



**Katerina Rysova – Insights Manager at VisitBritain**

Formerly a teacher of Mathematics and Physics, I have been working in Research and Insight for the past 18 years. The recent 2 years at VisitBritain and prior to that, I worked as an Insight Manager at Philip Morris Headquarters in Switzerland.

At VisitBritain I have been focussing predominantly on domestic tourism insights, however, delivered presentations across both, domestic and inbound tourism. Since June this year, I took over the domestic official statistics of overnight trips. I have also supported the VisitEngland's Business Advice Hub and England Marketing with various research projects and insights, including regional analysis and understanding the tourism businesses landscape in England.