

Who we are

British Destinations is a national trade association which represents and delivers activities on behalf of visitor destinations across Great Britain.

More than 100 visitor destinations, including some of Britain's biggest and best known, are already members.

We act as a voice for destination interests, coordinating joint activities, lobbying Government and major agencies, and are a one-stop-shop for tourism intelligence, benchmarking, best practice and industry information for our Members.

Representing the interests of destinations for more than 90 years we understand the tourism landscape and uniquely support and champion the roles of local authority destination managers and established and emerging destination management partnerships.

What we do

British Destinations will help with the following:

Represent the views and interests of more than 100 visitor destinations nationally through strategic lobbying and influencing on key industry issues.

Provide a one-stop-shop for tourism intelligence, benchmarking, best practice and industry information.

Manage the annual Destination Intelligence Survey, the only comprehensive benchmarking survey in Britain, which helps destinations to manage performance.

Help destinations cut through the red-tape and jargon, providing speedy access to, and making sense of the latest reports, consultations and legislation.

Support individual destination initiatives with national endorsements, peer support and access to case studies and best practice.

Coordinate joint activity including research and marketing.

Provide wider destination support with a particular focus on resort management, marketing and PR, events and entertainment, economic development and beach management (through the UK Beach Management Forum).

What they say:

Don't take our word for it – this is what our Members say:

“ Membership of British Destinations helped me get up to speed with the bigger picture of where we fit into the UK tourism offer. It has kept us informed of changes in legislation and other relevant information that affects us... our membership keeps us directly in the loop and is well worth the annual budget investment.”
Diana Roberts / Guildford Borough Council

“ As a private sector start-up company in August 2011, British Destinations was extremely helpful in assisting us in a number of critical business areas including recruitment, sharing best practice, business intelligence and identifying new routes to market. Their support and professionalism has been invaluable.”
David Andrews / VisitWiltshire

“ We have been participating in the national advertising campaigns that British Destinations coordinates for many years. They represent value for money, deliver a good return on marketing investment and, even after all these years, still continue to generate new leads for Greater Yarmouth.”
Alan Carr / Greater Yarmouth Tourism

“ British Destinations helped us access management information from other members that we needed to help us successfully review our Theatre contract for Cromer Pier Pavilion. Without their help I feel it is highly unlikely that I would have been able to access this information.”
Karl Read / North Norfolk District Council