

visitgreenwich

Royal Borough of Greenwich Destination Management Company CIC

An aerial photograph of Greenwich Park in London. In the foreground, a large, well-maintained green lawn is visible, with several people walking or playing on it. Behind the lawn is a long, white, classical-style building with a central dome and two wings. The background shows the dense urban landscape of Greenwich, including numerous residential buildings and a prominent modern skyscraper skyline under a clear blue sky.

Partnership Brochure 2023-24

WHO WE ARE

Visit Greenwich is the official, award-winning Destination Management Company for the Royal Borough of Greenwich. A not-for-profit company set up to promote Greenwich and the surrounding area as a destination to leisure and business visitors by working in partnership with all businesses who have a stake in the local visitor economy.

We reach 2 million visitors through our channels and 20 million visitors together with our partners. The local visitor economy generates £1.49billion and supports 14,000 jobs.





THE PARTNERSHIP

The Visit Greenwich Partnership co-ordinates and joins up our visitor economy to ensure that visitors have incredible experiences, and that economic and social impacts are maximised for our businesses and communities in a sustainable way.

THE VISION, 2023–28

We will develop the Royal Borough of Greenwich as the “must see” destination in London to maximise the value of our unique historic, contemporary and riverfront assets. Our growth will create sustainable economic and social opportunities for our local businesses and communities.

17,160,000
VISITS

1,920,000
PAGEVIEWS

40,000+
SUBSCRIBERS

35,000+
FOLLOWERS

300,000
TIC VISITORS





MARKETING & PR

Inventive & inspiring campaigns and marketing support for your business.

PROFILE

Raise your profile and brand awareness via our marketing services. You can also increase your reach beyond the UK via our international activities.

INTELLIGENCE

Performance data, visitor profiles, the latest industry insights, statistics, domestic and international market trends to aid your growth.

WEBSITES

Dynamic, commercial and responsive.
visitgreenwich.org.uk | enjoyroyalgreenwich.org.uk



EXPERTISE

We are your local tourism experts. We provide expertise and a range of relevant services that support our partners' needs and destination's growth .

ACCESS

Connect with a community of more than 450+ travel trade professionals and 100+ partners from across the industry. Joining Visit Greenwich allows you to actively engage and connect with UK's top tourism businesses.

GROUPS & TRAVEL TRADE

Targeted marketing and B2B2C engagement opportunities and representation. Work with us to help you reach the right people to help you generate business.

TOURIST INFORMATION CENTRE

Tickets, bookings, promotional space, advice, inspiration, visitor information services.



MEMBERSHIP NETWORKS

We are members of the UK's leading trade associations and networks. We can signpost, advise and facilitate introductions to connect your business directly with other suppliers and buyers for collaboration and networking opportunities.

MEETING & CONFERENCES

Proactive promotion of our outstanding venues & events. Feature in our online venues directory.

REPRESENTATION

We represent your views and concerns to local Government, and advocate for growth that will create sustainable economic and social opportunities for our local businesses and communities.

SHOWCASE

Showcase your attraction, hotel or venue as a part of your partnership. Promote your products and services by hosting a partnership event, familiarisation trip, or networking meeting to show the very best of your venue and offering.

OUR PARTNERS

You're in good company



For the full list of partners, please see [here](#).

A woman with blonde hair, wearing a black dress with a white top and a black belt, stands in the center of a grand, ornate hall. The hall features a vaulted ceiling with intricate murals, large arched windows, and classical columns. The lighting is warm and dramatic, highlighting the architectural details. The text "PARTNER BENEFITS" is overlaid in the center of the image.

PARTNER BENEFITS

	PLATINUM £33,000	GOLD £11,000	SILVER £5,500	BRONZE £3,300	COPPER <i>plus</i> £550	COPPER <i>choice</i> £35/month
Potential Seat on the Visit Greenwich Board	✓	✓				
Potential Seat on the Marketing Steering Group	✓	✓				
Dedicated account manager	✓	✓	✓	✓		
Strategic contacts and referrals	✓	✓	✓	✓	✓	
Membership benefits via London & Partners, UKinbound, VisitBritain/ VisitEngland, ETOA, Tourism Alliance, etc.	✓	✓	✓	✓		
Marketing support and advice	✓	✓	✓	✓		
Partner newsletter	Every issue	Every 2 nd issue	Twice a Year	Once a Year	✓	
Access to Visit Greenwich working groups, such as marketing, events, skills, and travel trade	✓	✓	✓	✓		
Access to networking events	✓	✓	✓	✓	✓	✓
Signposting to various delivery services across the Royal Borough of Greenwich	✓	✓	✓	✓	✓	✓
Inclusion in Workzone employment project	✓	✓	✓	✓	✓	
RESEARCH & INTELLIGENCE						
Access to market research and intelligence	✓	✓	✓	✓		
CONSUMER						
Website entry and hyperlinks	Enhanced+	Enhanced+	Enhanced	Enhanced	Standard	Standard
Online bookings	✓	✓	✓	✓	✓	
Advertising opportunities	25% Discount	20% Discount	15% Discount	10% Discount	✓	
Inclusion in social media	✓	✓	✓	✓	✓	
Use of image library and marketing toolkit	✓	✓	✓	✓	✓	✓
Destination Guide listings	✓	✓	✓	✓		
Inclusion in Consumer Newsletter	Every Issue	Every 2 nd Issue	Twice a Year	Once a year		
Marketing campaign opportunities	✓	✓	✓	✓		

	PLATINUM £33,000	GOLD £11,000	SILVER £5,500	BRONZE £3,300	COPPER <i>plus</i> £550	COPPER <i>choice</i> £35/month
TRAVEL TRADE & GROUPS						
Website entry and hyperlinks	Enhanced+	Enhanced+	Enhanced	Enhanced	Standard	
Inclusion in trade itineraries	✓	✓	✓	✓	✓	
1-2-1 representation at B2B trade shows	✓	✓	✓	✓		
Referrals from travel trade activity	✓	✓	✓	✓		
Opportunity to buy into stand presence at exhibitions	✓	✓	✓	✓	✓	
Opportunity to participate in overseas sale missions	✓	✓	✓	✓	✓	
Inclusion in familiarisation visits	✓	✓	✓	✓		
MEETINGS & CONFERENCES						
Website entry and hyperlinks	Enhanced+	Enhanced+	Enhanced	Enhanced	Standard	
Referrals from venues activity	✓	✓	✓	✓	✓	
Active marketing & representations	✓	✓	✓	✓		
Inclusion in familiarisation visits	✓	✓	✓	✓		
PR ACTIVITY						
Participation in press trips	✓	✓	✓	✓		
Representation at media events	✓	✓	✓	✓		
Inclusion in press releases	✓	✓	✓	✓		
GREENWICH TOURIST INFORMATION CENTRE						
Digital Advertising on TV screens	✓	✓	✓	✓		
Ticket sales	✓	✓	✓	✓	✓	
Leaflet racking in the TIC	✓	✓	✓	✓	✓	
Discounted destination training for front line staff	✓	✓	✓	✓	✓	✓

We also offer Bespoke Partnership & Marketing Packages throughout the year.

A woman with dark hair, wearing a bright yellow jacket over a white top and dark pants, stands on a white spiral staircase. She is looking upwards towards a circular skylight at the top of the stairs. The staircase has an ornate, dark blue or black wrought-iron railing with intricate scrollwork. The lighting is soft and even, highlighting the architectural details of the spiral and the woman's vibrant clothing.

OUR WORK

EXAMPLES OF OUR WORK



PARTNER NEWSLETTER
Every 2 months



CONSUMER NEWSLETTER
Every 2 months



**WHAT'S NEW IN
GREENWICH FOR 2023/24**



WHAT'S ON



PARTNER HUB

CASE STUDY: AUTUMN/WINTER CAMPAIGN 2022-23

11 CAMPAIGN PARTNERS | £70K BUDGET | PAID MEDIA & OWNED CHANNELS | TARGETED DIGITAL CAMPAIGN

6.5
MILLION
REACH




OVER
65k
LEADS




PPC/SEO
820K
PAGEVIEWS
[367K UNIQUE]



2.7%
ENGAGEMENT
RATE



+ GOOGLE AD CAMPAIGN
47.6k NEW
USER
S



FACEBOOK FOLLOWERS **↑ 132%**



eCRM
>550
OPT-INS



>500k
INTERACTIONS & ENGAGEMENTS



INSTAGRAM FOLLOWERS **↑ 8.3%**

COMP ENTRIES **1k+**



AWARDS



**TripAdvisor Travellers' Choice
Award Winner 2021 & 2022**

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



The Travel Marketing Awards

Advertising Campaign < £250k
Media Spend Winner 2022

Extraordinary Award Finalist 2022



UKinbound Awards for Excellence

Destination Marketing
Organisation of the Year 2017

CONTACT

Get in touch to find out more about becoming a Visit Greenwich partner

020 8103 3055 | partnership@visitgreenwich.org.uk

   @visitgreenwich