

YOUR GUIDE TO BRITAIN



دليلك في بريطانيا

2011/12

الدليل الرسمي

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YOUR GUIDE TO BRITAIN



دليلك في بريطانيا

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دليلك في بريطانيا

YOUR GUIDE TO BRITAIN 2011/12



THE RT. HON. RICHARD CABORN, MINISTER FOR SPORT AND TOURISM, LAUNCHES THE FIRST ISSUE OF THE GUIDE LAST YEAR.

" I'm delighted to lend my support to this guide which provides excellent and useful information for visitors from the Arab world. It will contribute a great deal to both mutual understanding and success of the UK tourism industry".

The Rt. Hon. Richard Caborn,
Minister for Sport and Tourism

The incredible success and demand for last year's Arabic "Your Guide to Britain", has led to the production of a new and even larger version in 2005/6. This new guide will be the best way of reaching Arab tourists and business people visiting the United Kingdom in 2005/6.

'Your Guide to Britain' is written specifically for Arabs and is published in Arabic. It provides a useful and handy companion for Arab visitors to Britain, whether they are here for **business, leisure, study or medical treatment.**

The initial print run of 30,000 copies in A5 format with full colour throughout will be distributed to **Arab embassies, Arab airlines, Arab banks and to hotels and apartments** where Arab visitors are likely to stay in the UK. It is also to be issued to **all the British Embassies in the Arab World** in cooperation with the Foreign and Commonwealth Office who highly commend the guide and who choose to distribute it on our behalf.



R TO L, THE RT. HON. RICHARD CABORN, MINISTER FOR SPORT AND TOURISM, MR. YOUNIS HAMMALI, CHAIRMAN OF INTERNATIONAL GUIDES LIMITED, THE PUBLISHING COMPANY OF THE GUIDE AND MR. TOM WRIGHT CHIEF EXECUTIVE OF VISITBRITAIN (THE BRITISH TOURIST AUTHORITY) AT THE LAUNCH OF THE FIRST EDITION OF THE GUIDE LAST YEAR.

Additionally the guide will be distributed to **tourist outlets in the Arab world and to British Council and Tourist Authority offices abroad** that promote Great Britain.

The guide will be on sale in bookshops and newsagents in the UK and will be advertised in the press both in the UK and the Arab world.

'Your Guide to Britain' offers significant revenue generating opportunities to businesses wishing to target Arab consumers who visit Britain. Because we understand their needs we are able to accurately target seekers and turn them into buyers by connecting them to you.

There will be an accompanying **web site** where all advertisements will be repeated free of charge. Please visit our web site - **www.internationalguides.co.uk** As a benefit to you, the guide web site will include links from your advertisement to your own web site. Users of the guide will benefit from additional web-links to universities, colleges, English language schools, shops, restaurants, hotels, private hospitals, clinics and places of interest.

“YOUR GUIDE TO BRITAIN 2011/12”

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- IT IS RECOMMENDED BY THE FOREIGN OFFICE, THE DEPARTMENT OF CULTURE AND TOURISM, VISITBRITAIN AND MANY OTHER ESTABLISHMENTS WHO INVEST IN ARAB VISITORS TO THE UK.
- WE PRINT 50,000 COPIES AS FIRST RUN.
- IT IS SENT TO BRITISH EMBASSIES IN THE ARAB WORLD - THE NUMBER OF COPIES SENT DEPEND ON THE NUMBER OF COPIES REQUESTED, EXAMPLE: BRITISH EMBASSY IN OMAN REQUESTED 3000 COPIES.
- IT IS DISTRIBUTED TO ARAB EMBASSIES IN THE UK.
- IT IS DISTRIBUTED TO ARAB VISITORS IN THE UK THROUGH TOURIST OUTLETS, HIGH STREET, RESTAURANTS, HOTELS AND NEWSAGENTS. ALSO DISTRIBUTED THROUGH THE POST ON REQUEST.
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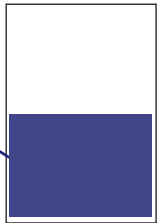


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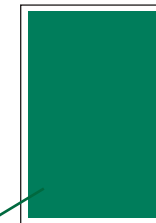


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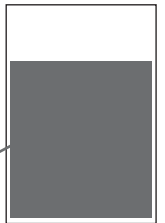
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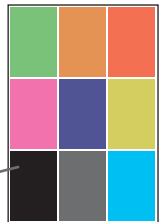
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Exclusively for Arab Visitors to the UK

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2. Cancellations can be accepted only if in writing and if received before end of February 2011.
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