment/Getty Images

campaigns, experimenting with machine learning in our award-winning US campaign, and developing test and learn strategies that will inform future campaigns too.

Commercial partnerships are vital to extending our reach, delivering return on investment, and converting inspiration into bookings. Iconic brands including British Airways, TripAdvisor, and Wego have partnered with us in the last year, leading to an impressive £6.1 million of additional cash and marketing-in-kind activity.

Whilst our international marketing campaigns are seen around the world, it is sometimes difficult to demonstrate our impact to our domestic stakeholders and convert them into advocates. To tackle this, we brought our 'Spill the Tea' and 'Fake Brit' campaigns to Westminster. MPs were able to drop in and see the campaigns for themselves and learn more about VisitBritain's activity. We were even able to encourage a few of them to test their regional accents in our interactive game.

Sector Partnerships

VisitEngland has accredited 33 Local Visitor Economy Partnerships, a huge achievement by all involved that will make a significant difference in streamlining the way the visitor economy is managed and supported to grow. The Destination Development Partnership pilots in the North East and West Midlands demonstrate the next generation of partnerships to come – capturing the diversity of multiple destinations into regional brands.

The next year will be about transitioning from accreditation to delivery, with VisitEngland putting the right support, training, and resources in place. VisitEngland's experience running our business advice hub will certainly help in this endeavour. Having watched the development of resources on product development, international distribution, sustainability, and accessibility, I'm confident we are ready to support Local Visitor Economy Partnerships in this journey.

While many consider VisitBritain a marketing agency first and foremost, our partnerships with trade are fundamental to our success. Showcase Britain is perhaps the clearest example of our impact. During a chilly week in January we brought 120 buyers from 18 international markets to experience Britain for themselves, showcasing the latest tourism products and proving that Britain is packed full of fresh and exciting experiences for visitors to come and enjoy right now.



Our impact

VisitBritain and VisitEngland generated



£1.26 billion

in additional visitor value between April 2021 and July 2023 from our international and domestic marketing



VisitBritain and VisitEngland generated at least **£7.6 million** in additional funds

↑ £210 million

boost to the UK economy from VisitBritain's 'See Things Differently' marketing campaigns in Europe, the GCC and the USA from March to July 2023



£20.9 million

in direct return from the VisitBritain Business Events Growth Programme from 2018 to 2022

120 international buyers

hosted at our flagship trade event Showcase Britain



England Business Events referred 374 new requests for proposals to English cities and suppliers, worth a potential



£269.2 million

in delegate spend. To date, 73 of these events have been won or confirmed worth £33.9 million

217,000

unique users to VisitEngland's business advice pages



Local Visitor Economy Partnerships (LVEPs) accredited

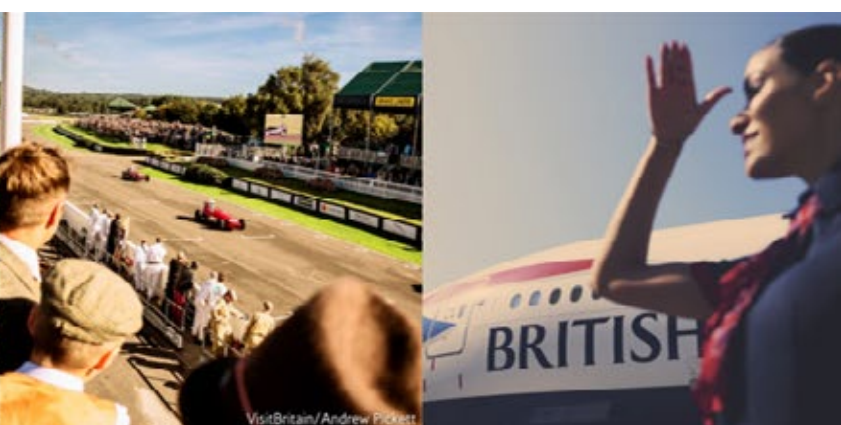
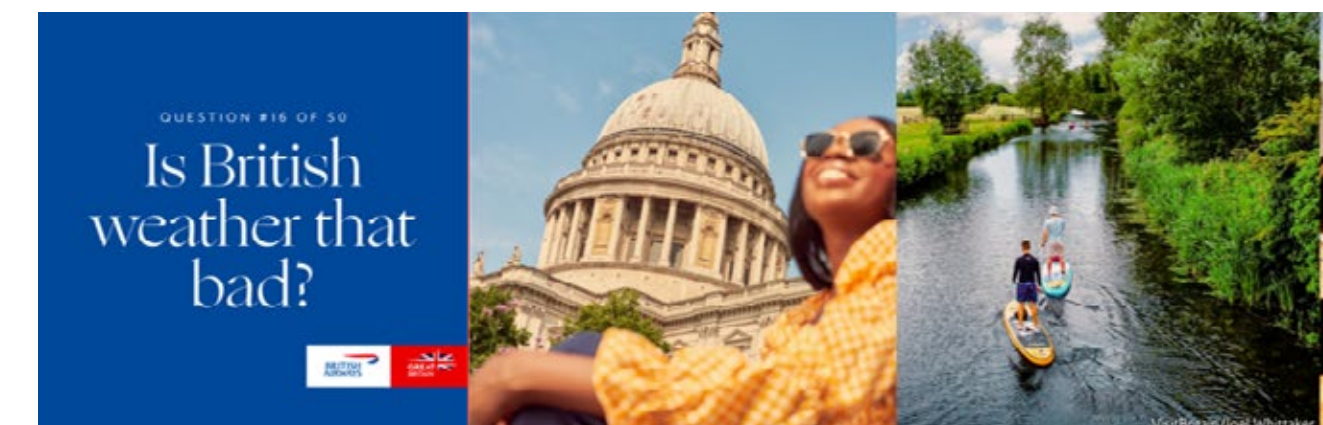
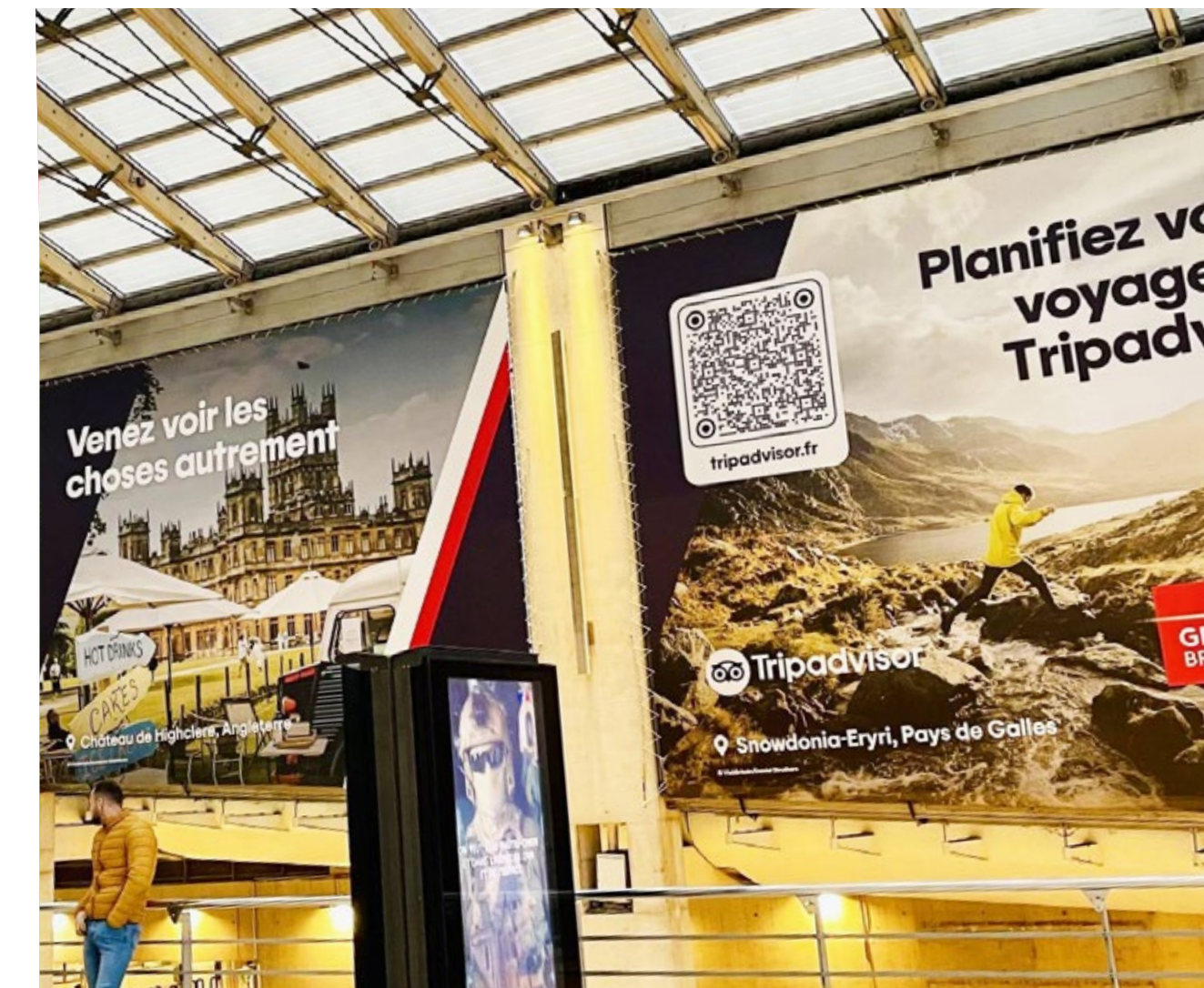
Promoting Britain on the Global Stage

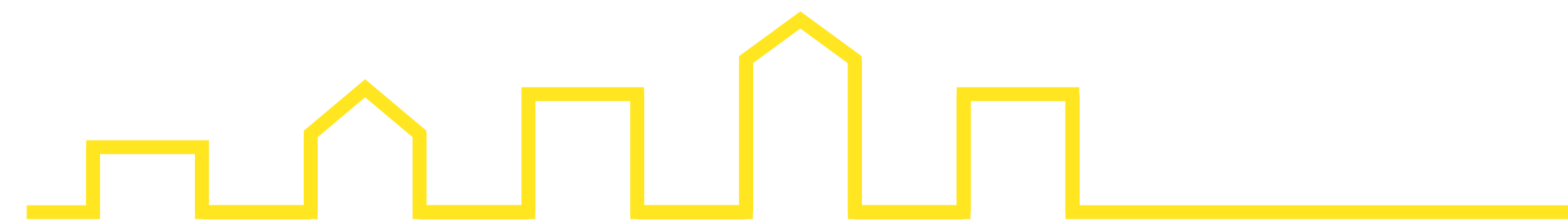
Partnering to inspire inbound visits to Britain today

Using our understanding of markets and customer motivations, in 2023/24 we launched major marketing campaigns, as a partner in the GREAT campaign, inspiring visitors to 'see things differently', and book their trips now. Our award-winning campaigns focused on the wide variety of experiences and destinations across the breadth of Britain and used very different approaches to suit the market. In Europe and the GCC, we highlighted Britain's myths and legends, live music scene, vibrant cities, adventure and natural beauty, while in the USA we played on our regional dialects and lingo to engage consumers through the medium of pioneering online gaming, using artificial intelligence (AI) and machine learning. The campaigns running from March to July 2023 generated a total of 239,754 incremental visitors and a £210 million boost to the UK economy in additional visitor spend.

Partnerships have been at the heart of our activity, working closely with public diplomacy partners in overseas markets to build Britain's soft power. Joint activities have included the GREAT Love campaign that celebrates the UK's diverse LGBTQIA+ community and promotes the UK as a safe, welcoming and leading destination for these visitors.

We also collaborated to maximise Britain being in the spotlight last year, thanks to the Coronation of Their Majesties King Charles III and Queen Camilla, the Eurovision Song Contest final in Liverpool, international sporting events and more. Using this global attention as a hook to inspire and motivate visits to Britain, we delivered consumer facing content, media trips, partnership activity and marketing campaigns, highlighting royal-inspired experiences, our rich historic heritage, music and sport.





Partnerships with local partners and iconic international brands, including British Airways, Tripadvisor, Skyscanner and HelloWorld, have amplified our reach, delivered return on investment and generated bookings to Britain. Our partnership with Wego saw a 27% increase in passenger numbers from GCC to Great Britain. Lastminute.com reported a 30% increase in dynamic packaging sales for its key cities with a surge of more than 100% to Liverpool and Birmingham. In the USA, our long-standing partnership with British Airways with our 'Get to Know Us Better' campaign ran for five months over the winter. For smaller industry partners, we launched a new 'co-operative' campaign boosting the partners' profiles in the USA. Our campaign partnerships alone have resulted in £6.1 million in cash and in-kind marketing support.

Our close collaboration with the other national tourist boards has strengthened this year, enabling us to deliver our shared agenda of developing the tourism economy. VisitBritain, working alongside London & Partners, Tourism Northern Ireland, VisitEngland, VisitScotland and Visit Wales, has developed a Strategic Partner Framework that gives clarity on each organisation's priorities and sets out how we will work together to deliver a sustainable visitor economy, making the best use of public money.

Looking ahead to 2024/25, we have signed a Memorandum of Understanding with the British Film Council recognising our mutual aims of boosting economic growth, and in preparation for our film and TV campaign activity in 2024/2025.



£210 million boost to the UK economy from VisitBritain's 'See Things Differently' marketing campaigns in Europe, the Gulf Cooperation Council (GCC) and the USA from March to July 2023



£6.1 million cash and value-in-kind from industry partners for our campaigns alone



27% increase in passenger numbers from GCC to Great Britain via Wego



30% increase in sales packages for key British cities for lastminute.com following VisitBritain partnership

“People who viewed VisitBritain's content were 160% more likely to book a stay in Britain as a result of this campaign partnership than those who came to Tripadvisor on organic searches.”

Justin Reid, Director of Media, Destinations, Hotels and Growth at Tripadvisor



Driving Global Sales and Distribution

Building connections between British suppliers and international trade and distributors

Through our global network in 21 markets, we continued to drive tourism by working closely with the international travel trade, educating them on Britain's product, developing new itineraries and connecting them with British suppliers. Our 2023/24 programme built on that in 2022/23 which generated £47 million in additional sales of British product.

Our travel trade missions returned in 2023, connecting British businesses and destinations with top buyers in North America, India, China and North East Asia. Combined with workshops in Europe and Americas, these missions created an opportunity to capture interest and pent-up demand, to rekindle old relationships, forge new connections and do business.

To encourage international visitors to explore more of Britain and stay longer when booking through the trade, we ran education events, familiarisation trips and workshops both in the UK and in market. For example, in India we travelled across six major cities to meet with over 250 Indian travel trade representatives and regional media to increase the amount of regional Britain being sold in market, resulting in media coverage reaching over one million readers. Destination workshops at each event helped familiarise travel trade with VisitBritain's new product tools and resources that support agents in promoting tourism to Britain.



In January 2024 we hosted hundreds of international travel trade at Showcase Britain, our flagship event for travel trade. Top international travel trade discovered some of Britain's experiences at workshops and events as part of the Britain and Ireland Marketplace in partnership with ETOA and UKinbound, and familiarisation trips designed to broaden the industry's knowledge of Britain's fantastic visitor offer. As a result of these travel trade events, missions and educationals, international tour operators are selling more of Britain.

We exhibited at some of the leading travel trade shows including ITB Berlin, joined forces with UKinbound at World Travel Market and Arabian Travel Market, and provided platforms for destinations and businesses to meet face-to-face with international buyers. Connecting UK suppliers to distributors, the online booking platform Tourism Exchange Great Britain

(TXGB) saw continued growth last year, with the value of bookings through the platform tripling year on year. VisitEngland, Tourism Northern Ireland and Visit Wales are valued partners of TXGB, sharing a mutual commitment to advancing tourism objectives and fostering growth in their respective regions. The platform continued to support accommodation, attractions and experiences to drive sales, improving connectivity across the visitor economy, reaching domestic and international customers and growing the value, volume and dispersal of tourism. The VisitBritain shop generated £14.3 million sales revenue in the last year, and we have expanded the product offering on the VisitBritain Shop with a branded VisitBritain gift card, available for consumers to buy and redeem against 300+ products.

In summer 2023, we delivered the National Lottery Days Out campaign, a £4 million campaign making hundreds of thousands of vouchers available to National Lottery players to redeem against a day out in the UK. As the National Lottery Days Out campaign delivery partner we also wanted to support visitor attractions and experiences to drive sales through TXGB and the VisitBritain Shop, reaching more domestic customers. Backed by a national advertising campaign, National Lottery Days Out generated an additional £1.37 million from direct and indirect spend to the visitor economy with over 71% of trips taken outside of London.



£47 million in additional sales of Britain product in 2022/23



£1.37 million generated from National Lottery Days Out campaign



120 international buyers attending educational trips during Showcase Britain



Following our trade missions, workshops and educational visits, leading OTA MakeMyTrip is including new products and destinations **feature in 10 of their Britain itineraries**

“Through attending ITB Berlin with VisitBritain, ABBA Voyage has established direct relationships with a number of new coach and tour operators, and we were also able to advance existing relationships through face-to-face meetings on the stand.”

Bernie Patry-Makin, Travel Trade manager at ABBA Voyage



Leading English tourism

Enabling a sustainable and resilient visitor economy and supporting growth

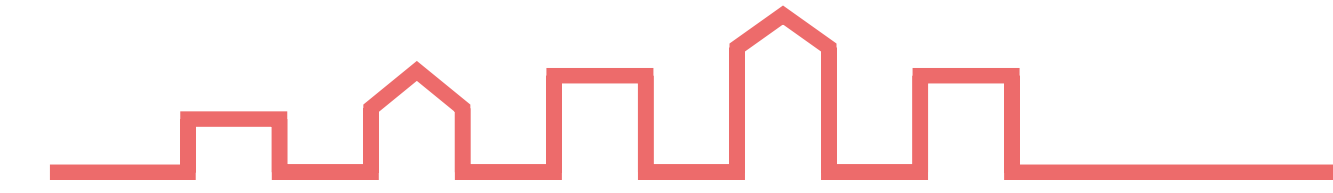
Seeking to simplify the regional structure for English tourism, we have continued to deliver on the Government's recommendations from the de Bois review of Destination Management Organisations (DMOs) in England. 33 Local Visitor Economy Partnerships (LVEPs) have been accredited, creating a national portfolio of strategic organisations working at a local and national level. Supported by a team of dedicated regional leads at VisitEngland, we are working closely with our regional partners.

We have provided a programme of guidance, training and resources for the 33 LVEPs to support their development plans to build strong and resilient destinations. Work is fast underway to develop a national strategy for England's visitor economy in close collaboration with this new delivery landscape. Working closely with the Department of Culture, Media and Sport (DCMS), we have supported two Destination Development Partnership (DDP) pilots in the North East of England, and West Midlands to drive regional visitor economy growth.



- [An introduction to this accessible and inclusive tourism toolkit](#)
Aimed at micro, small and medium-sized tourism businesses wanting to embark on, or continue, their accessibility journey and reach the £14.6bn accessible tourism market.
- [Section 1: What is accessibility?](#)
Accessibility involves removing barriers to provide positive experiences for all. In the case of this toolkit, it's about ensuring that everyone can enjoy tourism.
- [Section 2: The benefits of providing an inclusive experience](#)
The spending power of disabled people and their households is called the Purple Pound. The annual tourism Purple Pound in England alone is worth £14.6 billion.
- [Section 3: Know your customer](#)
Focus on understanding how you can remove barriers to provide an accessible experience for your customer, rather than their medical conditions.
- [Section 4: An inclusive welcome](#)
The key to providing an inclusive welcome is communicating inclusively with your customers and colleagues.
- [Section 5: Accessible features and facilities](#)
The built environment presents accessibility challenges for many customers with accessibility requirements, and we all have a responsibility to be aware of and remove them, where possible.
- [Section 6: Marketing your accessibility](#)
Having an accessible website and social media presence is key to marketing your business inclusively. Digital accessibility hints and tips are provided in this section.
- [Section 7: Inclusive recruitment and employment](#)
Your staff members and volunteers should be able to have the same positive, accessible experience.

Leading English tourism



For Small and Medium Enterprises (SMEs) we offered a wealth of resources, training and opportunities to start up and develop their businesses through our online business advice hub, as well as through our modernised quality scheme. We have delivered webinars and training to industry, including our Taking England to the World programme, which equipped over 400 SMEs with the skills and knowledge to reach international markets.

In alignment with the UN Sustainable Development Goals, work is progressing across our approach to sustainable tourism. Research on consumer recognition and perception of 'green accreditation' badges has informed how the industry can most effectively show its sustainability credentials to travellers. We have provided training opportunities and resources for SMEs. Sustainability also features heavily in the LVEP Programme and we have collaborated with eight English Core Cities to feature in the Global Destination Sustainability Index.

We are championing and leading the accessible and inclusive tourism agendas in England. As outlined in the Government's Tourism Recovery Plan, we are committed to making England the most accessible tourism sector in Europe. A founding partner of Purple Tuesday, a global initiative to further champion the disabled customer experience, we have also developed accessible and inclusive toolkits for tourism SMEs and LVEPs.

Our VisitEngland Awards for Excellence 2023 was a chance to recognise some of England's outstanding tourism products, and the people and businesses behind these exceptional experiences. Aligning with regional level awards, the finalists for each category were rewarded with a special celebration. The 55 winners benefited from PR with a reach of 31.2 million+.

Working with the Family Holiday Charity, we administered the England for Everyone fund, giving low-income families with caring responsibilities a precious chance to holiday together in the UK and create happy memories. In 2023-2024, the fund helped 667 families to go on short domestic breaks with 90% agreeing it had a positive impact on their wellbeing.



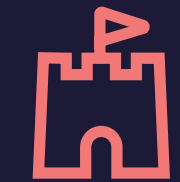
33 LVEPS accredited and supported by VisitEngland



400+ English SMEs participated in Taking England to the World training



217,690 unique views to the business advice pages on our industry website



667 low-income families given the chance to holiday together via the England For Everyone fund



13,000 votes received for VisitEngland's Tourism Superstar competition

“This is an excellent accessibility toolkit that provides all the guidance needed to make the visitor experience accessible, inclusive and immersive.”

Steve Packer, Head of Environmental, Social, Governance and Sustainability at the Royal National Institute of Blind People (RNIB)



Boosting business events

Support events to meet in England

Under the brand MeetEngland, VisitEngland connected English city convention bureaus with meeting and incentive clients and associations who book international events across a calendar of activities throughout the year. This included exhibiting at major international trade shows IMEX Frankfurt, IMEX America and IBTM World alongside England destination partners with three days of one-to-one appointments with attending clients. During these activations, the team organised five additional events for destination partners to meet and engage with prospective international clients.

We delivered two in-market trade missions for city convention bureaus to Scandinavia and the East Coast of the USA, as well as attended industry client workshops and industry conferences such as the International Congress and Convention Association (ICCA) annual summit and the Professional Convention Management Association (PCMA) Convening Leaders conference.

By managing clients in core markets and promoting destinations through our activities and industry partnerships, we sourced new business event opportunities for England, referring 374 new requests for proposal (RFPs) to English cities and suppliers this year, worth an estimated £269.2 million in delegate spend. To date, 73 of these events have been won or confirmed, worth £33.9 million to the visitor economy.



374 new requests for proposals to English cities/suppliers, worth **a potential £269.2 million** in delegate spend



73 events secured for England, **worth £33.9 million** to visitor economy



Boosting business events

Growing business events to Britain

The VisitBritain Business Events Growth Programme has continued to help cities win new events and grow international attendance at confirmed events in high-priority sectors. Over the past year, we boosted bids for seven new international business events in three cities, together worth a projected £37.1 million. To date this has resulted in two confirmed events in Glasgow and Aberdeen worth an estimated £15.6 million. 22 confirmed events in 11 cities across Britain received support to grow their international delegates, with 11,354 additional delegates projected, equating to £10.1 million in additional spend.

In 2023 we completed an extensive evaluation of the Business Events Growth Programme, indicating that the programme delivered a direct return of £20.9 million from 2018 to 2022.

Senior and academic leaders were welcomed at our first Ambassador event in London, celebrating their contribution in attracting prestigious association congresses to England, Scotland and Wales. In February 2023, we hosted our inaugural Association Conference in Edinburgh, bringing together 80 industry professionals to explore how the events industry can maximise the positive impact of a congress.

The event was an opportunity for us to soft launch our Impactful Framework, developed in partnership with GDS-Movement and MEET4IMPACT, to support cities, congress organisers and associations embedding positive societal objectives into event design. Other new resources this year include our sector toolkits on Creative Industries, Education, Energy and Smart Cities.



VisitBritain/Jon Spaul

“The VisitBritain Business Events Growth Programme helps Scottish partners secure additional business events, and has enabled us to send a delegation to Japan to win an important international congress for Aberdeen in 2025, supporting jobs, research and the vital aquaculture industry.”

Patrick Lamont, Business Events Policy and Engagement manager for VisitScotland Business Events



£20.9 million in direct return from the VisitBritain Business Events Growth Programme from 2018 to 2022



7 Candidate City bid support grants given to 3 cities to win new international business events **worth a potential £37.1 million**



2 confirmed events with **projected value of £15.6 million**



22 grants given for International Delegate Growth across 11 cities, attracting an additional 11,354 delegates **worth £10.1 million in delegate spend**

Advising Government and supporting industry decision-making

Providing expertise, research and insight to Government and industry

Our data, research and insights into domestic and inbound tourism provides Government and industry with a deeper knowledge to inform policy, make business decisions and identify growth opportunities. We provide crucial data on the value of tourism in England and Britain, consumer sentiment and behaviour, domestic trips, inbound visits and spending, forecasts for the year ahead and more. As part of our new data strategy, we have acquired card spending data from Visa; this data will help us deliver a more rounded view of domestic and inbound spending habits across the regions and we will share analysis later this year. We procured and communicated data on short term lets to better understand the supply and demand of this growing sector. Our data is brought to life through new interactive visualisations on our new industry website to better inform decision making.

As an expert advisor to Government on tourism, we have conducted in-depth research into regional spread and competitor funding models, to understand better the challenges to sector growth and inform government policy. Following the Government's launch of Electronic Travel Authorisation (ETAs), we amplified messages to industry and consumers in the UK and the GCC.

Hosted by the then Tourism Minister, our Parliamentary Showcase in summer 2023 saw our senior staff meet with over 40 MPs and staff members to illustrate our GREAT campaigns and the value of tourism. In March 2024, English Tourism Week was another chance to celebrate our sector and engage with MPs, ministers and the media on the value of tourism at our Parliamentary Reception co-hosted with Tourism Alliance. Our annual Tourism Superstar competition celebrates the dedication and passion of our industry's employees and volunteers, receiving 13,000 public votes.

Our Board chairs and CEO have been championing tourism to key external stakeholders in the UK and internationally. Our CEO appeared before the Culture, Media and Sport Select Committee, answering questions on economic growth from tourism; the importance of sport, film and TV to drive tourism; short-term rentals and other topics facing our sector. To understand the challenges and opportunities industry face, we coordinated a number of advisory groups including the British Tourism Industry Group (BTIG), a stakeholder group bringing together senior industry representatives and bodies to discuss policy issues relevant to the industry.





Over 75,000 unique visits to our industry website



Over 170,000 downloads from VisitBritain.org



13,000 public votes for VisitEngland's Tourism Superstar



47 million impressions for #EnglishTourismWeek24 on social media



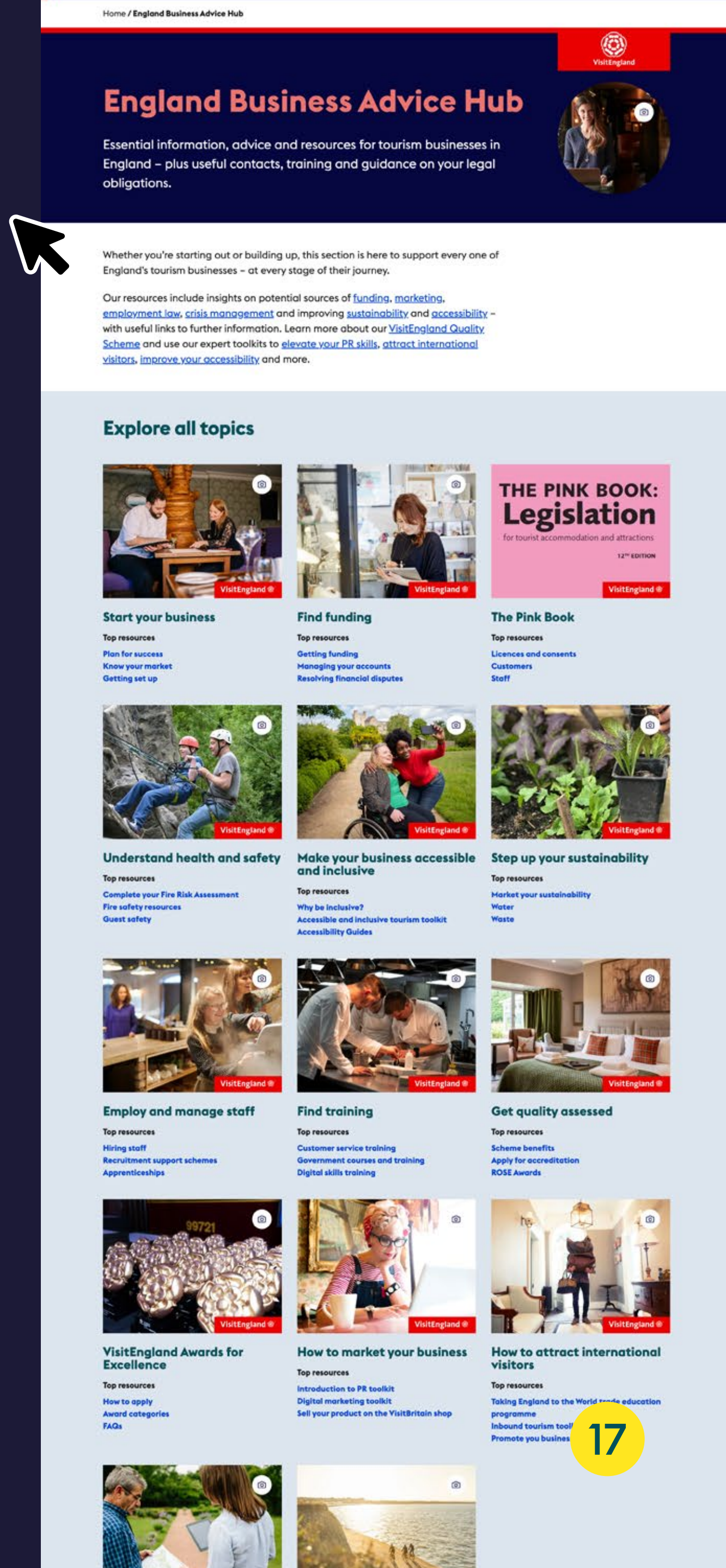
72 MPs and peers engaged with English Tourism Week by attending a visit or event, posting on social media or featuring in local press



40 MPs attended our parliamentary event in summer 2023

“The data from VisitBritain is very detailed in order to evaluate which markets to go into and as a result we’ve been able to select priority markets that will bring in new people into the UK.”

Paul Hastings-Gayle, Group Chief Revenue Officer at Tour Partner Group



England Business Advice Hub

Essential information, advice and resources for tourism businesses in England – plus useful contacts, training and guidance on your legal obligations.

Whether you're starting out or building up, this section is here to support every one of England's tourism businesses – at every stage of their journey.

Our resources include insights on potential sources of [funding](#), [marketing](#), [employment law](#), [crisis management](#) and improving [sustainability](#) and [accessibility](#) – with useful links to further information. Learn more about our [VisitEngland Quality Scheme](#) and use our expert toolkits to [elevate your PR skills](#), [attract international visitors](#), [improve your accessibility](#) and more.

Explore all topics

- Start your business**
 - Plan for success
 - Know your market
 - Getting set up
- Find funding**
 - Getting funding
 - Managing your accounts
 - Resolving financial disputes
- THE PINK BOOK: Legislation**
 - Licences and consents
 - Customers
 - Staff
- Understand health and safety**
 - Complete your Fire Risk Assessment
 - Fire safety resources
 - Guest safety
- Make your business accessible and inclusive**
 - Why be inclusive?
 - Accessible and inclusive tourism toolkit
 - Accessibility Guides
- Step up your sustainability**
 - Market your sustainability
 - Water
 - Waste
- Employ and manage staff**
 - Hiring staff
 - Recruitment support schemes
 - Apprenticeships
- Find training**
 - Customer service training
 - Government courses and training
 - Digital skills training
- Get quality assessed**
 - Scheme benefits
 - Apply for accreditation
 - ROSE Awards
- VisitEngland Awards for Excellence**
 - How to apply
 - Award categories
 - FAQs
- How to market your business**
 - Introduction to PR toolkit
 - Digital marketing toolkit
 - Sell your product on the VisitBritain shop
- How to attract international visitors**
 - Taking England to the World trade education programme
 - Inbound tourism tool
 - Promote your business

Building our future and developing our people

Increasing our digital and data capabilities to better serve Government industry and our customers

The 'Building our Future' transformation programme continued at pace at VisitBritain/VisitEngland to enhance our digital and data capabilities so that we can reach new audiences, better serve industry and support growth. Over the past year, our new interactive data platform has meant that we have been able to provide deeper, more user-friendly, digestible insights to industry and stakeholders to drive and support growth. Early internal pilots are already showing improved access to data across the organisation, helping us innovate at pace and drive efficiency. For example, our analysis of our people data has automated HR KPIs including turnover, attendance and employee data. Embracing innovation, we are exploring opportunities to expand our AI capability across our activities to explore new ways of working, such as improving coding skills.

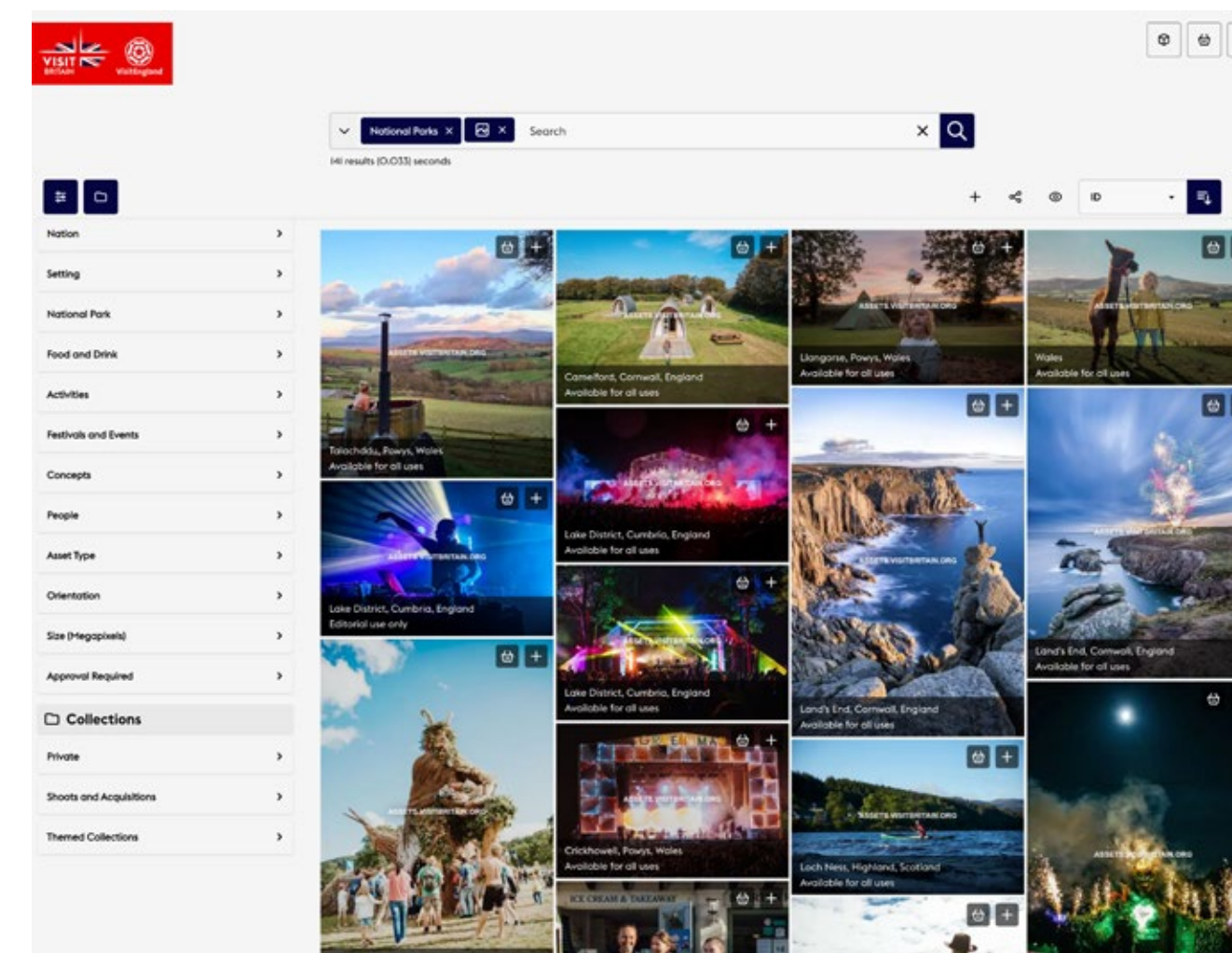
After refreshing and relaunching our consumer website in 2022, we delivered six foreign language translations to reach more international visitors considering Britain for their next trip.

The new sites make it easier to find reliable information and ideas, and drive bookings; overall we have seen higher engagement rates, longer time on the site, and a 45% increase in traffic to the VisitBritain shop where visitors can book travel and experiences in Britain.

In September 2023, we launched our industry website, bringing together content for tourism and business events professionals. Streamlined and refreshed content provides industry with the latest sector news, opportunities, resources, research and insights.

Our online library continues to grow as we commission and share high quality, free-to-use images and videos to promote Britain as a tourism destination. Travel trade downloaded over 7,000 image and video assets on Britain which is worth an equivalent £1.78 million in value to the tourism industry.

We announced the move of our headquarters from London to Birmingham, bringing us closer to our regional stakeholders. We have adapted our ways of working and have welcomed more staff based outside of London and the South East, working alongside our staff active in 21 markets.



81% engagement rate of new industry website VisitBritain.org



52% increase of quality visits to consumer website VisitBritain.com, accessing advice and inspiration on visiting Britain (compared year on year)



7,000 image and video assets used by tourism industry, worth an equivalent of **£1.78 million in value**

Awards

 VisitBritain awarded **Winner at the OMMA Awards (Online Media, Marketing and Advertising)** for Rich Media Display for our 'Fake (Br)it Til You Make It' North American campaign.


 VisitEngland awarded **Winner at the TravMedia UK Awards for Digital PR Campaign of the Year** for the Accessible North York Moors campaign.

 VisitBritain awarded **Winner of the prestigious Travel d'Or (France) award** for Best Tourist Board of the year.


 VisitBritain awarded **Winner at the India Travel Awards** for Best European Tourism Board.

 VisitBritain awarded **Winner at the International Musafir Ayushman Media Awards** for Best National Tourist Organisation.

 VisitBritain Business Events Britain awarded **Silver at the Prevue Meetings Visionary Awards for Best International Destination** for Meetings and Conventions.

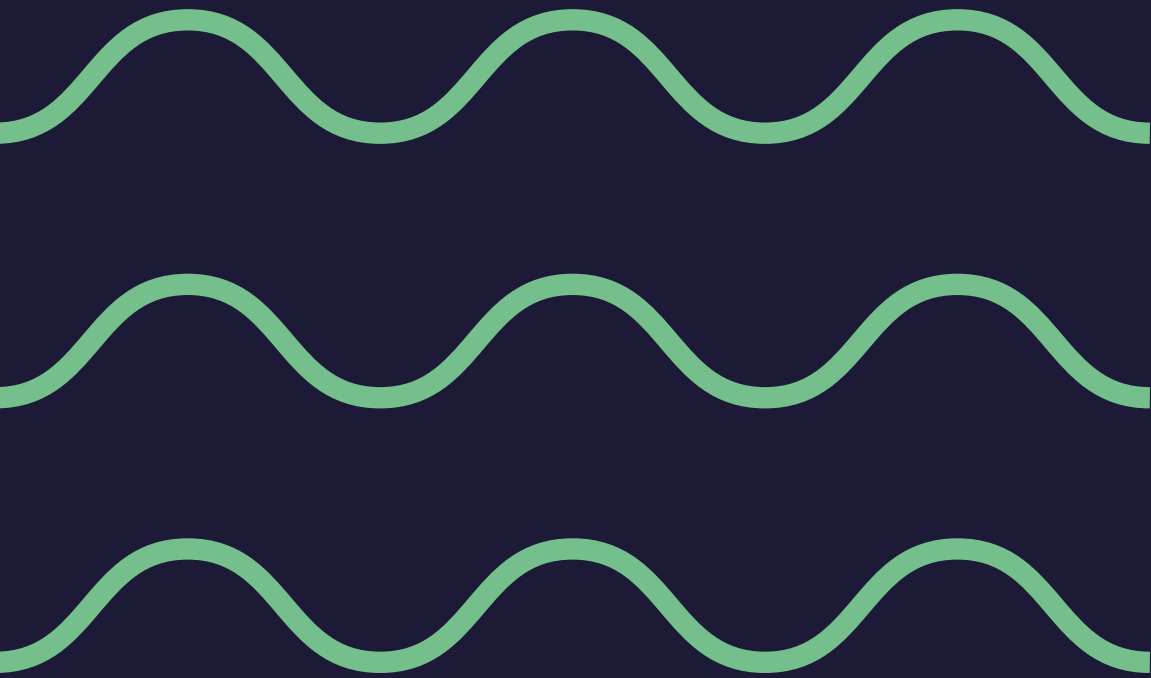
 VisitBritain awarded **Bronze at the Shark Awards for Digital Travel and Tourism** also for our 'Fake (Br)it Til You Make It' North American campaign.

 Building our Future programme Digital Customer Experience Programme (DCxP) was **recognised by the Drupal Association** as being an example of technical and data-led innovation, speaking at Drupalcon 2023.

 VisitBritain **shortlisted at the AMEC (Association for Measurement and Evaluation of Communication) Awards** for 'Best use of measurement for a single event or campaign' for the global Eurovision campaign.

 VisitEngland Director Andrew Stokes **honoured with an OBE for services to tourism** in the King's Birthday Honours List.

 VisitBritain Deputy Director Americas & Australia Paul Gauger **recognised by OutMagazine's Top 100 most impactful and influential LGBTQ+ people** in the Innovators category for his work in leading our GREAT Love marketing campaigns.



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