

Grande-Bretagne VisitBritain vise les 40 millions de touristes en 2020

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Mercredi, 10 Octobre 2012 00:00 -

VisitBritain has launched a consultation on inbound tourism with the hope of encouraging 40 million visitors by 2020 - a 3% year on year increase.

The growth strategy, which includes working with the travel trade to ensure Britain is packaged and sold, hopes to build on Britain's successful hosting of the 2012 Olympic and Paralympic Games.

It also wants to ensure Britain meets visitors' expectations and that they find it easy to get here by addressing aviation capacity and visas.

VisitBritain claims reaching 40 million visitors would deliver £8.7 billion additional foreign exchange earnings at today's prices, and support more than 200,000 additional jobs.

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