



# World Tourism Day 2023 – Statement from our CEO Patricia Yates

July 2024

September 2023

**This World Tourism Day we are celebrating the many businesses and organisations across Britain that are investing in growing their business sustainably.**

Please see the statement from our CEO below. You can read more about the UN World Tourism Organisation's 'World Tourism Day' on their website.

“This World Tourism Day we’re celebrating the many businesses and organisations across Britain that are investing in growing their business sustainably, as we support sustainable growth by encouraging visitors out of season and away from the honey-pots to less explored destinations.

“International travellers are looking to trusted voices like VisitBritain to support them in minimising their impact, in finding products and experiences that will enrich their stay and providing information so that they can make informed decisions.

“Our focus is to develop our resources and best practice to support businesses and to work with the international travel trade on itineraries that support sustainable and responsible tourism. We’re also hosting media to highlight Britain’s growing sustainable offer and boosting content on our global consumer channels. By highlighting how visitors can enjoy a more responsible stay we hope they will stay longer, travel widely using low-carbon transport and explore out of season.”