

U.S. Department of Justice

Washington, DC 20530

Supplemental Statement**Pursuant to the Foreign Agents Registration Act of 1938, as amended**For 6 Month Period Ending 09/30/2023
(Insert date)**I - REGISTRANT**

1. (a) Name of Registrant
VisitBritain
- (b) Registration Number
579
- (c) Primary Business Address
885 Second Avenue, 28th Floor, New York, NY 10017

2. Has there been a change in the information previously furnished in connection with the following?

(a) If an individual:

(1) Residence address(es) Yes No (2) Citizenship Yes No (3) Occupation Yes No

(b) If an organization:

(1) Name Yes No (2) Ownership or control Yes No (3) Branch offices Yes No

(c) Explain fully all changes, if any, indicated in Items (a) and (b) above.

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSES TO ITEMS 3, 4, 5, AND 6.3. If the registrant previously filed an Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period. Yes No If yes, has the registrant filed an updated Exhibit C? Yes No

If no, please file the updated Exhibit C.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name	Residence Address	Citizenship	Position	Date Assumed
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(b) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Name	Position	Date Ceased
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5. (a) Has any person named in Item 4(a) rendered services directly in furtherance of the interests of any foreign principal?

Yes No

If yes, identify each such person and describe the service rendered.

Name	Foreign Principal(s) Represented	Services
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(b) During this 6-month reporting period, did any employee or individual working in any capacity, other than in a clerical or secretarial capacity or in a related or similar capacity, begin rendering services to the registrant directly in furtherance of the interests of any foreign principal(s)? Yes No

Name	Foreign Principal	Residence Address	Citizenship	Position	Date Assumed
Alex Tinder	British Tourist Authority	25-99 25 Road, Apt 1L Astoria, NY 11102	UNITED STATES	EA to International Director	04/17/2023

(c) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position or Connection	Date Terminated
Courtney Ruttie		09/30/2023
Sheelagh Wylie		09/30/2023
Allison Jungkurth		07/14/2023

(d) Have any employees or individuals, who have filed a short form registration statement, terminated their connection with any foreign principal during this 6 month reporting period? Yes No

If yes, furnish the following information:

Name	Position or Connection	Foreign Principal	Date Terminated
Courtney Ruttie		British Tourist Authority	09/30/2023
Sheelagh Wylie		British Tourist Authority	09/30/2023
Allison Jungkurth		Visit Wales	07/14/2023

6. Have short form registration statements been previously filed by all of the persons named in Items 5(a) and 5(b) of the supplemental statement or submitted with this filing? Yes No

If no, list names of persons who have not previously filed the required statement or are not submitting a short form with this filing.

II - FOREIGN PRINCIPAL

7. Has the registrant's connection with any foreign principal(s) ended during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Foreign Principal

Date of Termination

8. Has the registrant registered for any new foreign principal(s)² during this 6 month reporting period?

Yes No

If yes, furnish the following information:

Foreign Principal

Date Registered

9. In addition to those named in Items 7 and 8, if any, list the foreign principal(s) whom the registrant continued to represent during this 6 month reporting period.

British Tourist Authority
Visit Wales

10. During this 6 month reporting period, has the registrant filed an amendment for changes to Exhibits A³ and/or B⁴ previously filed for any foreign principal(s)? Yes No

If no, and there is a change to any Exhibit A and/or B, please file an amendment if it is required.

If yes, furnish the following information:

Foreign Principal

Date Amended

² The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9)). A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3, sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4, sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, has the registrant engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

If yes, identify each foreign principal and describe in full detail all activities and services:

Foreign Principal	Activities/Services
See Appendix for Response	

12. During this 6 month reporting period, has the registrant, on behalf of any foreign principal, engaged in political activity⁵ as defined below? Yes No

If yes, identify each foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures, social media, internet postings, or media broadcasts, give details as to dates, places of delivery, names of speakers and subject matter. The response must include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

Set forth below a general description of the registrant's political activities.

Set forth below in the required detail the registrant's political activities.

Foreign Principal	Date	Contact	Method	Purpose
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13. In addition to the above described activities, if any, has the registrant engaged in activity or rendered any services on its own behalf which benefits the registrant's foreign principal(s)? Yes No

If yes, describe fully.

Foreign Principal	Activities/Services
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⁵ "Political activity," as defined in Section 1(o) of the Act, means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION**14. (a) RECEIPTS-MONIES**

During this 6 month reporting period, has the registrant received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes No

If no, please explain why no monies were received.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies.⁶

Foreign Principal See Appendix for Response	Date Received	From Whom	Purpose	Amount	Subtotal
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\$ 3,714,572.02

Total

(b) RECEIPTS - FUNDRAISING CAMPAIGN

During this 6 month reporting period, has the registrant received, as part of a fundraising campaign⁷, any money on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes No

If yes, has the registrant previously filed an Exhibit D⁸ to its registration? Yes No

If yes, indicate the date the Exhibit D was filed. Date _____

If no, please file the required Exhibit D.

(c) RECEIPTS-THINGS OF VALUE

During this 6 month reporting period, has the registrant received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal? Yes No

If yes, furnish the following information:

Foreign Principal	Date Received	From Whom	Purpose	Thing of Value
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^{6, 7} A registrant is required to file an Exhibit D if he/she collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. (See Rule 201(e)).

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) **DISBURSEMENTS-MONIES**

During this 6 month reporting period, has the registrant disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement or transmitted monies to any such foreign principal? Yes No

If no, explain why no disbursements were made.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Foreign Principal	Date	Recipient	Purpose	Amount	Subtotal
British Tourist Authority	04/01/2023-06/30/2023	OMD USA LLC	Media buy for Advertising campaign to promote Britain	\$1,311,850.35	
British Tourist Authority	09/01/2023-09/30/2023	Parc 55 Hotel in San Fransisco	Event held for Travel agents and tour operators to attend and learn about Britain and network	\$100,000.00	
British Tourist Authority	-----	-----	-----	----->	
Visit Wales	04/01/2023-09/30/2023	Visit Wales	Travel expenses	\$13,355.80	\$1,411,850.35
Visit Wales	-----	-----	-----	----->	
					\$13,355.80

\$ 1,425,206.15

Total

(b) DISBURSEMENTS-THINGS OF VALUE

During this 6 month reporting period, has the registrant disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes No

If yes, furnish the following information:

Foreign Principal	Date	Recipient	Purpose	Thing of Value
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(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS

During this 6 month reporting period, has the registrant (or any short form registrant) from its own funds and on its own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes No

If yes, furnish the following information:

Date	Donor	Political Organization/Candidate	Method	Amount/Thing of Value
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^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

V - INFORMATIONAL MATERIALS

16. (a) During this 6 month reporting period, has the registrant prepared, disseminated or caused to be disseminated any informational materials?¹² Yes No

(b) If yes, identify each such foreign principal for which informational materials were disseminated and respond to the remaining items in this section.

British Tourist Authority

17. During this 6 month reporting period, has a budget been established or specified sum of money allocated to finance the registrant's activities in preparing or disseminating informational materials? Yes No

If yes, identify each such foreign principal, and specify the period of time and the amount.

Foreign Principal	Period of Time	Amount
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Total

18. During this 6 month reporting period, has the registrant's activities in preparing, disseminating or causing the dissemination of informational materials included the use of any of the following:

- Magazine or newspaper Advertising campaigns Press releases Pamphlets or other publications
 Lectures or speeches Radio or TV broadcasts Motion picture films Letters or telegrams
 Email

Website URL(s): www.visitbritain.com; www.visitbritain.org

Social media websites URL(s): See Appendix for Response

Other (specify) _____

19. During this 6 month reporting period, has the registrant prepared, disseminated, or caused to be disseminated informational materials among any of the following groups:

- Public officials Newspapers Libraries
 Legislators Editors Educational institutions
 Government agencies Civic groups or associations Nationality groups

Other (specify) See Appendix for Response

20. Indicate the language used in the informational materials:

- English Other (specify) _____

21. Has the registrant filed with the FARA Unit, U.S. Department of Justice a copy of each item of such informational materials prepared, disseminated or caused to be disseminated during this 6 month reporting period? Yes No

If no, please file the required informational materials.

22. Has the registrant labeled each item of such informational materials with the statement required by Section 4(b) of the Act?

Yes No

¹² The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

EXECUTION

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date

Printed Name

Signature

Oct 20, 2023

HELEN PAONE

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Four horizontal lines for additional entries in the Date, Printed Name, and Signature columns.

Appendix

Response to Item 11

Item 11: During this 6 month reporting period, has the registrant engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, or 9 of this statement? If yes, identify each foreign principal and describe in full detail all activities and services:

Foreign Principal(s)	Activities/Services
British Tourist Authority	<p>In accordance with the statutory responsibilities placed on it by the British Government, VisitBritain concerns itself solely with the promotion of tourism from the United States to Great Britain. VisitBritain's activities in the US are non-commercial and fit within the guidelines for foreign government tourism bodies operating in the US as laid down by the member agencies of the US National Tourism Policy Council.</p> <p>VisitBritain provides tourist information to potential tourists to Britain, the US media and the US travel Industry. This is done through the use of travel websites, workshops, press familiarization trips, press releases and a limited amount of printed literature.</p>
Visit Wales	<p>Visit Wales provides tourist information to potential tourists to Wales, the US media and the US travel industry. This is done through travel websites and workshops and engagement with the US travel trade to assist them in booking trips to Wales.</p>

Appendix

Response to Item 14(a)-Detail

Foreign Principal(s)	Date Received	From Whom	Purpose	Amount	Subtotal
British Tourist Authority	04/01/2023-04/30/2023	VisitBritain	Payroll and Advertising payments to OMD USA LLC and various vendors to operational running of office	\$2,215,269.40	
British Tourist Authority	05/01/2023-05/31/2023	VisitBritain	Payroll and Advertising payments to OMD USA LLC and various vendors for operational running of office	\$633,834.46	
British Tourist Authority	06/01/2023-06/30/2023	VisitBritain	Payroll and operational costs	\$184,235.49	
British Tourist Authority	07/01/2023-07/31/2023	VisitBritain	Payroll and operational costs	\$110,312.00	
British Tourist Authority	08/01/2023-08/31/2023	VisitBritain	Payroll and operational costs	\$141,888.54	
British Tourist Authority	09/01/2023-09/30/2023	VisitBritain	Payroll and operational costs and payment for event held at Parc 55 Hilton Hotel	\$301,747.15	
British Tourist Authority	-----	-----	-----	----->	\$3,587,287.04
Visit Wales	04/01/2023-04/30/2023	Visit Wales	Payroll	\$18,678.51	
Visit Wales	04/01/2023-04/30/2023	Visit Wales	Travel expenses	\$ 2,583.34	
Visit Wales	05/01/2023-05/31/2023	Visit Wales	Payroll	\$19,100.54	
Visit Wales	06/01/2023-06/30/2023	Visit Wales	Payroll	\$18,471.97	
Visit Wales	06/01/2023-06/30/2023	Visit Wales	Travel Expenses	\$ 2,377.54	
Visit Wales	07/01/2023-07/31/2023	Visit Wales	Payroll	\$18,697.08	
Visit Wales	07/01/2023-07/31/2023	Visit Wales	Travel expenses	\$ 2,750.69	
Visit Wales	08/01/2023-08/31/2023	Visit Wales	Payroll	\$19,490.54	
Visit Wales	08/01/2023-08/31/2023	Visit Wales	Travel Expenses	\$ 4,575.92	
Visit Wales	09/01/2023-09/30/2023	Visit Wales	Payroll	\$19,490.54	

Foreign Principal(s)	Date Received	From Whom	Purpose	Amount	Subtotal
Visit Wales	09/01/2023-09/30/2023	Visit Wales	Travel Expenses	\$ 1,068.31	
Visit Wales	-----	-----	-----	----->	\$127,284.98

Appendix

Response to Item 18

Item 18: During this 6 month reporting period, has the registrant's activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following: Website URL(s):

`https://www.linkedin.com/company/visitbritain; https://twitter.com/VisitBritain`

Appendix
Response to Item 19

Item 19: During this 6 month reporting period, has the registrant prepared, disseminated, or caused to be disseminated informational materials among any of the following groups: Other (specify).

Travel Agents, Tour operators, journalists