



VisitBritain/VisitEngland announces it is opening a new hub office in Birmingham, from April 2024

VisitBritain

VisitEngland

July 2024

July 2023

VisitBritain/VisitEngland CEO Patricia Yates said:

“Following many months of careful consideration, we are delighted to announce that VisitBritain/VisitEngland will be opening a new hub office in Birmingham from April 2024. Birmingham has excellent transport links for both our international and Britain based staff and key stakeholders, a broad talent pool and good office space.

“Basing our hub office in Birmingham also brings us closer to our regional stakeholders across England including the West Midlands Growth Company, a Local Visitor Economy Partnership, with whom we already have a strong working relationship.

“We have seen other government departments and private sector companies successfully transition their operations to the city. We are excited about the opportunities and perspectives that having our headquarters in Birmingham will bring, as we continue our work to drive the economic benefits from tourism across the nations and regions and to support the industry.

“We are currently in negotiations on office space in central Birmingham and will announce the site once confirmed. We will keep an office presence in London to maintain our relationships with key government and industry stakeholders.