

PRESS RELEASE



April 2009

LIVE THE LIFE OF A FOOTBALLER

VISITBRITAIN ASK TOP PLAYERS WHAT THEY LIKE ABOUT THE UK

Have you ever wondered what the top Premier League players like about Britain? National tourism agency VisitBritain has joined forces with the Premier League, the world's most popular football competition, to interview several key international players. The interviews can be seen on www.visitbritain.com/football

Among them is Arsenal Captain Cesc Fábregas, who grew up in Spain, but moved to the UK five years ago to become Arsenal's youngest player and has lived in London all the time. He said: "I like living in London. I find it really good."

He also said that he had a friend in Bristol – about two hours by train from London – and was planning to go there.

If you want to experience the UK like Cesc Fábregas, here are a few suggestions from Visitbritain.com:

1) London is the UK's capital city and is a vibrant, multicultural, 24-hour party city. It is home to 250 museums and 4 world heritage sites

2) Bristol is a couple of hours west of London and is one Britain's greenest cities. It is famous for its maritime history, the Clifton suspension bridge and there are plenty of waterside bars and restaurants

With 41% of potential visitors to Britain very likely to watch a football match during their trip, and around 1.2m visitors attending a football match during trips to the UK in 2007, tourism bosses expect the partnership and the interviews to draw even more attention to Britain's appeals.

Notes to Editors About VisitBritain

- VisitBritain is responsible for promoting Britain as a world class tourist destination and for developing the UK's visitor economy. It has representatives in 35 countries around the world and has expanded into India, China, throughout Eastern Europe and Southeast Asia



- Provisional figures for 2008 indicate overseas residents made 31.9 million visits to the UK, down by -2.6% on 2007. They spent £16.4 billion, which before adjusting for inflation, spending rose +2.5% in nominal terms up on 2007
- Every year over 12 million visits are made by international consumers to the 46 websites that make up VisitBritain's global family of websites, www.visitbritain.com, which together provide information in 26 different languages.

About the Premier League

- The Premier League organise, manage and promote the Barclays Premier League on behalf of the top 20 Clubs in England; develop the competitions commercial aspects; and working with others, help and invest in the communities we serve.
- During the 2007/08 season, approximately 90,000 hours of Barclays Premier League coverage was broadcast in 211 territories, with a home reach of 694m and an estimated cumulative global audience of 4.77billion.
- The Premier League is involved in a wide range of community projects both at home and abroad. For more information read the Premier League Community Report at www.premierleague.com or call the Premier League Press Office on +44 (0)20 7864 9190