

## FREE VisitBritain Website Promotion

VisitBritain is a new organisation, created on 1st April 2003, to market Britain to the rest of the world and England to the British. Formed by the merger of the British Tourism Authority and the English Tourism Council, its mission is to build the value of tourism by creating world class destination brands and marketing campaigns.

At present VisitBritain are offering FREE advertising for Special Offers. A number of tourism operators in Cumbria have already taken the opportunity to list their special offers/promotions on the [www.visitbritain.com](http://www.visitbritain.com)/[www.visitengland.com](http://www.visitengland.com) websites. These are accessed by potential visitors domestically and internationally and are also included in a range of marketing campaigns.

This is a unique opportunity to promote your Farm Tourism business at a global level totally free of charge. If you are interested in adding your details to the site here are the steps you need to take:-

- Email the Special Offers team [specialoffers@visitbritain.org](mailto:specialoffers@visitbritain.org) - to obtain your unique user name/password
- Let the team know the full name and address of your organisation and
- whether you're a hotel/B&B/Campsite/Attraction etc
- Log on to [www.visitbritain.com/input\\_offers](http://www.visitbritain.com/input_offers) and type in your user name/password
- Click on the login button and type the details of your offer into the database
- Detail the validity of the offer and state any exemption periods
- VisitBritain will then send you an email confirming the details of the offer and its status
- Please note that to be eligible for inclusion on the VisitBritain site your offer should involve a saving for the customer of at least 10%. Have a look at the site to get an idea of offers that have already been accepted

If you have any questions, please contact the Special Offers Help Desk on 020 8563 3311.