



PROMOTING DOMESTIC TOURISM IN LONDON

LONDON
& PARTNERS

Who we are

London & Partners is the international trade, investment and promotion agency for London.

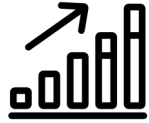
We're London-based (obviously), with teams in New York, San Francisco, Los Angeles, Chicago, Toronto, Paris, Berlin, Munich, Mumbai, Bangalore, Beijing, Shanghai and Shenzhen.



A not-for-profit company, 50% funded by the Mayor of London



We create good growth for London



Trade, Investment,
Business Growth

We help innovative
companies to scale

creating quality jobs in
London.



Business Tourism
& Major Events

We attract and host
major events

bringing spend and
global profile to London.



Leisure Tourism

We attract visitors

supporting London's
hospitality, retail and
cultural industries.



Higher Education

We attract
international students

supporting London's
universities and growing
our future talent.

**We do this by growing London's brand and reputation
with our most important audiences around the world.**



We do everything in partnership

Partnerships allow us to deliver our activity, increase our impact, and generate income to reinvest in our work for London.

We work with partners who:

- Provide services for our clients and audiences
- Fund or sponsor activities
- Extend our reach with audiences
- Share data and intelligence
- Join our industry communities

A photograph of three young women walking and talking on a city street. The woman on the left has blonde hair and is wearing a grey coat over a pink top. The woman in the middle has red hair in a braid and is wearing a black leather jacket. The woman on the right has dark hair and is wearing a mustard-colored jacket and holding a coffee cup. The background shows a storefront with mannequins.

**LET'S DO LONDON:
DOMESTIC TOURISM
CONSORTIUM**

Why form a Domestic Tourism Consortium?



Fall in day & overnight visits since 2017

The number of domestic day and overnight visits to London has dropped by 3% YOY since 2017, impacting the tourism & wider London economy.



City-level response

A group of BIDS, landlords and DMOs came together to create a city-level response, supported by the GLA, Visit London's channels and TfL.



Return on investment

By pooling resources, each partner can be part of a far larger campaign than they could fund on their own.

Who's in the Domestic Tourism Consortium?



Greater London Authority

The anchor partner and funder, with a three-year commitment announced by Sadiq Khan in March 2019.



Consortium Partners

Partners including business improvement districts, landlords, destinations and travel operators set the vision and strategy.



London & Partners

London & Partners delivers the campaign on behalf of the partners. It uses third parties as well as the VisitLondon channels.

Domestic Tourism Consortium Members

As at January 2020

**GREATER
LONDON
AUTHORITY**

Strategic Partners – Tier 1



Strategic Partners – Tier 2

**COVENT
GARDEN**



visit**greenwich**
time after time



Shaftesbury

Heart of
LONDON
Business Alliance



Campaign Partners Q3/Q4

**THE CROWN
ESTATE**



Consortium mission and vision



Mission

To make London the most desired city for domestic day visits and short breaks.

Vision

To develop good growth to London, attracting domestic visitors for day trips and overnight breaks where London and its Consortium Partners have capacity.

Marketing Strategy - Year One

- **Audience:**
 - **Location:** London and South East
 - **Visit type:** Day visits, secondary focus on converting day visits to overnights
 - **Demographics:** 1: Younger adults 18-35yrs; 2: Families with children aged 9yrs+
- **Activation:**
 - Integrated campaign: digital and social led, with PR, Influencer, OOH, print & partner
 - Flexible 'always on' approach, series of 'mini campaigns'
 - Test and learn, to inform choices for Years 2 and 3
- **Metrics & KPIs:**
 - Awareness: reach
 - Engagement: clicks, likes, shares etc
 - Conversion: sales (attractions, shows, F&B)
 - Measure footfall: partner datasets

Marketing Strategy – Year Two provisional

- **Audience:**
 - **Location:** London and South East + **North West & North East**
 - **Visit type:** Balance between day visits and overnights
 - **Demographics:** 1: Younger adults (18-35); 2: Families with children aged 9+;
+ 3. **45yrs+ (empty nesters); 4. Business visitors (extend to leisure)**
- **Activation:**
 - Integrated campaign: digital and social led, with PR, Influencer, OOH, print & partner
 - Continue 'always on' approach
 - Add between 1 and 3 larger campaigns during the year
- **Metrics & KPIs:**
 - Continue to evaluate
 - Evolve metrics where possible
 - Use Year 1 data as baseline

A photograph of two young women walking on a cobblestone street in London. The street is lined with buildings covered in colorful graffiti. The woman on the left is wearing a dark blue scarf, a dark jacket, and black pants. The woman on the right is wearing a grey and purple scarf, a black jacket, and black pants. They are both smiling and looking at each other. A yellow double line is painted on the cobblestone street. In the background, another person is walking away from the camera. The overall scene is vibrant and urban.

Let's Do London campaign

Creative approach

Needs to be:

- Flexible and modular
- Shareable
- Direct call to action
- Informal
- Engaging

“Friendly, social, backdrop to happy times, meeting people”

“Something for everyone, catering for different tastes”

LET'S
LONDON

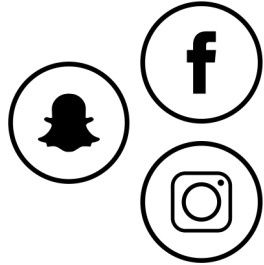
“Exciting, vibrant, new things to discover, dynamic, continually evolving”

“Different ways to have fun, quirky”

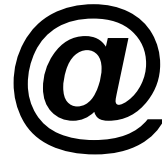
Let's do London: channels



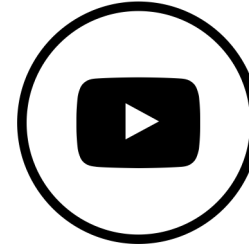
Print advertising



Paid Social Media



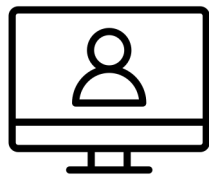
Influencers



Video on Demand



Search, Display



Out Of Home



Email



Visit London
website, app
and social

LET'S

big days out



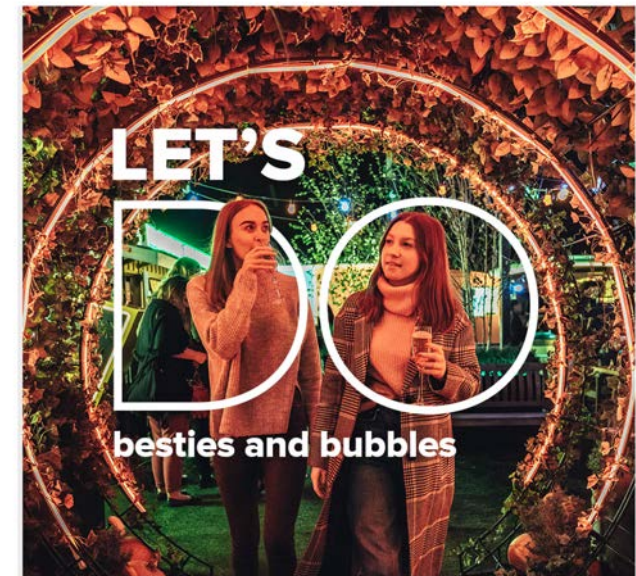
Creative example: Social advertising



Bond Street



Sketch, Mayfair



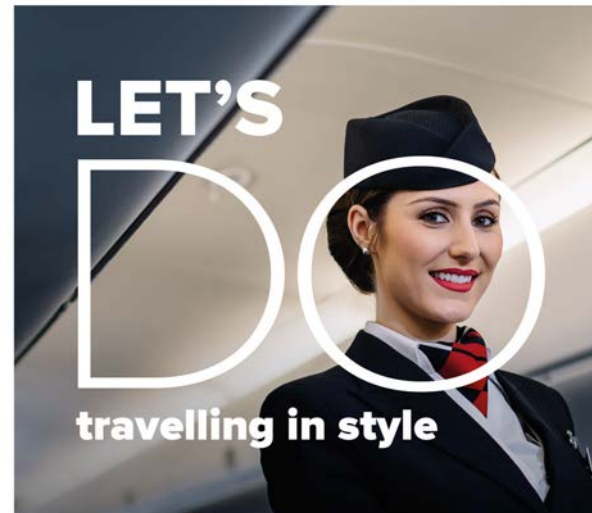
Winter Carnival, Oxford Street

Creative example: Social advertising



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BRITISH AIRWAYS



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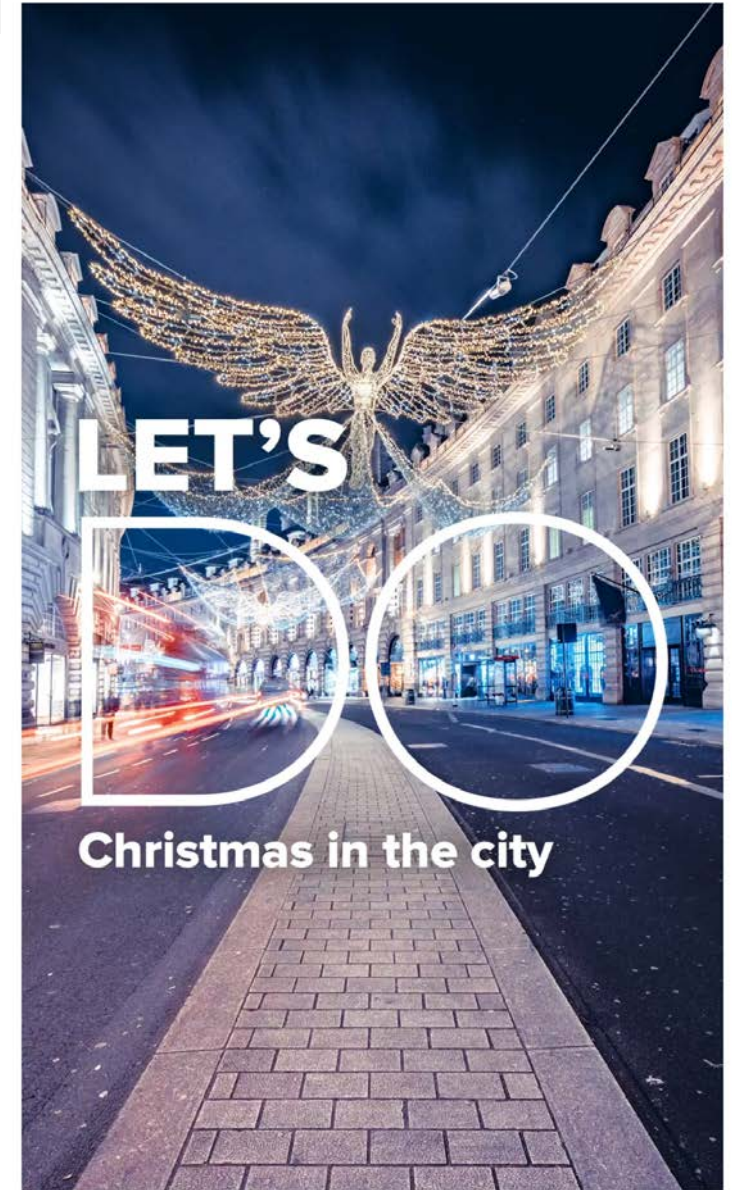
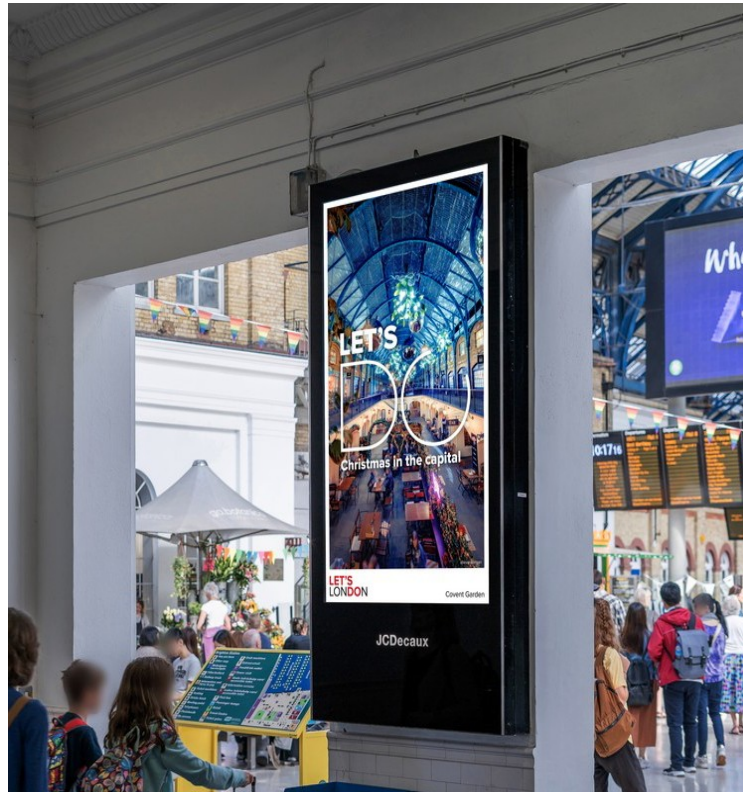
BRITISH AIRWAYS



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BRITISH AIRWAYS

Creative example: Out Of Home



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LONDON

Regent Street

global

LET'S



something together this weekend. Let's Do shopping 'til you drop. Let's Do "how did you get tickets?" Let's Do market stalls and antique fairs. Let's Do palaces and garden parties. Let's Do more museums than you can shake a scroll at. Let's Do mummies. Let's Do the mother of parliaments. Let's Do skatepark shenanigans. Let's Do last-minute speaker drops in Soho. Let's Do Big Ben and Little Venice. Let's Do chrysanthemums from Columbia Road and bric-a-brac from Camden. Let's Do Platform 9 3/4. Let's Do tubes, buses, boats, bikes, and a cable car. Let's Do Tudor kings. Let's Do the Queen's House. Let's Do "what's your favourite bridge?" Let's Do parks, commons, heaths, forests, wetlands, and gardens. Let's Do bouncing down the Thames at 25 knots. Let's Do the biggest slide in Europe. Let's Do The Gunners, The Irons, The Blues, or The Lilywhites. Let's Do queueing to get into Supreme. Let's Do hard-to-finds and must-haves. Let's Do scavenger hunts and escape rooms. Let's Do so many hidden statues, blue plaques, and lost histories. Let's Do more in one day than you could possibly imagine. Let's Do it all in the only city where it all can be done. **LET'S DO LONDON**

Discover more at whatlondon.com/whatslondon
#LetsDoLondon

LET'S LONDON

MAYOR OF LONDON



TRANSPORT FOR LONDON

1 Morden 10 mins
2 Morden 10 mins
3 Morden 10 mins

13 59 30

ELEPHANT & CASTLE

Imperial War
South Bank University exit

Bakerloo line

South Bank University

AMAZON ORIGINAL
HUNTERS
NEW SERIES
WATCH NOW
prime video

Julia
Louis-Dreyfus

In C...



South Gyle
South Gyle
City Bypass
City Bypass
City Bypass

Airport

LET'S DO LONDON

Edinburgh to London City Airport in 90 minutes

BRITISH AIRWAYS

JCDecaux

Influencer activations


@mossonyi
93k IG followers
Cosmopolitan Best
Fashion influencer 2019




@regentstreetw1 @visitlondon #Visitlondon

REGENT STREET


LET'S DO London at the weekend



LET'S LONDON



LET'S LONDON



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English











VISIT LONDON
OFFICIAL VISITOR GUIDE

Tickets & offers Things to do Accommodation Traveller information

Let's do London

You are here: Home Things to do Lets do London

Book top shows



 Shopping	 Christmas	 Christmas at Kew
 London for teenagers	 This weekend	 Hogwarts in the Snow
		 La Clique
		 Circus 1903
		 Tutankhamun
		 Mary Poppins

Fill your time in London (and Insta feed!) with unique experiences, and explore the different and quirky sides of this amazing city. From free museums and world-class theatre, to foodie delights, serious shopping and unbeatable nightlife, there are new adventures waiting for you around every corner. So, whatever you're planning on doing, do it in London.



Explore by category

All Things to Do	What's On	Shopping
Food and drink	Nightlife	More categories

Unmissable winter events

 Winter activities	 What's on
--	--

The best of the best

 Top 10 attractions	 Top 10 musicals
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LET'S DO
adventure on ice

LET'S LONDON
Queen's, Battersea

Privacy

VISIT LONDON
OFFICIAL VISITOR GUIDE

Tickets & offers Things to do Accommodation Travel info



Experience the magic of Christmas!

Hello Seedlist
Baby, it's cold outside... so head to London for heaps of warming Christmas fun. From seasonal shopping and magical markets, to classic Christmas shows, you simply can't beat the variety of festive activities London offers during this special time of year. Let's do London this Christmas!

Light up your Christmas

 Christmas at Kew	 Winter Wonderland	 Hogwarts in the Snow
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[More Christmas cheer](#)

Find winter wonders

 Christmas lights	 Christmas markets	 Ice rinks
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[Quirky Christmas](#)

Christmas in the capital is magical

If you're looking for that festive feeling, London has it all this Christmas. Catch a show, explore the markets or even bag a bargain shopping for the ones on your 'nice' list.

Let's do this

LET'S DO
stocking fillers



THANK YOU

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