



VisitBritain™

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VisitBritain is the national tourism agency, responsible for marketing Britain worldwide and developing Britain's visitor economy. A non- departmental public body, funded by the Department for Culture, Media and Sport, we work with partners in the UK and overseas to ensure that Britain is marketed in an inspirational and relevant way around the world. Our partners include government agencies such as UKTI and British Council, airlines and operators, global brands such as Samsung and the English Premier League as well as the official tourism bodies for London, England, Scotland and Wales. Its priority is to deliver a four-year match-funded global marketing programme which takes advantage of the unique opportunity of the Royal Wedding, the Queen's Diamond Jubilee and the London 2012 Games.



