

VisitDenmark partner meeting

**Sandie Dawe, CEO
30 November 2011**



- UK's 5th largest industry
- Employing 2.6 million people
- Worth over £115 billion





LIVE Central London



PM TOURISM SPEECH

Cameron: Tourism presents a huge economic opportunity

BBC NEWS

08:58

NCER HAVE FALLEN FASTER IN THE UK THAN IN A



Sign Up

Facebook helps you connect and share with the people in your life.



Wall

Info

Top 50 Places

Win!

Team Work

TV News

Photos (1,056)

Video

Links

112,003

people like this

Likes

[See all](#)



Radisson Edwardian Hotels



England



Love Brighton

Love UK

Like

Company



Wall

Love UK · Top posts



Love UK

Right. So imagine you're getting married this year. You can choose ANYWHERE in the UK to hold the service - (church, castle, house, museum, park, beach, you name it) - where would it be???

59 minutes ago · Like · Comment

Katalin Szabó, Melinda Agnes Mucsi, Maria Nemeth and 32 others like this.

[View all 89 comments](#)



Love UK

Are you as crazy for seafood as we are? Then you might want to try one of Britain's best seafood restaurants. Read more on Britain by heart!



Seafood at its best | Britain by heart

www.britainbyheart.com

English's of Brighton is not only one of the oldest restaurants in the country (it is housed in 2 old fishing cottages) but also one of the most famous seafood restaurants in the UK!

22 hours ago · Like · Comment

Anne Jego, Jacqueline Ehrling, Diane Clews and 235 others like this.

[View all 37 comments](#)



Love UK

Today marks 50 days to go until the wedding of the year!!! Are you going to be

 **VisitBritain**



BRITISH AIRWAYS



Radisson
EDWARDIAN

easyJet



P&O 
Ferries



SHOPPING IS GREAT

BRITAIN



LONDON IS THE SHOPPING CAPITAL OF THE WORLD

© London 2012. All rights reserved. For more information, visit www.visitbritain.com



GREEN IS GREAT

BRITAIN



THE WORLD'S FIRST TRULY SUSTAINABLE OLYMPICS AND PARALYMPICS

© London 2012. All rights reserved. For more information, visit www.london2012.com



HERITAGE IS GREAT

BRITAIN



THREE OF THE TOP FIVE MUSEUMS AND GALLERIES IN THE WORLD

© London 2012. All rights reserved. For more information, visit www.visitbritain.com





Sejl til
Storbritannien
og tag bilen med
for kr. 0,-

**Kr. 600,- p. p.
ved 2 pers.**

[Bestil nu](#)



GREAT
BRITAIN
You're invited



 VisitBritain

GREAT

BRITAIN

You're invited



