

“YOU’RE INVITED” CAMPAIGN FOR LONDON OLYMPICS LAUNCHED



London is preparing for the event of a generation – along with millions of sports enthusiasts all over the world who cannot wait for the next summer Olympic Games which take place there. ‘You’re Invited’ campaign promoting the event has just been launched.

Hosting the Olympic Games means amazing tourist potential and many countries compete to become the next host. Great Britain is shaking in anticipation of the London Olympics in 2012 and while extensive works have been underway for several years, the advertising promoting the sporting event has just been launched. It features Britain’s best.

The promotion campaign aims to increase the number of visitors by 4 million a year. The advert, created by VisitBritain, local tourism board, features several stars which appeal to many people; Dame Judi Dench mentions the brilliance of Shakespeare, actor Rupert Everett and ‘Slumdog Millionaire’ Dev Patel praise London’s diversity, famous model Twiggy speaks of Britain as a ‘stable of designers’ and Britain’s favorite chef Jamie Oliver promotes local cuisine as a blend “of the world’s best bits”.

In connection with the London Olympics, the World Travel Market (WTM) 2011, taking place in the city in November this year, will focus mainly on sports tourism. The program will include discussions of the benefits and potential risks of hosting such a significant and challenging event.

Britain will certainly not be the only country focusing on this issue; Brazil will find the discussion about sport events highly interesting, considering it is hosting the 2014 World Cup and the 2016 Olympic Games.

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