

UK TOURISM LAUNCHED THE MOST PROMINENT AD CAMPAIGN IN ITS HISTORY



Last Saturday, millions of people worldwide watched on TV and on all other media the most extensive publicity ever made, broadcast for free, in a tourist destination: the ceremony of the coronation of Charles III. This was also the second installment of a campaign that began last year with the Queen Mother's funeral, which was also a very successful chapter in this free UK charm tourism promotion.

The great moments of the royal family always fascinate viewers and allow the channels to achieve significant audiences.

Last fall, nearly four billion people across the planet bid farewell to the queen, according to estimates.

Unsurprisingly, the British press gave pride of place to King Charles III and the monarchy. At the top of all English newspaper websites, photos of the new sovereign crown on the head - at times in Westminster Abbey or standing next to Queen Camilla on the balcony of Buckingham Palace.

The reason for the craze can be easily explained: the English had not known a coronation for seventy years, during the coronation of Elizabeth II in 1953.

The glorious ceremony evoked history, tradition, the Middle Ages, and the splendor and pageantry of royalty.

It is a magnificent free exhibition of the Mall, of Buckingham Palace, of Westminster, of its Abbey; in the same way, as the mother's funeral had already shown, besides this part of the country, the magnificent Windsor Castle or the Scottish Balmoral.

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