

# Only in Britain

## ONLY IN 2002

**David Quarmby, Chairman of the British Tourist Authority, introduces the new multi-media advertising campaign designed to boost the recovery of Britain's tourism industry.**

Exactly a year ago I contributed a lengthy piece to this publication in which I outlined BTA's strategy to rebuild confidence in Britain as a tourism destination by the autumn of 2001. At the time, the tourism industry was reeling from the effects of Foot and Mouth, however, we were still hopeful that as soon as the crisis was over we would make up significant ground, and were pinning our hopes on a robust autumn season. Had that been the only crisis to hit the industry last year, I am confident that we would have achieved such a turnaround.

The crisis of September 11th of course meant that for more than two months many people stopped travelling anywhere, and by the time we reached the end of 2001, we had experienced the worst year for inbound tourism in 30 years, with a loss of £2 billion, a 14 per cent drop on the previous year.

Immediately after September 11th, BTA was required to redouble its efforts to plan for recovery. The Government quickly accepted that £5 million of the £14.2 million Foot and Mouth recovery funds could be channeled into a campaign to reassure visitors it was safe to visit Britain and to 'shore up' interest for the future, so that when the time was right to start travelling again, Britain would be a preferred destination. BTA then spent the remainder of the year putting together just such a recovery campaign and launched 'UK OK' in late January.

Resistance to travel has significantly receded since January and as I write, a new major global TV-led, multi-media advertising campaign is airing for the first time on television screens across Europe, the US and Canada. The multi-million pound 'quintessentially British' TV campaign lies at the heart of the British tourism industry's £25 million 'Only in Britain. Only in 2002' integrated marketing campaign, launched this year. With a total media spend of £7 million across seven different countries, this is the most significant investment ever on TV advertising to promote British tourism.

Resulting from the largest private and public sector partnership in the industry's history, 'Only in Britain. Only in 2002' aims to attract one million extra visitors to the UK in 2002 and generate an additional £500 million for the British economy.





The Government has pledged up to £20 million towards 'Only in Britain. Only in 2002', which has been matched by £5 million in cash contributions from the tourism industry and a predicted £15 million of collateral marketing by campaign partners.

The theme of the campaign is real people extending an invitation to visit Britain, especially during this Golden Jubilee year, and focuses on the quirky British sense of humour and the diversity that Britain has to offer as a travel destination.

Directed by Michael Geoghegan, filming for the 45-second advert took place at locations across the UK including Wales, Skye, Castle Howard in Yorkshire, Trafalgar Square and Buckingham Palace. It features scenes of Wellington boots raining down on a black cab, knights in armour enjoying a game of tennis and actors and actresses playing the parts of ordinary Britons to encourage visitors back to the UK. Tim McInnerney (*Blackadder's* Percy) completes the package with a distinctly British voiceover.

The campaign will have seven main elements.

## **Television commercials**

At the heart of 'Only in Britain. Only in 2002' will be the current TV advertising in all key markets urging visitors to click onto a specially-created website for more details.

## **Online**

The specially-created 'Only in Britain' website includes full details of the campaign partners and their offers, and will be the focus of all advertising and marketing activity. It will direct customers to and from 'public' sites such as [visitbritain.com](http://visitbritain.com) and partners sites. There will be a different landing page and domain address for each of the seven markets, as follows:

US	<a href="http://www.britain2002.org">www.britain2002.org</a>
Canada	<a href="http://www.britain2002.ca">www.britain2002.ca</a>
France	<a href="http://www.grandebretagne2002.com">www.grandebretagne2002.com</a>
Germany	<a href="http://www.grossbritannien2002.com">www.grossbritannien2002.com</a>
Belgium	<a href="http://www.greatbritain2002.be">www.greatbritain2002.be</a>
Netherlands	<a href="http://www.britain2002.nl">www.britain2002.nl</a>
Ireland	<a href="http://www.britain2002.info">www.britain2002.info</a>

Some of the partner offers available include up to 50 per cent off Calais to Dover trips with P&O; one week car hire through

Avis from only US\$175 and two nights at the luxury Marriott Edinburgh hotel from only CA\$99 per person.

## **Magazines and newspapers**

Press advertising began in late-April in newspapers and magazines to promote the partners' offers under a standard 'Only in Britain. Only in 2002' template. A total of 440 advertisements will appear in the seven markets over the course of the campaign.

## **Direct marketing**

Thousands of identified targets in each of the seven markets will receive an 'Only in Britain. Only in 2002' mailer highlighting the special offers and encouraging them to visit the website.

## **PR**

A comprehensive PR programme is complementing and supporting the campaign in all seven markets, to get strong editorial coverage for Britain and the special offers available.



## Travel agents

A key part of the campaign will be ensuring that travel agents in all seven markets are aware of it and are encouraged to use the offers for their clients.

## Welcome

In addition to attracting visitors to the UK, £1 million will be spent on enhancing their experience once they arrive in Britain. Led by the English Tourism Council, in collaboration with the national tourist boards for Scotland, Wales and Northern Ireland, the aim will be to make overseas visitors feel welcome while they are here, and encourage them to travel more widely and, where possible, to extend their stay.

Partners contributing to 'Only in Britain. Only in 2002' are:

Accor UK  
American Express  
Avis Europe  
BAA  
Best Western Hotels  
Bmi british midland  
British Airways  
British Hospitality Association

Department for Culture, Media & Sport  
De Vere Group  
DFDS Seaways  
English Tourism Council  
Heart of England Tourist Board  
Hilton Hotels  
Jarvis Hotels  
London Tourist Board and Convention Bureau  
Millennium Copthorne Hotels  
National Express Group  
Passenger Shipping Association  
P&O  
Queens Moat House  
Radisson Edwardian  
Red Carnation Hotels  
SeaFrance  
Six Continents  
Stena Line  
Thistle Hotels  
VisitScotland  
Wales Tourist Board  
Whitbread Hotels

The overall media spend for 'Only in Britain. Only in 2002' is split equally between Europe and North America. TV advertising started on 18 May in Germany, France, Belgium and The Netherlands, and has aired in the US, Canada and Ireland since 20 May.

The US version of the advertisement also stars Tony Blair who in initial consumer

testing was considered to be one of the most influential ambassadors for Britain amongst US audiences. His appearance in the US version of the TV advertisement is the latest in a long line of initiatives and personal appearances the Government has undertaken to boost British tourism following the Foot and Mouth outbreak and September 11th.

This campaign has given us the opportunity to create some of the most ambitious and exciting TV advertising ever to be released overseas and has brought about the largest private and public sector partnership in the history of British tourism. It is estimated that the additional half a billion pounds revenue generated by the campaign will support over 13,500 full-time jobs and provide £65 million in additional funds for the Exchequer.

We want to capture the imagination of prospective visitors with a distinctive and humorous reminder of Britain's diversity and cultural heritage. I am confident that this campaign will lead the way in ensuring a strong recovery for Britain's tourism industry for 2002 and beyond.

All images courtesy of BTA