Audiences London

Cultural Tourism Resources

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How Visit London can help you reach more visitors

1. What is Visit London?

- Visit London is the official tourism and marketing organisation for London.
- It promotes the UK capital internationally, throughout Britain and to Londoners targeting leisure and business visitors.
- It works in partnership with the Mayor of London, the London Development Agency, London Councils and the tourism industry.
- Visit London is a leader in best practice destination marketing.

Visit London offers:

- Free online resources
- Partnership opportunities
- Marketing campaign opportunities
- PR opportunities
- Visit London listings and e-news

2. Free Online Resources

- **Key statistics** on topics including: Visitor Attractions, Hotels, Key Visitor Trends, and figures for both Domestic Visits and Leading Overseas Markets: http://www.visitlondonmediacentre.com/facts_figures/media_facts_sheets
- **Trend and forecast reports** - including a range of statistical data on domestic and international tourism to London, plus visitor numbers to London's attractions, and much more: http://www.visitlondonmediacentre.com/facts_figures/trends_forecasts
- **Local tourism resources** - London Councils funds Visit London to deliver a programme of activity focused on London's Boroughs. To support this they have developed a range of **free toolkits and case-studies** on marketing skills and attracting local visitors: http://www.visitlondon.com/about/local-tourism-resources
- **Travel trade website** - designed to help you sell London to your clients, with itinerary suggestions, news about new openings, downloadable brochures and more: http://traveltrade.visitlondon.com

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3. Partnership Opportunities

Visit London spends approximately £12 million per year marketing London to Londoners, the UK and the world. As a Partner, you can take advantage of a wealth of marketing opportunities and expertise from specialist teams. Whether you are seeking brand exposure in official marketing campaigns, market research to help your business planning, or to network with key industry partners, becoming a Visit London Partner offers all of these benefits and more.

- Partnership fees start at £700 plus VAT per annum.
- To find out more about what Visit London Partners receive for their investment click here for more details: http://partners.visitlondon.com/partner_benefits/.
- Some activities may incur a small fee but are available at a subsidised rate for Partners.

4. Marketing and PR Campaigns

Visit London runs marketing and PR campaigns throughout the year to attract more visitors to the capital. They may be able to help promote your organisation, if you can supply them with information that fits well with its plans.

- **Leisure marketing campaign opportunities,** to find out more about which markets Visit London is planning to target and when, read their **annual marketing plan** available to download from their website at: http://static.visitlondon.com/corporate1/corporate_09/vl_sm_opps_2010_11.pdf
- The theme of all Visit London's current campaign work until mid next year will be **"Only in London"**. For more info on OIL look here: http://www.visitlondon.com/attractions/culture/only-in-london
- Visit London endorses and works closely with a monthly publication called **London Planner** which is distributed via Tourist Information Centres. They have the opportunity to suggest features, copy, events and more. Email your information to lhaggett@visitlondon.com (Laura) or epretty@visitlondon.com (Emma). Editions are usually worked on about 2-3 months in advance.
- **Travel trade newsletters** are also sent out frequently. Email Carola van Rijn with information to be included in the travel trade e-newsletters cvanrijn@visitlondon.com.

5. PR opportunities

The PR team receive hundreds of requests from journalists throughout the year and also:

- Send out regular **what's new newsletters** to their press contacts
- Are responsible for writing **advertorials** to support US, European and domestic campaigns.
- Organise a packed schedule of **press trips** throughout the year and are always looking for new places to go or product to match to theme-oriented trips.

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- To get involved – send your press releases or as much information on anything you've got going on/relaunches/new openings/destination messages etc. to the PR team for possible inclusion in any of the above activities – pressoffice@visitlondon.com
- To raise your profile enter the **Visit London Awards** – prizes are awarded on how innovative campaigns are, whatever the scale of the organisation – for more information http://awards.visitlondon.com/

6. Visitlondon.com event listings, editorial and e-news

The web team also send out geographically targeted **e-newsletters** to a database of c. 500,000.

- Ensure that your **events are listed** on the Visit London public-facing website simply by sending event information/press releases to the web team. Go to http://www.visitlondon.com/events/about-this-section - scroll down this page to "submit your event" to find out how to send through your information.
- For more **editorial** focused information, send it to editorial@visitlondon.com - this could be themes, destinations, itineraries/trails etc.
- Keep an eye on your information on the website and if there are **gaps, errors or changes** you want to make then speak to Julie Chappell jchappell@visitlondon.com
  - Particularly the podcasts and London Explorer sections:
  - The London Explorer section on the website let's you see what's featured in a local area (enter your location and see what's in walking distance) http://www.visitlondon.com/areas/explorer/
  - Also for local marketing podcasts (3-5 minute videos) are produced about different areas http://www.visitlondon.com/maps/podcasts/index

7. Top Tips

- **Working with your local London Borough**: Only 6 or 7 boroughs have a tourism officer and most don't have tourism as a priority – instead, it is spread between many portfolios such as regeneration, business development and parks. Visit London keeps a database of all council staff whose job is directly concerned with making the Borough a nicer place to visit – so just get in touch to find the right person in your Borough.
- **Think friends and family:** This market is huge so it's important for local residents to know the good places locally and further afield where they can take visitors.
- **Always highlight very clearly how tourists can get to an attraction**: e.g. saying if it is close to a mainline station or tube station.
- **Think itineraries as tourists can feel completed overwhelmed by the choice in London**: visitors want to know what's practical to do in a half day or a day in a specific part of London.

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If cultural tourists are a priority target audience for your organisation, Audiences London can offer a surgery session to support your organisation to define its objectives, refine your messages for target groups and use your resources effectively.

For more information about Audiences London's resources or services please contact:

Email: info@audienceslondon.org

Tel: 020 7 497 4625

Or visit the services section on the website www.audienceslondon.org

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