



Showcasing tourism in parliament

July 2024

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This week VisitBritain/VisitEngland showcased our international marketing campaigns in parliament.

We highlighted our work to drive a thriving visitor economy to MPs and peers at an event sponsored by Tourism Minister, Sir John Whittingdale OBE MP.

Patricia Yates, CEO of VisitBritain/VisitEngland, Nick de Bois CBE, Chairman, and Robin Johnson, Director of Global Marketing, discussed our activity and the importance of tourism to the UK economy with more than 40 parliamentarians and their staff.

The event was a valuable opportunity to show MPs the vast amount of work it takes from VisitBritain and industry to make tourism one of the UK's largest service exports.