Britain has a rich and varied cultural heritage. royal ceremonies attract millions of visitors	COLOUR
each year.	
London has an international reputation for its historic sites, museums and famous institutions. A city of infinite colour and, London is both historic and unceasingly modern, at the forefront of fashion, music and art.	VARY
Historic cities such as Oxford, Cambridge and Bath are visited by large numbers of	FOREIGN
	EXCITE
People who travel to Scotland, the Lake District and other areas of upland Britain find unique places and scenery which can vary over short distances.	LITCITE