



Our CEO's message for World Tourism Day 2024

As we mark World Tourism Day, our CEO Patricia Yates shines the spotlight on the importance of our industry as a global force for good.

Industry announcements

July 2025

VisitBritain/VisitEngland CEO Patricia Yates:

“This World Tourism Day we’re celebrating tourism as a global force for good. Tourism connects people all around the world. It ties countries closer together. It builds bridges between cultures, forging lifelong friendships and promoting mutual understanding.

“Experiences that visitors have on their travels here in Britain frame how people around the world see us, building positive perceptions. We know visitors love trying our local food, having a drink and a chat with locals in a great British pub and enjoying our modern culture whether music, fashion, arts or the theatre as well as our history, heritage and world-class attractions.

“VisitBritain’s international GREAT campaigns are hugely important in telling the story of Britain today, positioning us on the global stage as a welcoming, vibrant, culturally diverse destination that people want to visit.

“To attract the visitors of the future we also need a resilient, sustainable, world-class industry. Growing the visitor economy and generating better outcomes for visitors, the environment, communities and businesses, including through regenerative tourism, is at the heart of VisitEngland’s restructuring of England’s tourism landscape. Through the Local Visitor Economy Partnership programme destinations are developing their unique tourism and cultural offer for both domestic and international visitors, attracting inward investment and ensuring positive contributions to their communities.”