



Gift Card launched on the VisitBritain Shop

VisitBritain

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We are thrilled to announce the launch of the VisitBritain Gift Card that unlocks over 300 of the UK's finest attractions from iconic landmarks like the London Eye to hidden gems like the Yorkshire Wildlife Park. This card truly encapsulates the diverse offerings of the United Kingdom making it the perfect gift for any occasion.

The VisitBritain Gift Card has launched on the [VisitBritain UK Shop](#) as an E-Gift card, in time for the Valentine's Day and Mother's Day gift card rush.

As the national tourist agency our role is to encourage tourism across the UK, as such it is vital that we collaborate with industry. We believe the VisitBritain Gift Card is more than a product; it's a celebration of the UK's rich tapestry of attractions and experiences that creates the opportunity for them to unlock new avenues of exposure and revenue.

To herald the arrival of the card, we are launching a comprehensive promotional campaign across the VisitBritain Shop, VE.com, and our consumer social media platforms with engaging content and a chance to participate in exciting competitions.