

VisitBritain lures tourists with 3D artwork



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Global - In a bid to boost tourism, British tourist authority VisitBritain has sent out 3D artwork featuring famous British landmarks to 10 major cities: Singapore, Sydney, Shanghai, New Delhi, Paris, Utrecht, Stockholm, Milan, Los Angeles and Sao Paolo.

This is the second phase of a £100 million, four-year long marketing campaign.

Using 3D floor art depicting scenes from various parts of Britain, the tourism board hopes to give international visitors a glimpse into what awaits them on a British holiday in 2012.

The campaign rolls out first in Singapore, where VisitBritain worked with Kingsmen for the execution. 3D images of the Westminster Abbey appeared in Orchard Road at the Mandarin Gallery and at Ion Orchard. Passersby were invited to take a photo with the image, which would be uploaded on VisitBritain's Facebook page and potentially earn them a trip to the UK.

"Great Britain 3D is the first ever global tour of 3D art with the sole purpose of promoting a destination to an overseas audience. This is a fun, engaging and effective way of taking some of Britain's most famous icons right into the heart of cities around the world", Sandie Dawe, chief executive of VisitBritain said.

This is part of the "Great Britain You're Invited" campaign to grow Britain's tourism sector and create new job opportunities across the country. The campaign is targeted to bring in four million extra overseas visitors spending £2 billion across Britain.

Earlier this year, VisitBritain had to temporarily suspend all its digital marketing activities for 10 days during the London riots.

Tourism is the third largest export earner in the UK, next to the chemical and financial industries.