



**What's VisitBritain been up to in
2010, and how can you join in for
2011?
Destination Suffolk**

Justin Reid – Head of Digital and Social Media
Adriana Conte – Social Media Programme Manager



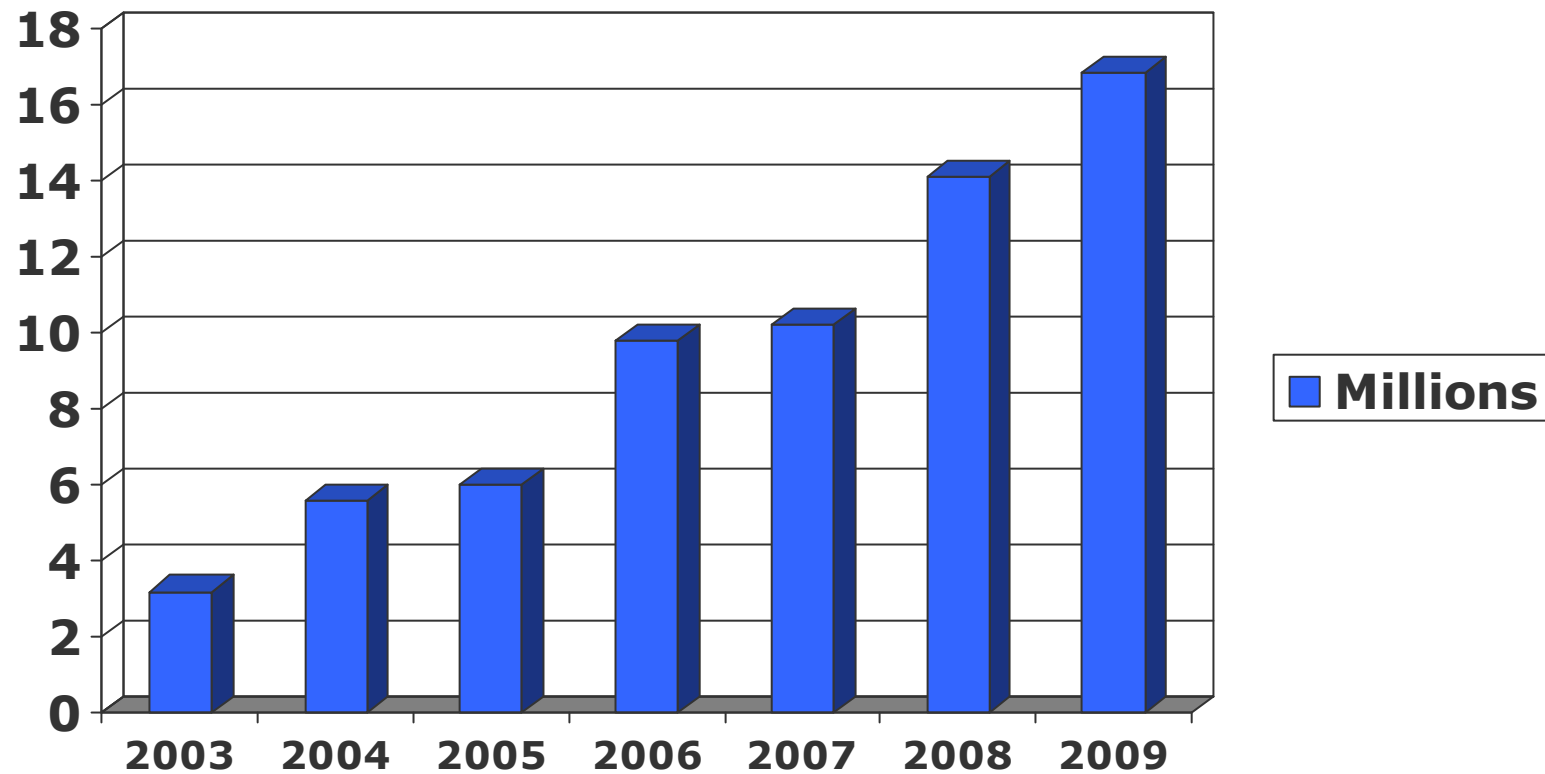
Digital Marketing

- Websites
- Campaign
- eCRM
- Content Distribution
- Retail

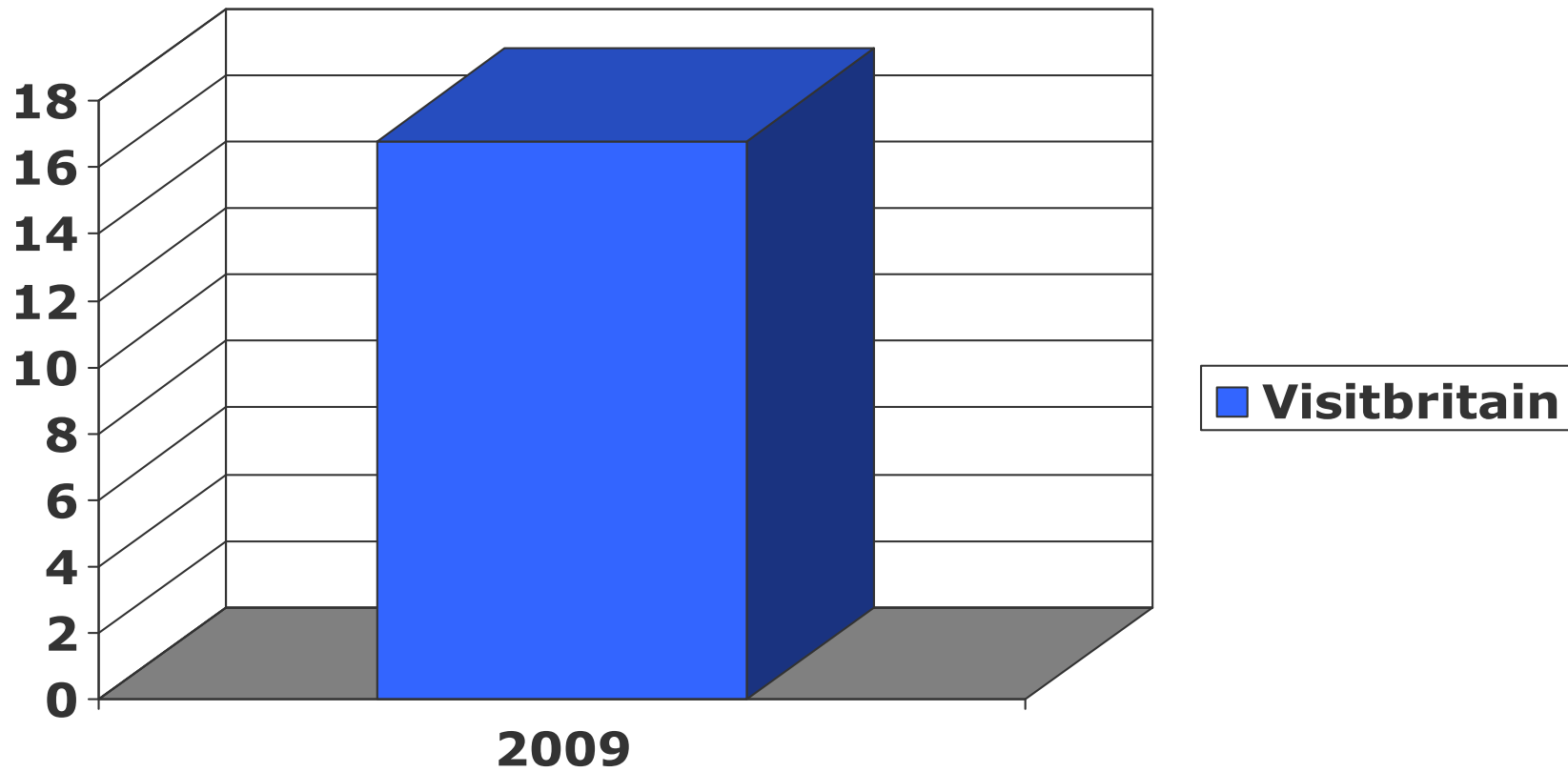
- SOCIAL MEDIA



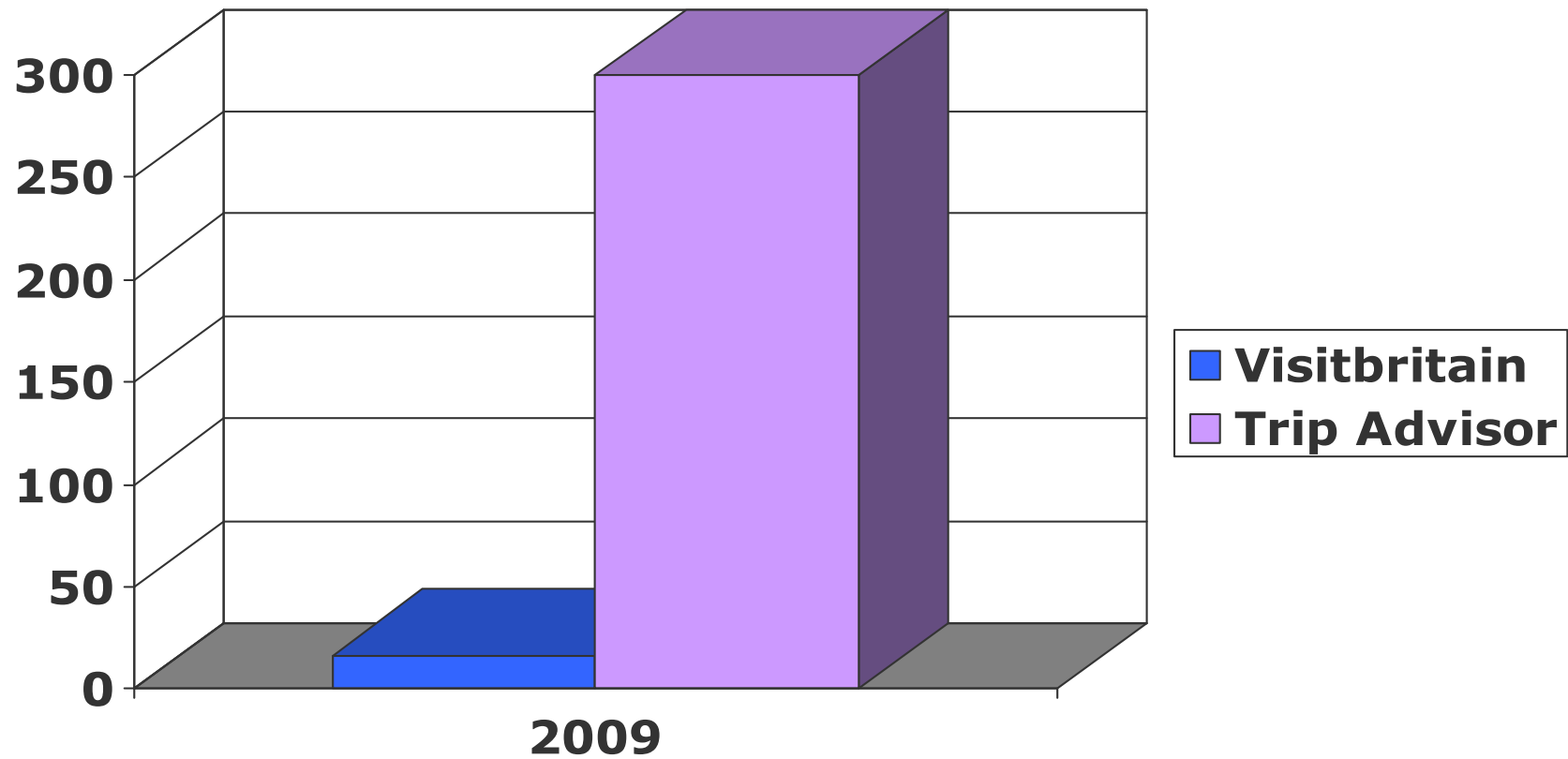
Steady progression



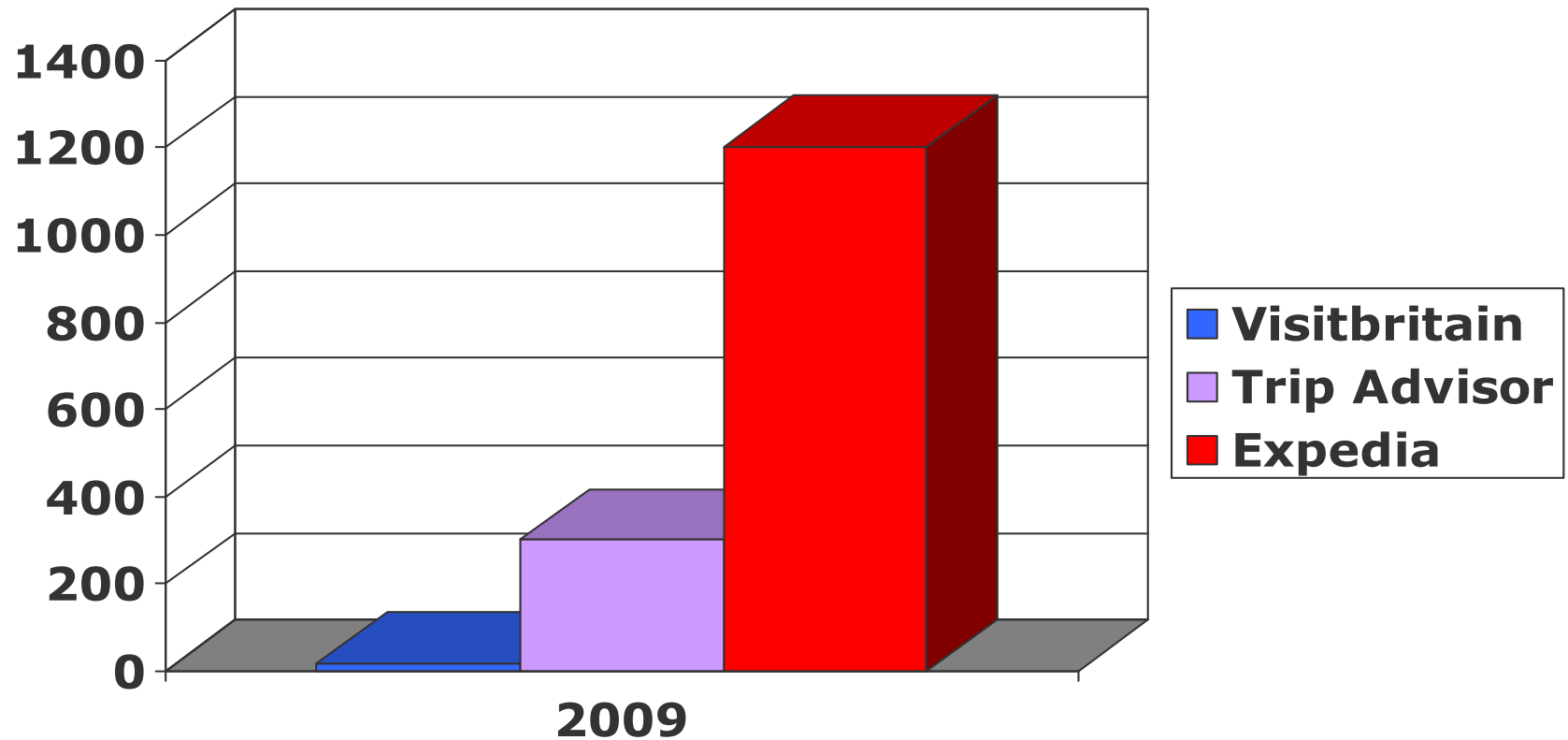
Bigger picture



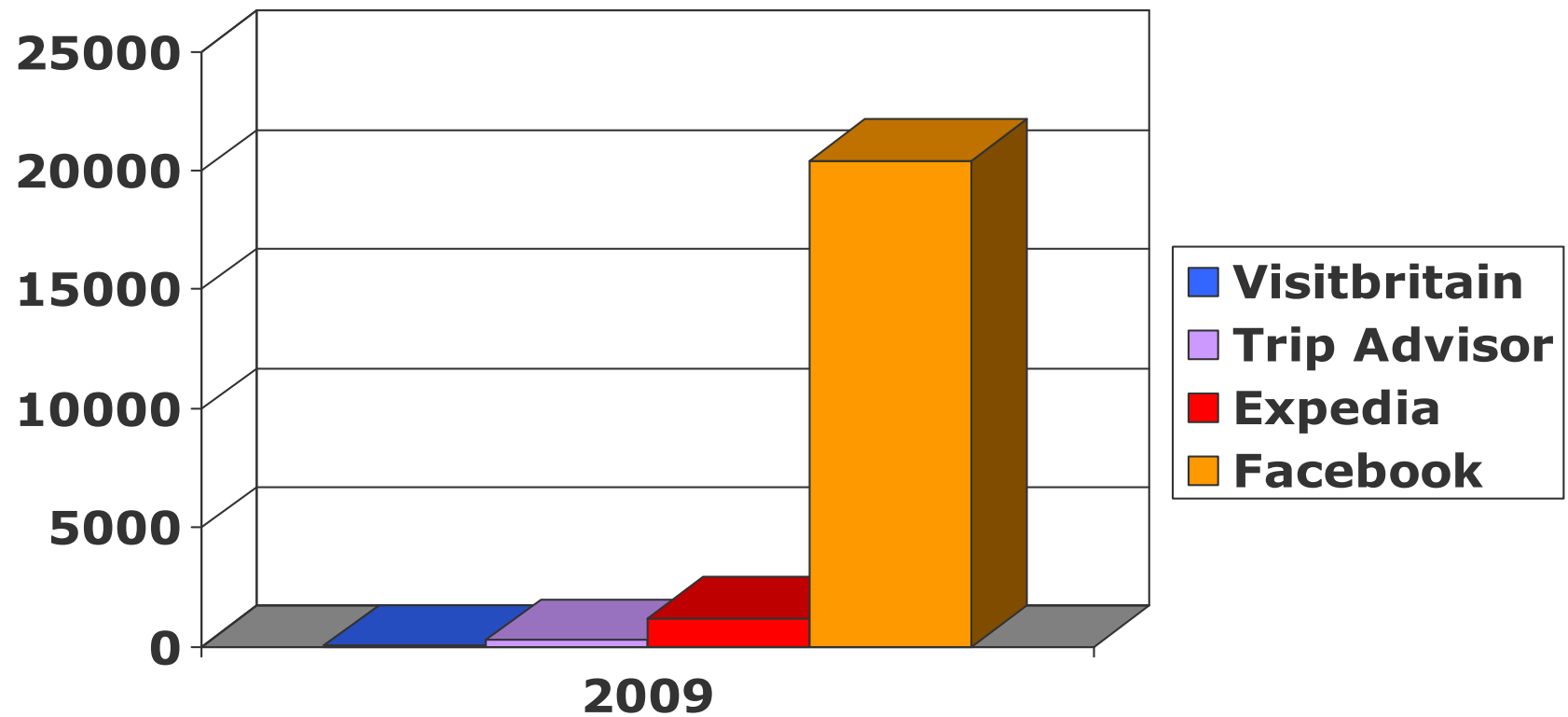
Bigger picture



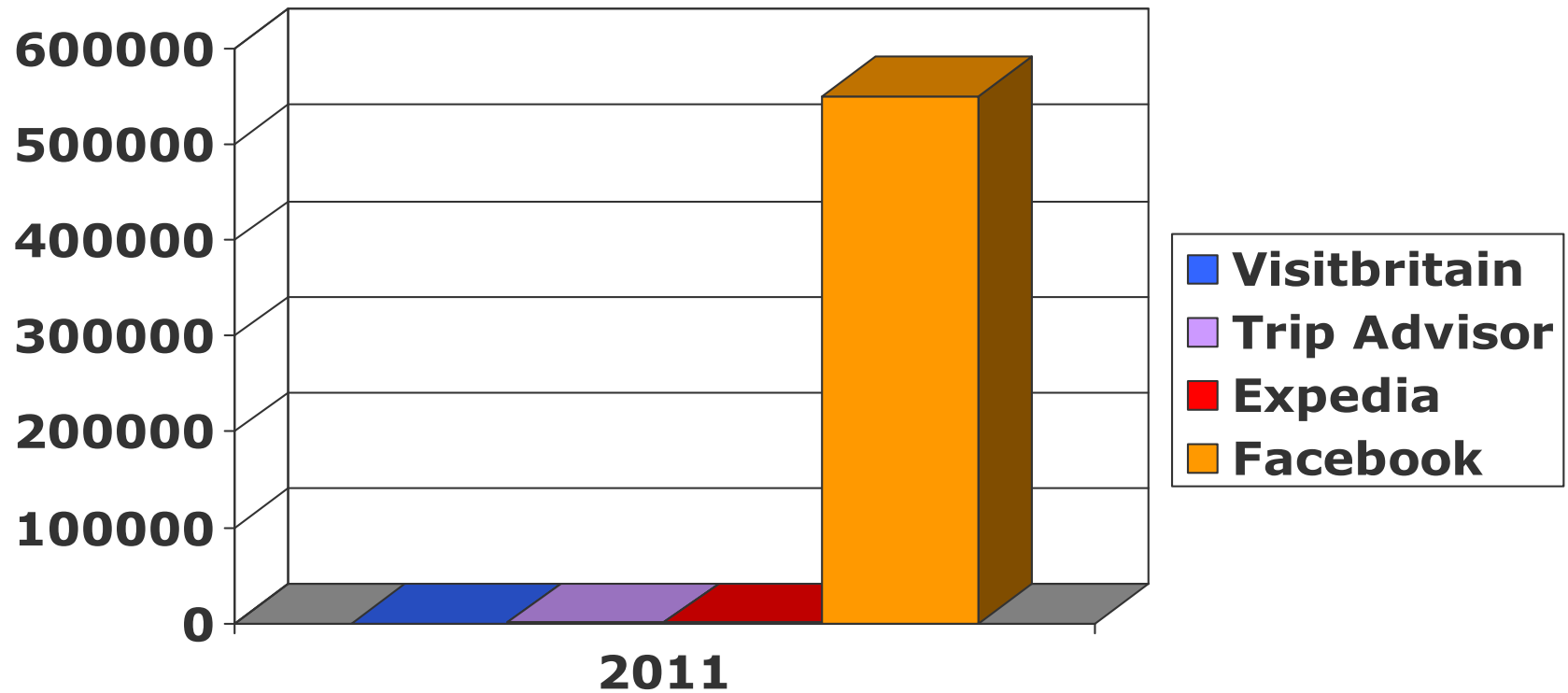
Bigger picture



Bigger picture

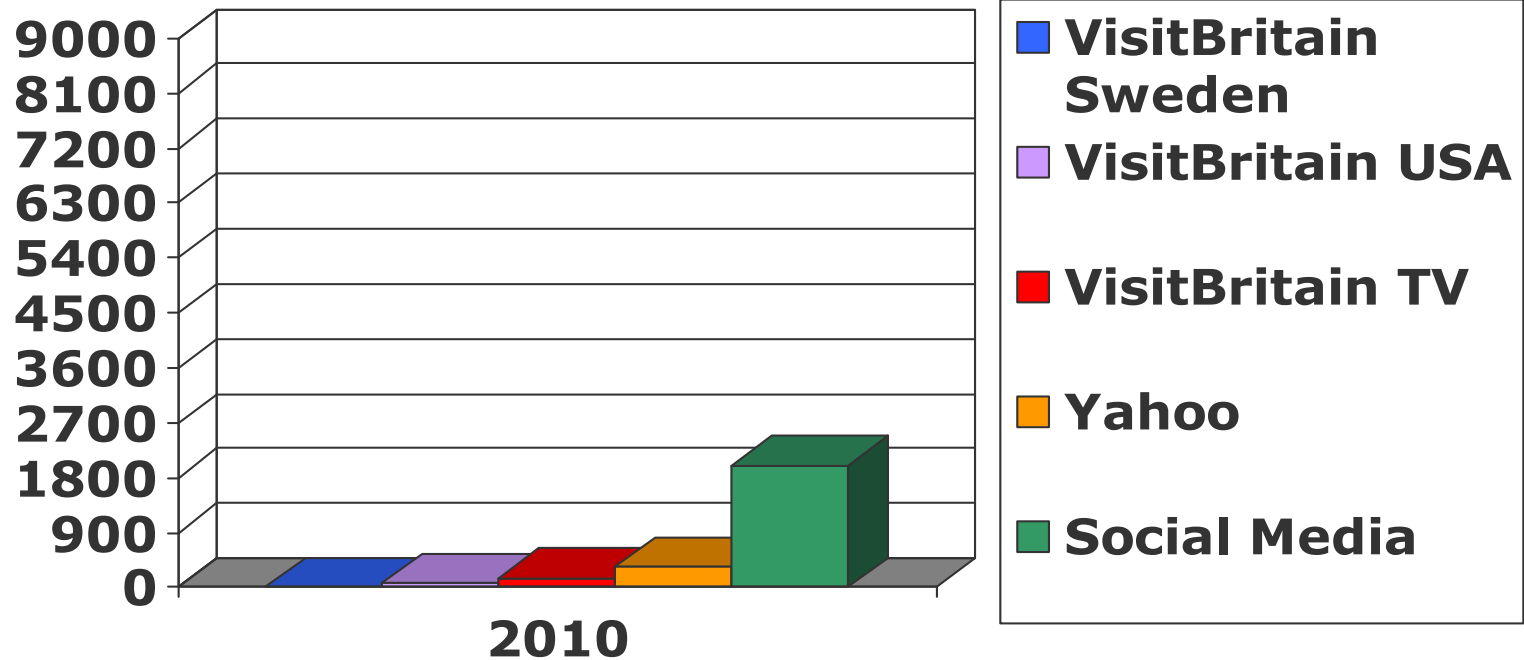


Bigger picture



2010 prediction was....

Thousands





A Year of Discovery in 20 minutes!

- Twitter
- YouTube
- Flickr
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Get short, timely messages from Visit Britain.

Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. **Join today** and **follow @VisitBritain**.

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[Codes for other countries](#)



VisitBritain

Ever entered a competition and not checked to see if you won? It would appear the winner of Team Work falls into... <http://fb.me/LgEgjUaH>

about 3 hours ago via Facebook

RT @velvetescape RT @lynnrosie RT @AboutLondon: Tour London in a Classic Mini Cooper: <http://bit.ly/gWTMd2>

about 5 hours ago via web in reply to velvetescape

RT @BlightyTraveler 10 British Trips To Take In 2011 | The Blighty Traveller <http://tinyurl.com/8kwn4fw>

about 5 hours ago via web in reply to BlightyTraveler

RT @traveldudes NEW: The Top 10 unusual pubs of Great Britain [#travel #tip](http://su.pr/9qBorz)

about 5 hours ago via web in reply to traveldudes

Picture Quiz: Where is this unique Roman world heritage site? <http://fb.me/AirS1BAI>

about 8 hours ago via Facebook

Name Visit Britain

Location United Kingdom

Web <http://www.visitb...>

Bio We're the official people for tourism in the UK. Here we bring you travel ideas, discounts and offers, attractions and events, guides, fun facts and much more.

8,571 following 20,628 followers 1,833 likes

Tweets 4,492

Favorites

Lists

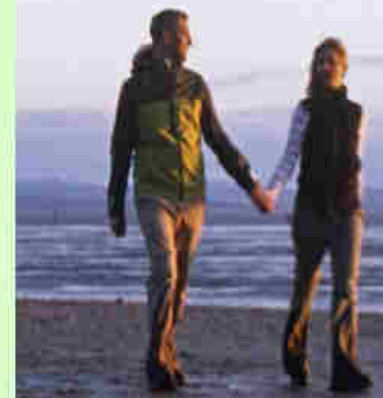
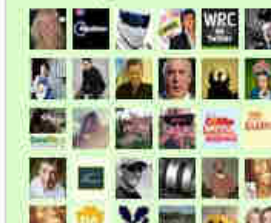
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[@VisitBritain/tourism-partners](#)

[@VisitBritain/see-and-do](#)

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Cesc Fabregas Interview

At 21, Arsenal's captain Cesc Fabregas has achieved more than most. The Spaniard became Arsenal's youngest player when making his debut in 2003, and has since built up a reputation [Watch Video](#)



Featured Destination



The New Forest

Take a look at some of what is on offer in the

Competition



Keep an eye out for our Video competition coming here soon!

City Spotlight



London

The capital has a whole host of attractions and

VisitBritain's Video Channels

- www.visitbritain.tv and YouTube between them delivered over 5 million views last year

What is VisitBritain TV?



VisitBritain TV

What's it all about? and
how you can get involved
too.





Love UK

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From [The Old Brit -](#)



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UK Pictures (a group admin) says:

22 Dec 10 - Hello all!

We've got the first of the winter/Christmas pics uploaded on the homepage of the Visit Britain website and I have to say they look smashing: www.visitbritain.com. There will be more added over the next few weeks so keep 'em coming.

Have a safe and happy Christmas!

Danni
LoveUK

Discussion [3 posts](#) | Only members can post [Join?](#)

Title	Author	Replies	Latest Post
Essex coast image for front cover	Visit Essex	0	2 months ago
We're new...we're trying...help us out!	UK Pictures	11	5 months ago
Be careful of what & where you photograph in the UK	The Old Brit - behind a bit	1	6 months ago

Flickr

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Welcome To Britain

If you're planning a holiday to the UK, looking for hotels and accommodation in Britain, or simply after UK travel, attractions or events information, VisitBritain.com has everything you need to know.



England



Wales



Discover Scotland

www.visitscotland.com



London

Photo by Erin

Ye Olde Cheshire Cheese

London

Wordsmiths' watering hole [Read more about historic pubs](#)

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- Over 100k All Time views of photos on our Flickr Account
- Over £200k saved
- Over 250 photography ambassadors
- These fantastic images been viewed over 50 million times!





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Information

Founded:
17 December 2009

About:
It doesn't matter if you're living here, visiting here, wanna visit here, leaving here (don't go!) or none of the above, join us in spreading the Love UK.

<http://www.visitbritain.com/>

<http://www.twitter.com/visitBritain>

Insights

See All

109,722 Monthly Active Users

1,290 Daily New Likes

216,957 Daily Post Views

598 Daily Post Feedback

Insights are visible to page admins only.

Love UK Ever entered a competition and not checked to see if you won? It would appear the winner of Team Work falls into that category. "Winner, you still have 7 more days to claim your £3,000 prize, otherwise we shall be drawing again" 4 hours ago · clear

Wall Info Top 50 Places Unite the I... Team Work Photos >> +

Share: Status Photo Link Video

Write something...

Love UK + Others **Just Love UK** Just Others Spam Settings



Love UK Ever entered a competition and not checked to see if you won? It would appear the winner of Team Work falls into that category. "Winner, you still have 7 more days to claim your £3,000 prize, otherwise we shall be drawing again"

4 hours ago · Like · Comment · Promote

77 people like this.

View all 51 comments

Write a comment...



Love UK The search is on! We've got together with STA Travel and TravelCUTS to bring you this cool new app to put your social networking skills to the test. Log onto Unite the Invite and you could win a once-in-a-lifetime trip for two to one of Britain's coolest cities: Glasgow, Edinburgh, Cardiff, Manchester, London or Liverpool.



Love UK

LoveUK.us

Welcome to a Facebook Page about Love UK. Join Facebook to start connecting with Love UK.

5 hours ago Unlike · Comment · Share · Promote

You and 48 others like this.

View all 53 comments

Write a comment...

Get More Connections

Get more people to like your Page with Facebook Ads! Preview below.

Love UK



Ever entered a competition and not checked to see if you won? It would appear the winner of Team Work falls into that category...

Like · Palace Street likes this.

Engagement is the Key

Users [See Details](#)

New Likes [?]	Lifetime Likes [?]
103,783	187,063

Interactions [See Details](#)

Post Views [?]	Post Feedback [?]
37,802,977	105,251





The Next Big Step...

- Facebook isn't getting smaller
- Geo-Location is getting bigger
- Combine the two...



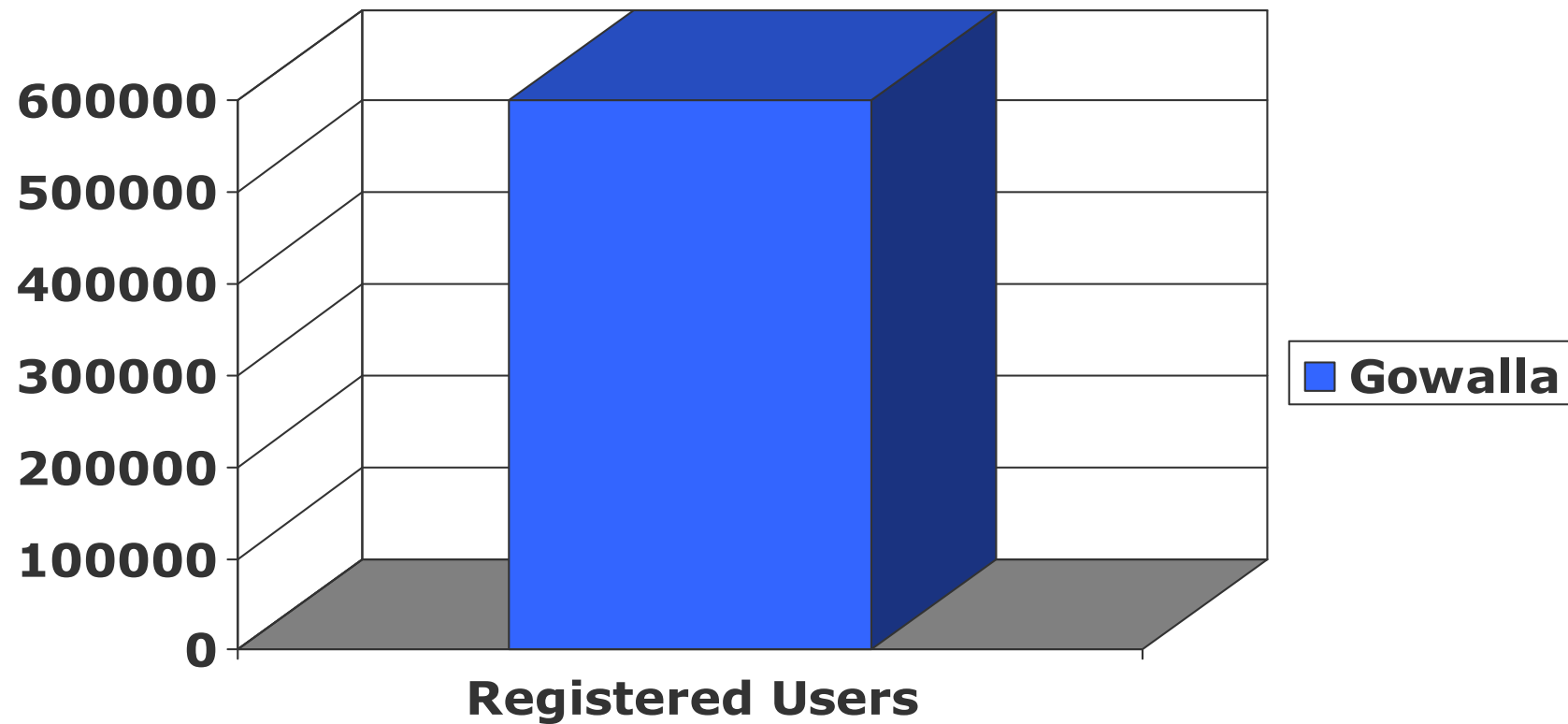
A photograph of a blue boat with a yellow stripe on a beach. The boat is tilted, and the background shows a pebbly beach, the ocean, and a blue sky with some clouds. A white rectangular box is overlaid on the image, containing text.

VisitBritain & Social Media
The Global Guest Book for
Great Britain

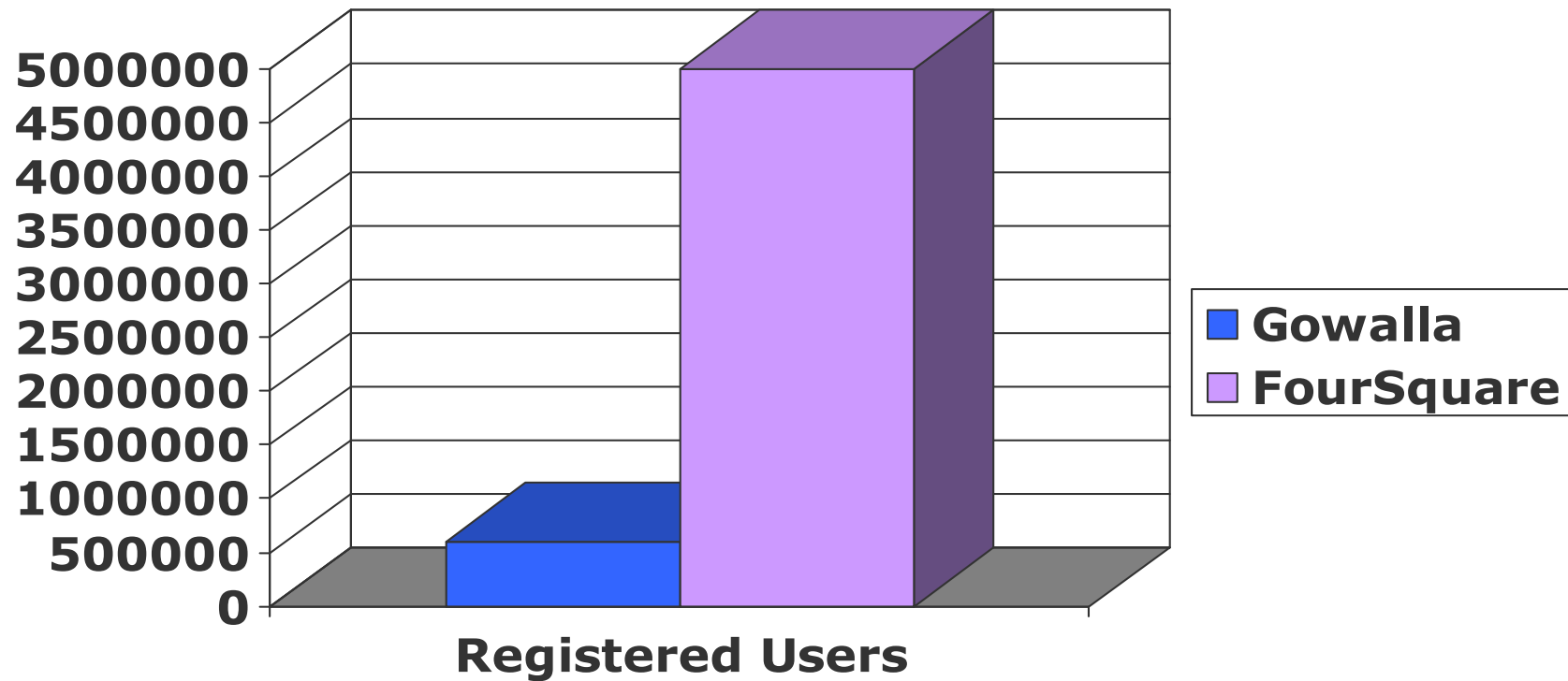
A photograph of a blue boat with a yellow stripe on a beach. The boat is tilted, and the background shows a pebbly beach, the ocean, and a blue sky with scattered clouds. A white rectangular box is overlaid on the image, containing text.

**VisitBritain & Facebook
Places**
Inspiring Everyday

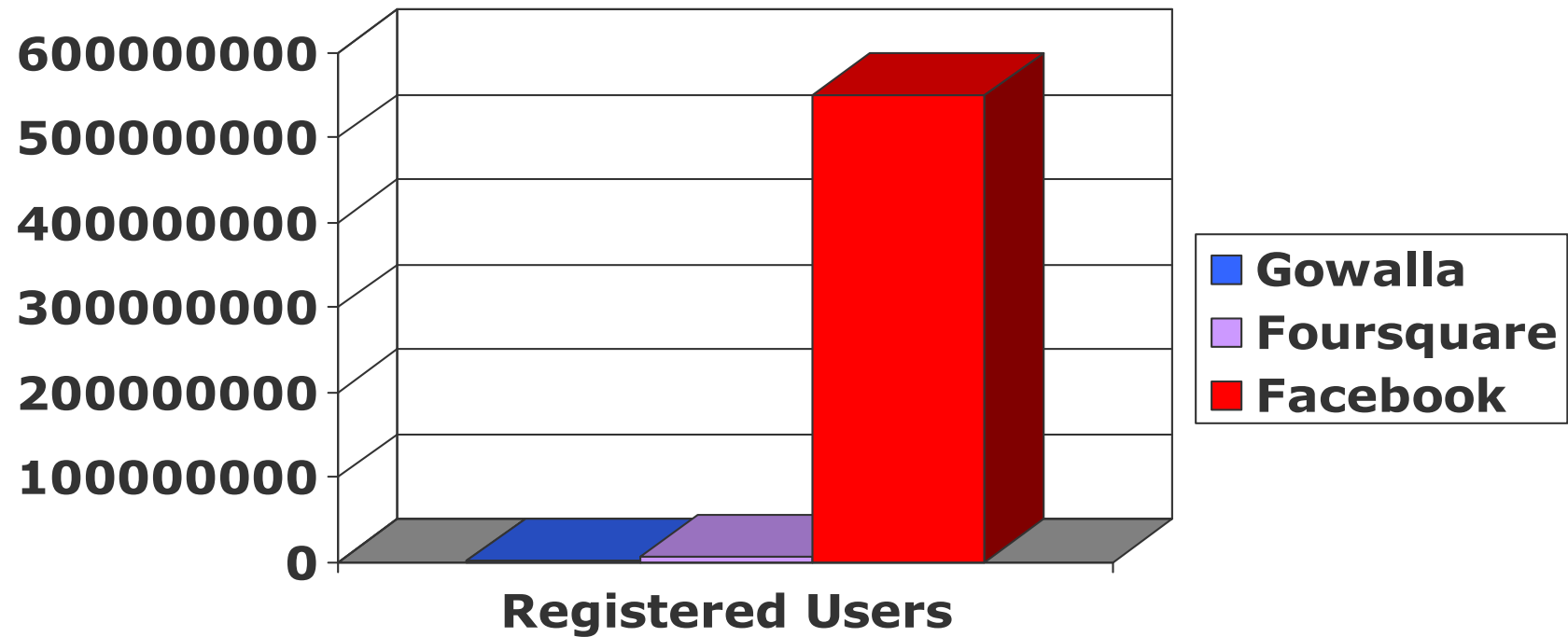
Why Facebook Places?

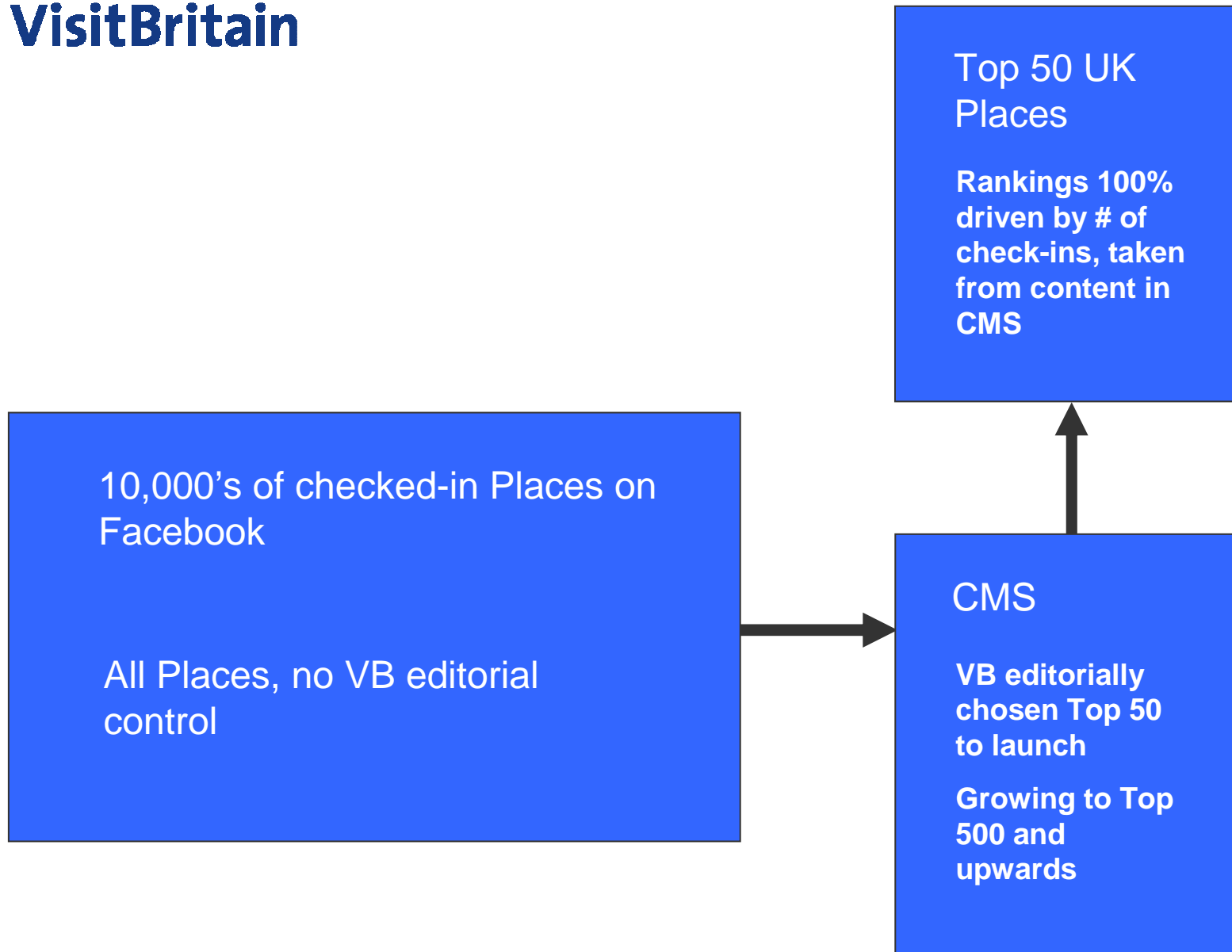


Why Facebook Places?



Why Facebook Places?







Subscribe via SMS

Information

Founded: 17 December 2009

About: It doesn't matter if you're living here, visiting here, wanna visit here, leaving here (don't go!) or none of the above, join us in spreading the Love UK.

http://www.visitbritain.com/

http://www.twitter.com/VisitBritain

35 friends like this.

6 of 35 Friends See all



Jasmine Spandzeva



Dimitrios Buhalts



Gary Robson



Kim Henrik Lavlie



Oyinda Elshi



Maria Zakharova

97,823 people like this



Monia Sitbon



Olivia Masson



Peter Szöllösy

Love UK Ever entered a competition and not checked to see if you won? It would appear the winner has entered into that category. "Winner, you still have 7 more days to claim your £3,000 prize, otherwise we start again" on Monday

- Wall | Info | Top 50 Places | Unite the L... | Team Work | Photos | >>

TOP 50 UK PLACES

The most popular attractions in the UK ranked by the number of check-ins on Facebook Places, brought to you by LoveUK.



Show All Page: 1 2 3 4 5

1. **Westfield London**

Non Mover: [More Information](#) 23880 Check-Ins

[Share](#) Adriana Conte, Declan Kennedy and 1,814 others like this. Unlike

Free Have my friends visited?

2. **The Trafford Centre**

Non Mover: [More Information](#) 10768 Check-Ins

[Share](#) [Like](#) 43,492 people like this. Be the first of your friends.

Free Have my friends visited?

3. **London Eye**

Non Mover: [More Information](#) 8575 Check-Ins

[Share](#) Adriana Conte, Simon Mills and 8,120 others like this. Unlike

Buy Tickets Have my friends visited?

4. **Selfridges**

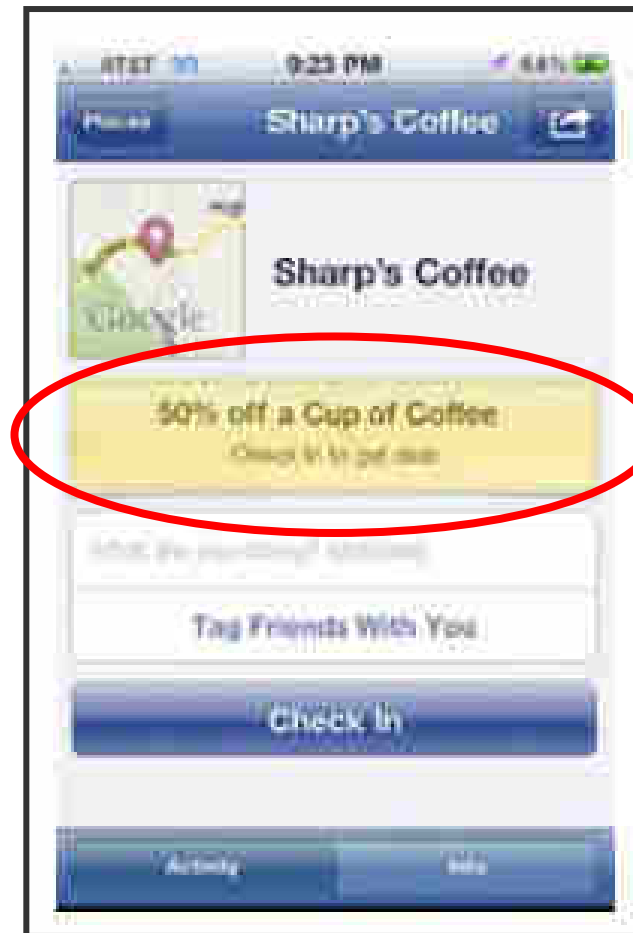
Non Mover: [More Information](#) 6521 Check-Ins

[Share](#) [Like](#) Helen Clarkson, Declan Kennedy and 1,683 others like this.

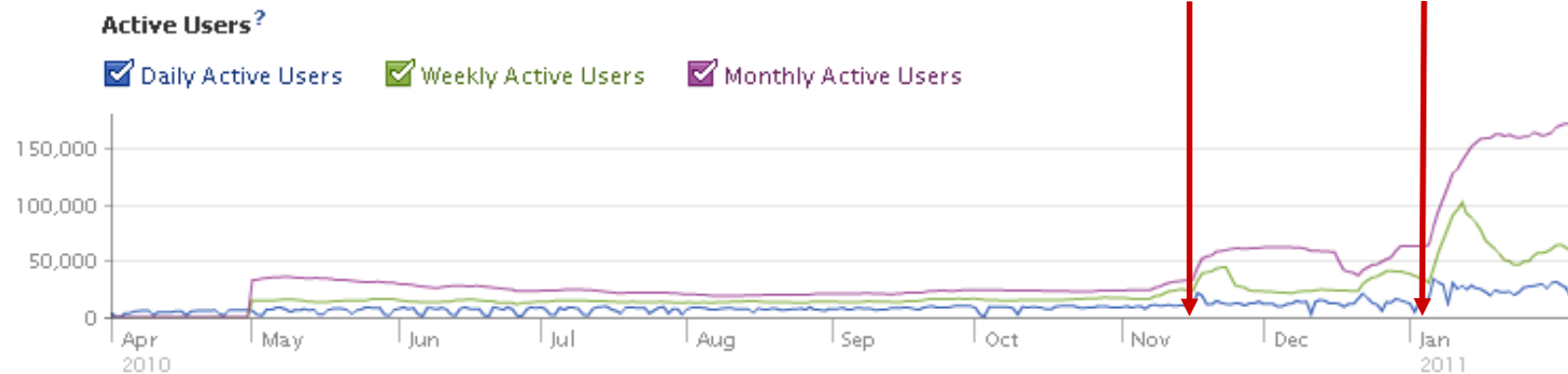
Free Have my friends visited?



Facebook Deals



Effect for Love UK ?



Tab Views?

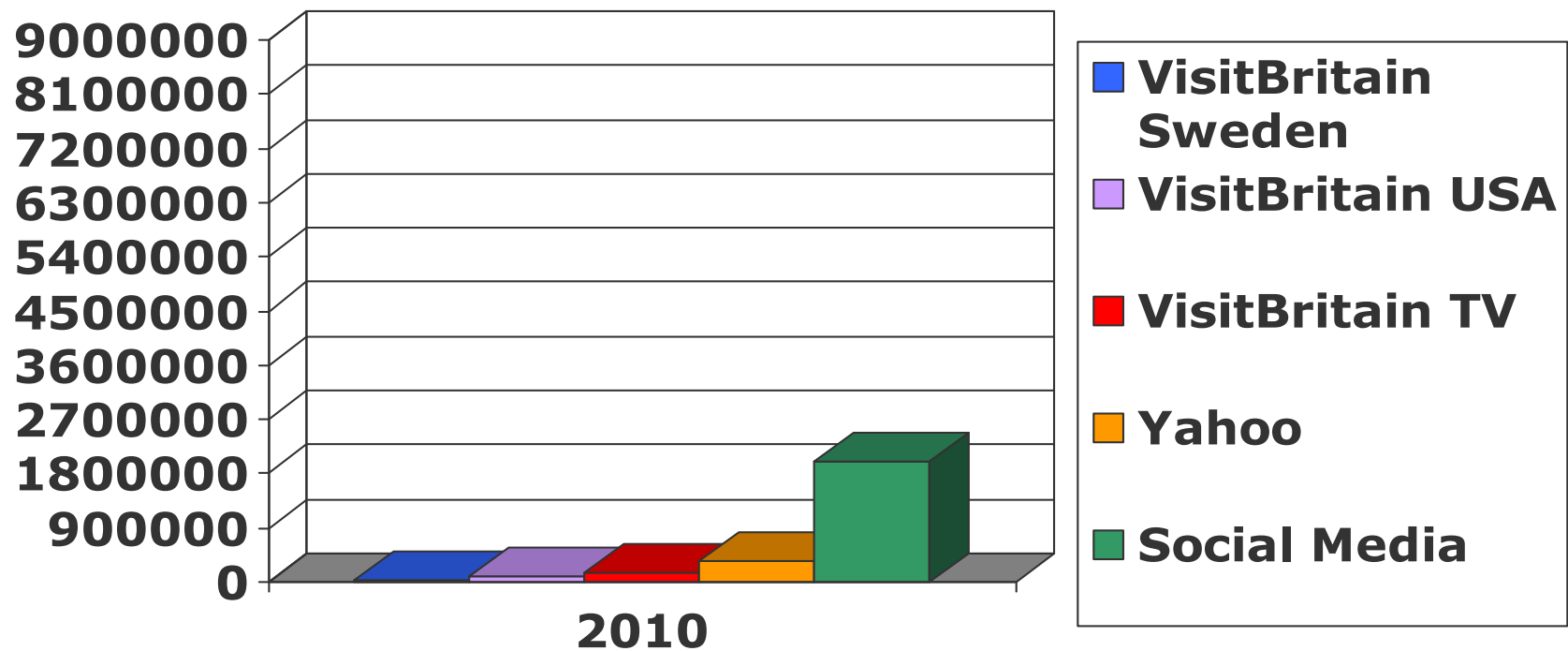
- 297** Wall
- 11** Information
- 6** Love UK loves...
- 4** Photos
- 3** Slideshow
- 3** Discussion Boards
- 2** Boxes
- 2** Follow us on Twitter
- 1** Video
- More

Tab Views?

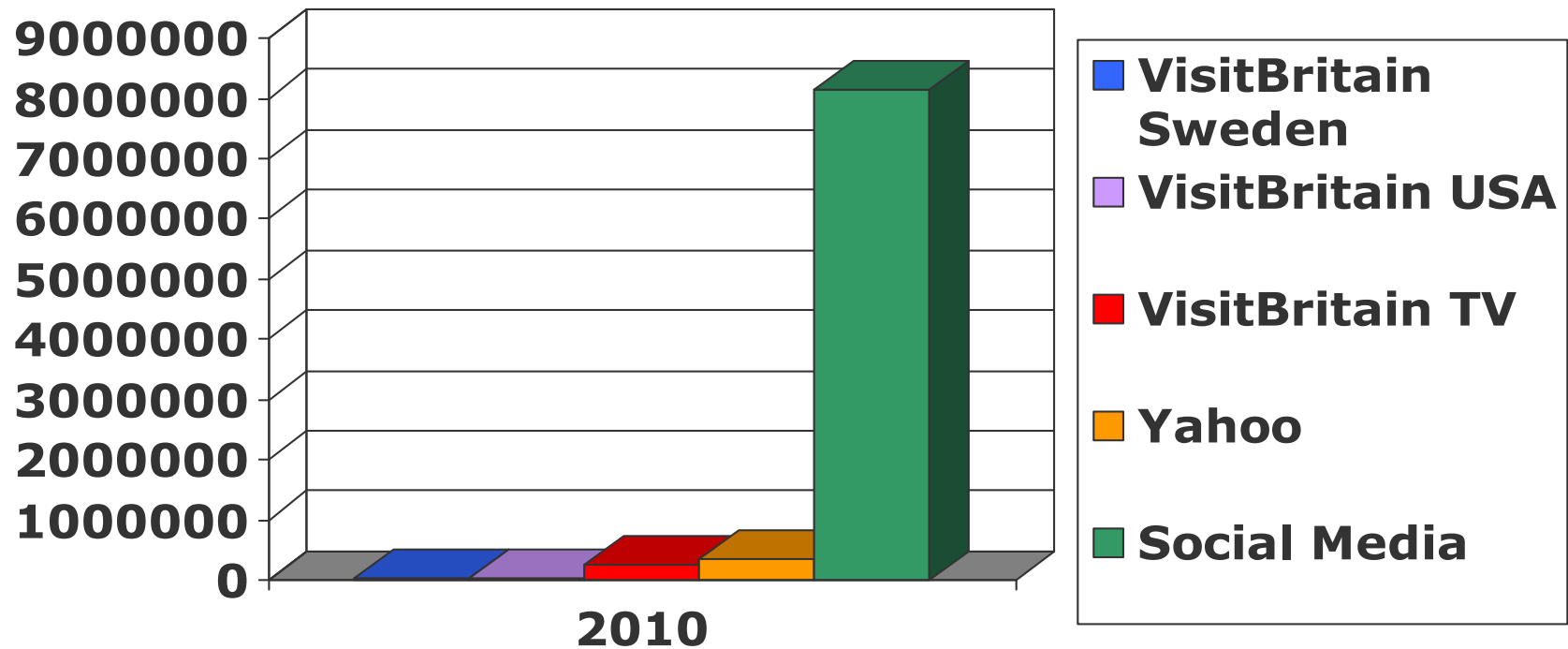
- 556,785** Love UK Team Work
- 245,086** Visit Britain's Top 50 Places
- 229,596** Wall
- 19,026** Information
- 14,989** Photos
- 12,390** Love UK loves...
- 5,180** Discussion Boards
- 3,738** Slideshow
- 2,441** Follow us on Twitter
- More



2010 prediction was....



How did we do?





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Questions

