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VISITBRITAIN INTRODUCES THE MUSIC PHASE OF ITS CONSUMER MARKETING CAMPAIGN - TRANSATLANTICISM

Americans agree British bands hit the right notes, national survey says

NEW YORK, March 12, 2009 – According to a survey commissioned by VisitBritain, the national tourist office for England, Scotland and Wales, and conducted by Harris Interactive, one in three U.S. adults listen to British music regularly, over any other non-U.S. musical artists.

The survey is part of VisitBritain's consumer marketing campaign called Transatlanticism. Launched in fall 2008, Transatlanticism aims to demonstrate the continual influence Britain has on American pop culture. The objective is to pursue a new target audience of travelers – “Grups” – a demographic falling between the 18-45 age bracket and who are looking not only in the United States, but abroad for the latest in music, fashion, food, film and the arts.

Simon Bradley, VisitBritain Executive Vice President, Americas said, *“Transatlanticism allows us to tell a different story about Britain. British pop culture is so alive here in the United States and people experience it every day -- from music and film to fashion and art. So we are saying, ‘if you like what you have seen in the U.S., why not come and immerse yourself in British culture on your next vacation? - whether it's visiting an edgy modern art gallery in London or watching an indie rock band in Manchester. We know millions of Americans have a strong interest in Britain and we think Transatlanticism speaks to a new generation.”*

The Transatlanticism website – www.transatlanticism.org –now features the surging music scene in Britain. The site introduces consumers to places and events in Britain they might not find in the typical tourist guide—everything from hip bars where the hottest UK bands hang out to world-class music festivals like Liverpool Sound City. The site also directs visitors to the latest travel deals to

Britain's music capitals. In Manchester, travelers can book 5-star self-catering apartments starting at just \$110 per night (including breakfast).

By logging on to the Transatlanticism website, visitors can enter a sweepstakes to win a V.I.P. trip to Manchester and Liverpool. The package includes a three-night stay in Manchester, three-night stay in Liverpool, two Liverpool attraction passes and rail transportation between both cities.

For all the latest on the music scene in Britain, log on to www.transatlanticism.org. For more on new tourism developments in Britain, go to www.visitbritain.us.

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Notes to Editors

About the survey:

Harris Interactive® fielded the study on behalf of VisitBritain from February 17-19, 2009 via its QuickQuerySM online omnibus service, interviewing a nationwide sample of 2,229 U.S. adults aged 18 years and older. Data were weighted using propensity score weighting to be representative of the total U.S. adult population on the basis of region, age within gender, education, household income, race/ethnicity, and propensity to be online. No estimates of theoretical sampling error can be calculated; a full methodology is available.

About VisitBritain:

VisitBritain markets Britain to the rest of the world and England to the British, building the value of tourism by creating world class destination brands and marketing campaigns. It also builds partnerships with – and provides insights to – other organizations which have a stake in British and English tourism.

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