

visitgreenwich

Royal Borough of Greenwich Destination Management Company CIC





WHY TOURISM MATTERS

UK = £126bn
£36bn London
£1.5bn Greenwich

Jobs

3M UK

500k London
17k Greenwich

Education

Image / Soft Power

Support for inward investment



WHAT IS A DESTINATION?



Attractions



Events



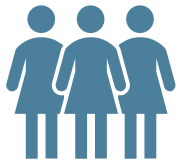
Hotels



Transport



Food & Drink



People



Architecture



Open Spaces



Experiences!



Memories!

A NEED FOR DESTINATION MANAGEMENT?

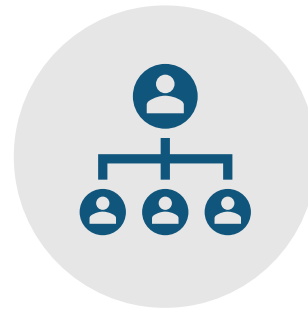
**MARKET
FAILURE?**



CO-ORDINATION



INFORMATION



LEADERSHIP



INTELLIGENCE

VISIT GREENWICH SET-UP



- Board
- Vision
- Destination Management Plan
- Operational Delivery Areas

An aerial view of Greenwich, London, at dusk. The Emirates Stadium is illuminated and stands out against the darkening sky. A cable car is visible in the foreground, suspended from a cable. The River Thames flows through the scene, with several boats visible. The city skyline is visible in the background, with various buildings lit up.

VISIT GREENWICH

Visit Greenwich is a private sector led Destination Management Company with the aim of growing the visitor economy and raising the profile of Greenwich for the benefit of businesses, visitors and residents.

OUR VISION

To be recognized as the UK's best destination for Heritage, Culture and Entertainment by 2023.

20,000,000
visits

1,000,000
pageviews

75,000+
subscribers

35,000+
social media followers

495,000
visitors to the TIC



CORE OPERATIONS



PLACE SHAPING / VOICE



DESTINATION MARKETING



VISITOR INFORMATION



INTELLIGENCE



BUSINESS SUPPORT

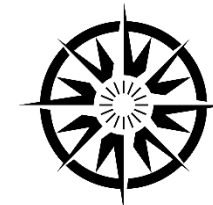


SKILLS

VISIT GREENWICH BOARD

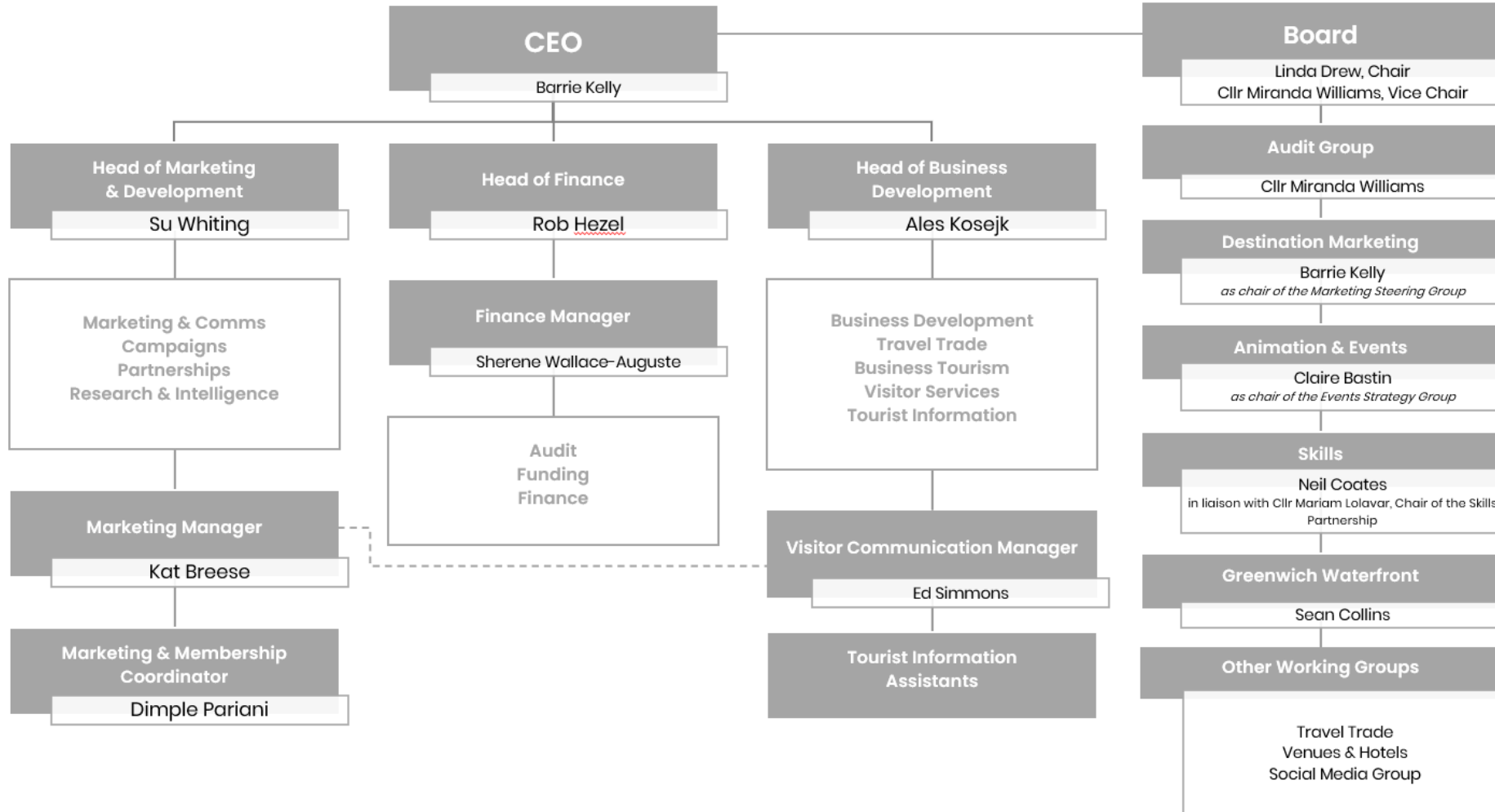


GREENWICH HOSPITAL
Supporting the Royal Navy since 1694



UNIVERSITY of GREENWICH

ORGANISATIONAL STRUCTURE



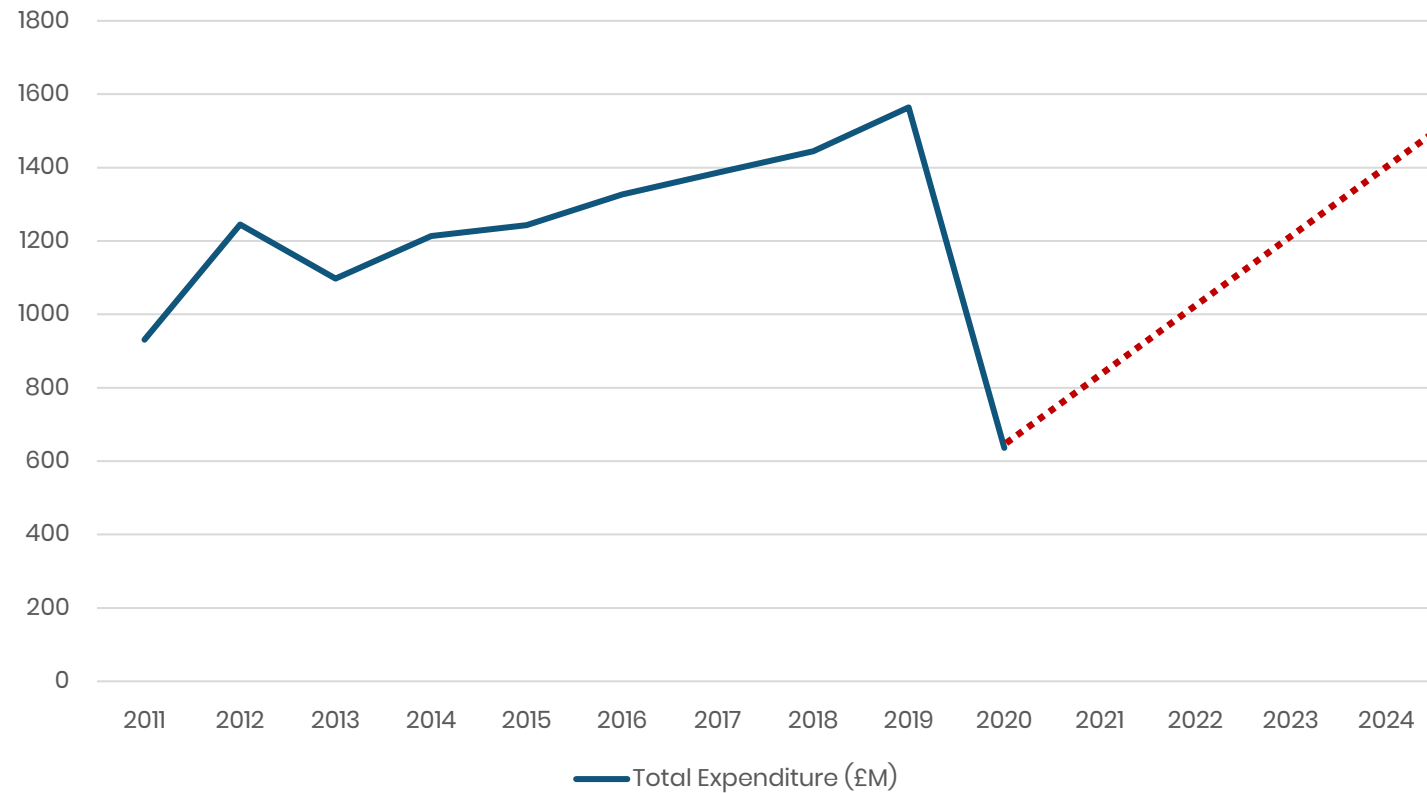
DESTINATION MANAGEMENT PLAN



- 5-year framework for growth
- Vision, priorities, responsibility, measurement
- Living document
- Annual monitoring

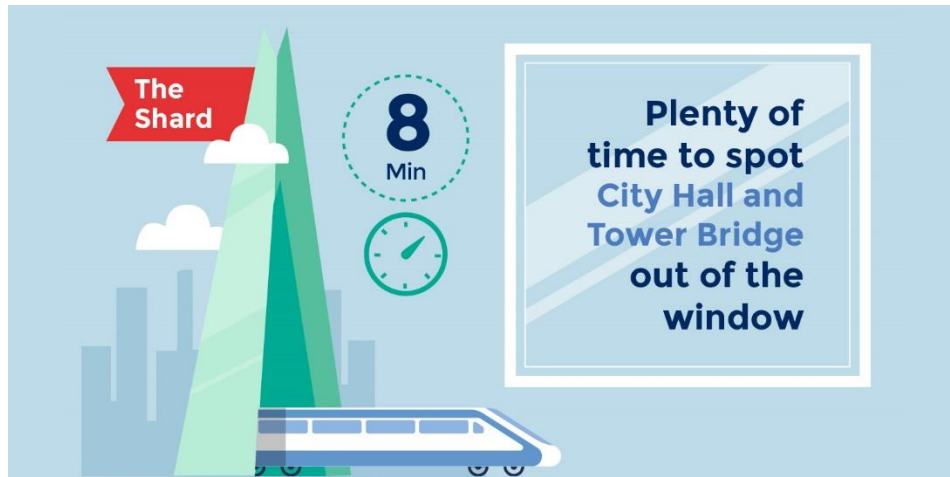
VISION

Projection Total Tourist Expenditure £M



Projected Growth 

MAJOR CHALLENGES



- To increase our share of the £36bn London market
- To communicate the ease of getting to Greenwich by public transport from the centre of London;
- To make it easy for visitors to experience all Greenwich and get around the whole Borough
- To create a strong sense of place and welcome, with clear directional and interpretive signage for visitors on foot;
- To project a lively, vibrant brand image in addition to the current dominant heritage character of Greenwich;
- To 'join up' and project the Greenwich brand to increase length of stay
- To persuade visitors -- to London that Greenwich offers an alternative, characterful and affordable option to stay overnight while in London.
- To attract national and international conferences, in light of new hotel developments.
- To connect local people, communities and businesses to the growth opportunities

STRATEGIC CHALLENGES



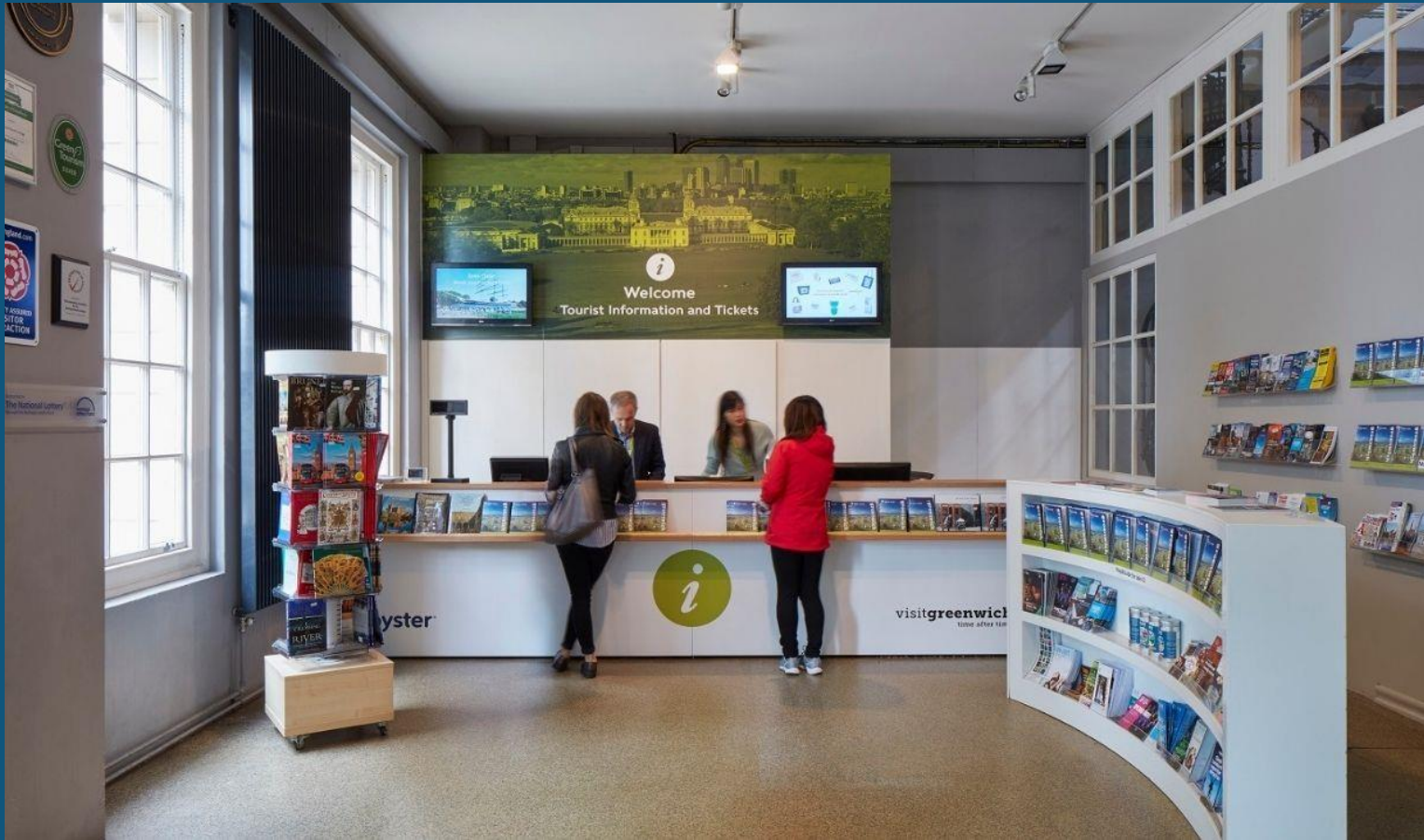
- Connecting the Waterfront – Maritime Greenwich / Peninsula / Woolwich
- Length of stay / spend / economic impact
- Maximising opportunities for local people e.g. Jobs
- Destination First mindset – partnership culture

PLACE SHAPING

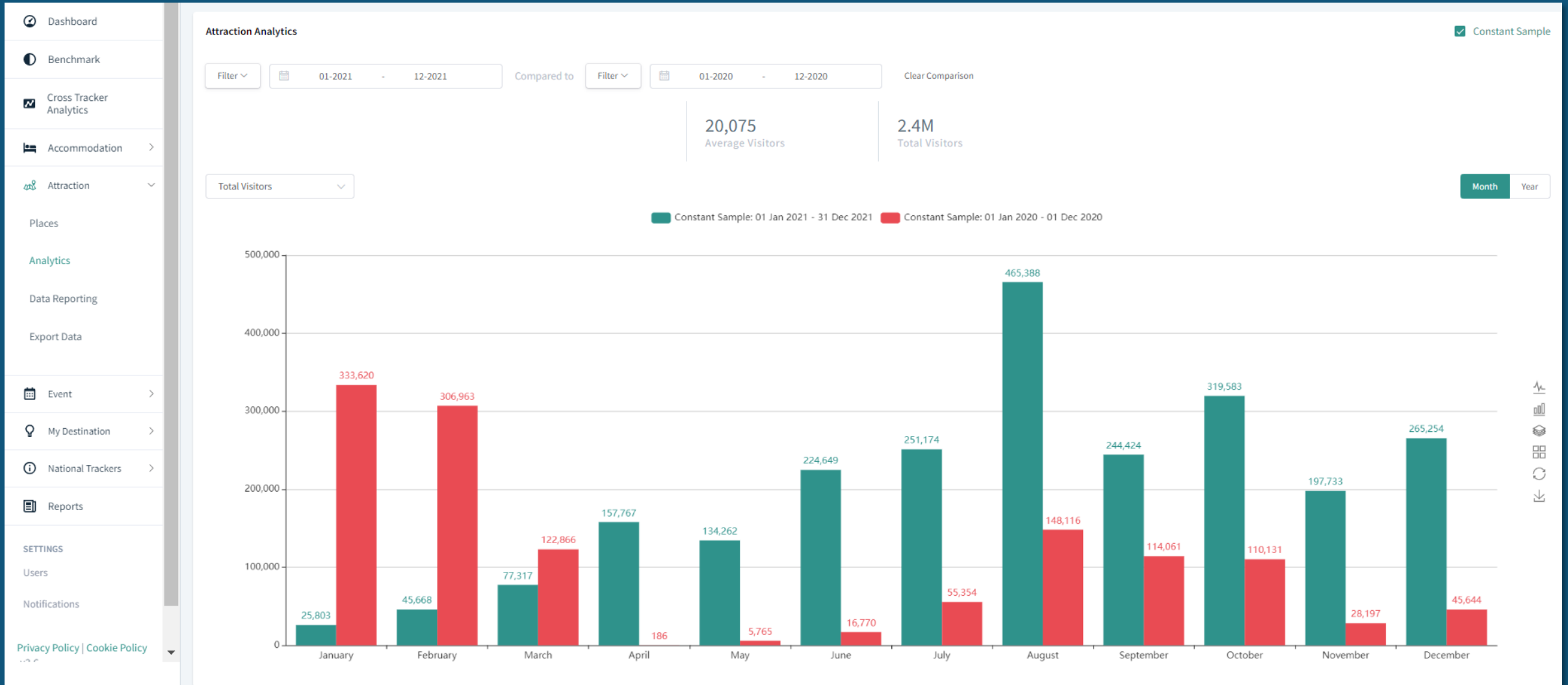


- Transport
- Events
- River connectivity
- Hotels
- Culture offer

VISITOR INFORMATION



INTELLIGENCE: TSTATS



DESTINATION DASHBOARD

GREENWICH SNAPSHOT

Destination • January 2020

ATTRACTIONS

All top performing attractions:



TRANSPORT

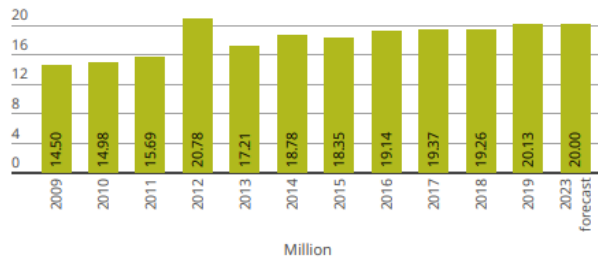
Arrivals by river, DLR and Southeastern:



GREENWICH TOWN CENTRE FOOTFALL

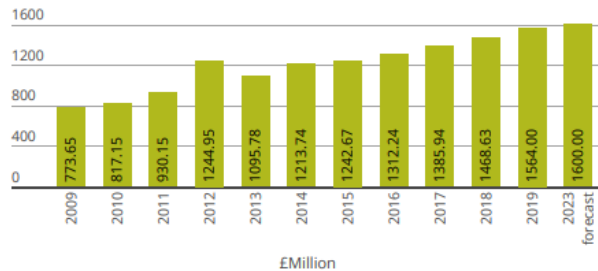
ANNUAL VALUE & VOLUME

Visitor Numbers



 **4.5% increase**
2019 v 2018

Economic Impact



 **6.5% increase**
2019 v 2018

PERCEPTIONS OF GREENWICH

Satisfaction with Overall Visit Experience



Tourist Information Centre Customer Service



Value for Money



Friendly and welcoming





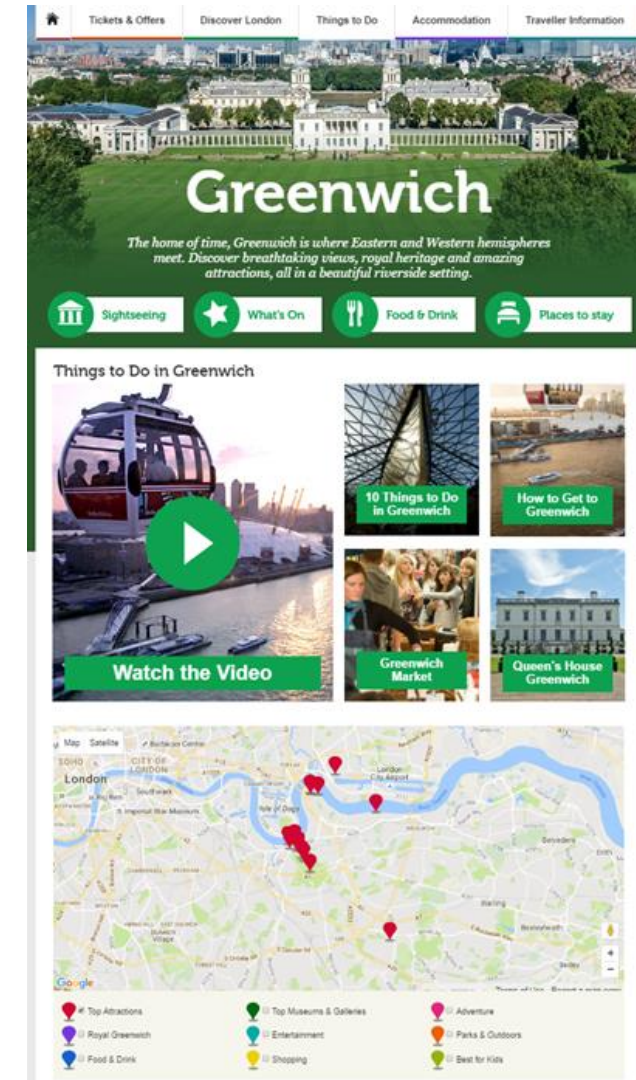
CASE STUDIES



GREENWICH & VISITLONDON.COM, 2016 – 2020

In its first year, April 2016–March 2017:

- Campaign ROI: 78:1
Reach: 3+million
Visitor spend: £4.4m in destination
- Target Markets
 - Domestic and overseas including our key North American market (Canada & USA).
- Awards and Recognition
 - Destination Marketing Organisation of the Year in UKinbound's 2017 Awards for Excellence
 - Runner Up in The Travel Marketing Awards 2018
 - Shortlisted in the International Travel & Tourism Awards in 2018.
- The [Greenwich Hub](#) landing page



ROYAL GREENWICH: IT'S TIME!

August to September 2020

Covid recovery campaign targeting local residents to enjoy what's on their doorstep and to shop locally.

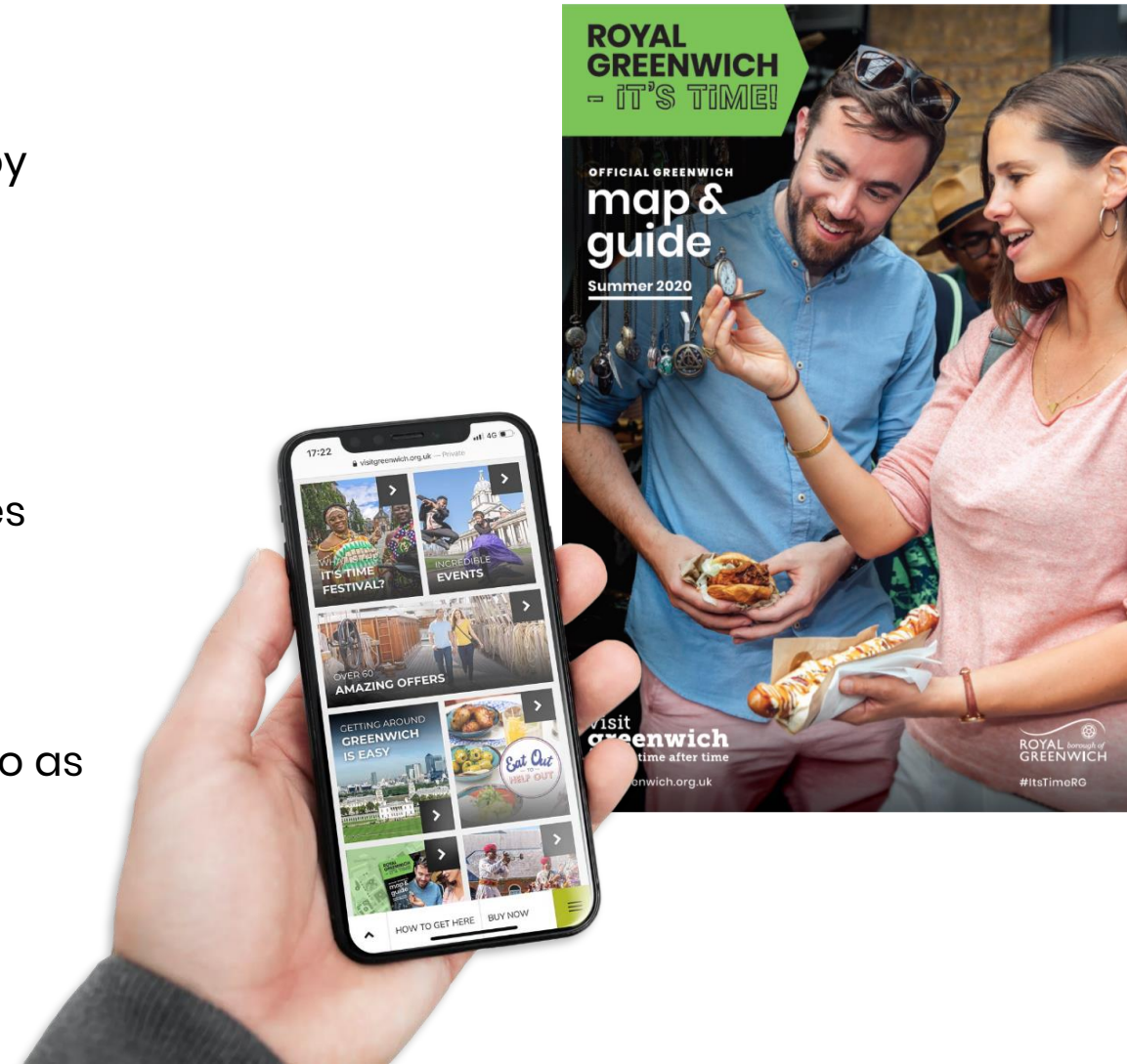
First stage of the visitor economy recovery plan:
Local > Domestic > International

Key Objectives / KPIs:

- To thank local residents, key workers and businesses through a local 'celebration' event.
- To generate visits and local spend to support local businesses.
- To be recognised as a 'safe destination'.
- To enhance local knowledge of things to see and do as well as for wellness and learning.

Budget:

- £80k cash and inkind



IT'S TIME / ESCAPE THE EVERYDAY

May to July 2021

- Campaign ROI: 22:1
Reach: 4.5million
Campaign Engagement: 78k
- Survey Responses:
26% have visited/booked already
49% intend to visit in near future
- Visitor Spend: £1.4m in destination
- Target Markets
 - Pre-nesters, 18-34yrs; Families with pre-school children;
VFR: Greenwich and London residents; Millennials / Gen Z;
London, SE England and England.
- Creation of bookable products and experiences with TXGB
- Budget: £67.5k VisitEngland funding



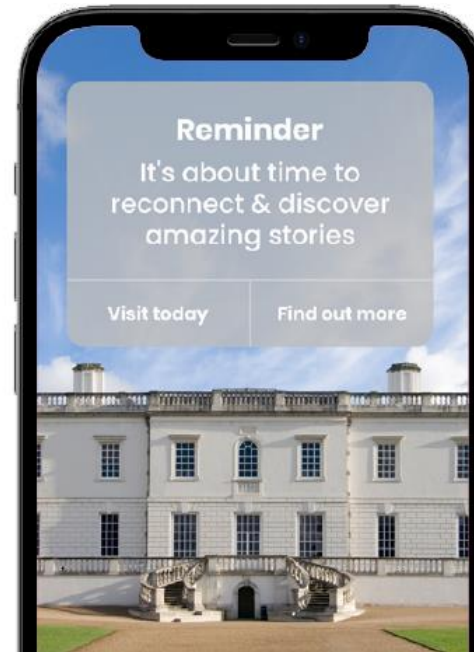
IT'S ABOUT TIME – JOINT DESTINATION CAMPAIGN

July to December 2021

- **Campaign ROI:** 43:1
Reach: 2.4 million through paid media, plus 5 million reach through our combined partner channels
Campaign Engagement: 324.9k
- **Visitor Spend:** £2.3m in destination
- **Target Markets:**
UK domestic/staycation market – and with a particular target audience of SE England
- Joint destination campaign, focusing on day trips and overnight stay.
- **Budget:** £55k
- The [Campaign](#) landing page

visit
greenwich

IT'S
ABOUT
TIME



VENUE SUPPORT: CONFERENCE BIDDING UNIT

Main Benefits of CBU Include:

- Promote Greenwich as a business events destination.
- Key focus on international association conferences that fit the Greenwich brand.
- Reinforce intellectual capital and academic strengths.
- Gain international recognition and exposure of local skills and expertise. See our [Greenwich Ambassador Programme](#) for more information.
- Focus on events that require a “destination solution”, not just a venue solution.
- Spend is 3 times greater than leisure tourist spend.
- Secondary business opportunities – spouse programs, pre/post conference trip extension, repeat visits etc.
- Generate positive economic and societal impact for Greenwich.
- visitgreenwich.org.uk/meetgreenwich



EXAMPLES OF OUR WORK



[Partner Newsletter](#)
Every 2 months



[Consumer Newsletter](#)
Monthly



[What's On](#)



[What's New in
Greenwich for 2022/23](#)



[Partner Hub](#)



[Marketing Toolkit](#)

AWARDS



**Travellers' Choice
Award Winner 2021**

Reviews from millions of
Tripadvisor travellers place
Greenwich in the top 10%
worldwide.



**UKinbound Destination
Marketing Organisation of
the Year 2017**



**We're Good to Go
and Safe Travels
Certified**