Visit Greenwich & Royal Borough of Greenwich

Tall Ships Breakfast Briefing
Running Order

10.00am  Welcome and Introduction
         *Barrie Kelly, Visit Greenwich*

10.10am  The Royal Greenwich Tall Ships Festival
         *Stuart Godfrey, Royal Borough of Greenwich*

10.20am  Visitor Welcome and Communications
         *Barrie Kelly, Visit Greenwich*

10.30am  Opportunities for Businesses
         *Kingsley Otubushin, Royal Borough of Greenwich*

10.45am  Q&A

11.00am  Close
Welcome & Introduction

Barrie Kelly
Chief Executive, Visit Greenwich
ROYAL GREENWICH, UK
Race 1 (Torbay, UK)
SINES, PORTUGAL
Race 2
LAS PALMAS, CANARY ISLANDS
BERMUDA, BRITISH OVERSEAS TERRITORY
Race 3
BOSTON, USA
Race 4
Southern Gulf Guest Ports
Northern Gulf Guest Ports
Saint Lawrence River Ports
Great Lakes Flotilla
Québec City, Canada
Outport Programme
HALIFAX, CANADA
Race 5
LE HAVRE, FRANCE
The Royal Greenwich Tall Ships Festival

Stuart Godfrey
Assistant Director – Communications and Democratic Services
Royal Borough of Greenwich
Royal Greenwich Tall Ships Festival 2017
Cast your mind back to August 2014…

- Duke Dumont and Nico & Vinz had number ones
- Coolest August on record for 21 years
- Oscar Pistorius trial ended
- Hollywood icon committed suicide
- Tall Ships sailed into Greenwich!
- And they are coming back in April…
Key event detail: Wed 12 - Sun 16 April

• **Media launch** – Wednesday

• **Ship visits** – Thursday to Saturday at Greenwich Ship Tier & Woolwich Ship Pier

• **Opening spectacular** Woolwich – Thursday 8.30pm

• **Crew Sports Programme** – Friday daytime

• **Farewell fireworks** Woolwich - Saturday 9.45pm

• **Parade of Sail** – Sunday, from Greenwich 5pm
Visitor experience

On land...
- 4-day family festival with music, displays, activities, fairground, re-enactors and sea shanties
- Spectacular opening event
- Circus acts and street theatre
- Nightly fireworks
- Market stalls, food and drink
- Special offers at key visitor attractions

On sea...
- Get on board with ship visits
- Ticketed boat shuttle service to biggest ships
- Beautiful lit-up ships at night
- Parade of Sail (Sun 5pm)
- Ticketed river cruise places
- Hospitality on board tall ships
About the ships

- Ships anchored in two venues – Maritime Greenwich and Royal Arsenal Woolwich
- Around 30 international elegant Class A and Class B Tall Ships
- Impressive square-rigged historic sailing ships
- Historic military, state and commercial ships from countries including UK, Portugal, Spain, Holland, Russia and Germany
Maritime Greenwich event site
Royal Arsenal Woolwich riverfront
Royal Arsenal Woolwich event site
Daily river sails: sailroyalgreenwich.co.uk
Royal Greenwich Media Centre at the Heritage Centre, Royal Arsenal Woolwich

- Open from Monday 10 April to Sunday 16 April – 8am to 8pm
- Media accreditation opens end February 2017
- Daily media boats, interviews and feature opportunities
Advertising and communications

For visitors

• Visit London website
• Sailing Today / Yachting Monthly / All At Sea
• City AM
• Local press
• London Underground
• Docklands Light Railway
• Seafarers UK and Sea Cadets publications
• Families magazine
• Social media and digital
Advertising and communications

For businesses

- Masthead – SE Chamber of Commerce
- UK-Canada Chamber of Commerce
- National Maritime Development Group
- City AM
- Direct mail
- Business e-newsletters
See you there!

Maritime Greenwich and Royal Arsenal, Woolwich

13-16 April 2017
Visitor Welcome & Communications

Barrie Kelly
Chief Executive, Visit Greenwich
Tourism Performance in Greenwich

- 18.35 million tourists a year
- £1.24 billion visitor spend
- 360,000 visitors to the TIC
- 366,000 website users
- 8,000 Twitter followers
- 4,692 Instagram followers
- 2,748 Facebook likes
- 29,000 Newsletter subscribers
Visit Greenwich’s Role for RDV2017

- Welcome
- Marketing & Communications
- Business Support
- Travel Trade
The Welcome

- Tourist Information desk at the Old Royal Naval College
- Tourist Information stall in grounds of ORNC as part of Greenwich Festival site
- Wayfinding /town centre signage
- DLR
- Greenwich Pier
- Tourist Information in the Woolwich Festival site
Spreading the Benefit

Tall Ships Website

visitgreenwich.org.uk/tallships
Map & Guide Special Edition

- On-visit publication, retail £2
- To help visitors find their way around Greenwich and Woolwich
- To encourage visitors to see and do more and visit the Tall Ships Festival
- 20k print run
- All sponsorship and ads sold
Social Media, PR & E-Marketing

Autumn Exhibitions

Emma Hamilton: Seduction and Celebrity

Peter Pan

Thames River, Greenwich

243 likes

If you get the chance this Easter when Tall Ships come to Greenwich, don’t hesitate!

visitgreenwich #tallships #failing #timeoutlondon #visitlondon #visitengland #thisislondon #mydarlinglondon @vaccom #photobritain #greenwich #sail #belleloco #visitlondon

209 likes

visitgreenwich @January Sails: This month is all about clean sheets, and fresh endeavours. Therefore, definitely, the best time to make plans! 😊

So imagine the Thames full of Tall Ships; it’s an unforgettable sight... This year, on Easter Weekend, April 12th - 16th. The River Thames from Woolwich all the way to Central London via Maritime Greenwich witness the start of “Rendez-Vous 2017 - Tall Ships Returns!”

Add a comment...
Travel Trade

- Events, exhibitions and e-marketing to group organisers and tour operators
- Lots of interest and bookings for visiting Tall Ships
- Common FAQs are around coach parking, the fireworks and what else is there to see and do
- One partner business has stated “10 coaches and three boats full”
Digital Campaign with Visit London

Exceeding all targets

- 3 million+ page views from April to Dec
- 153k video views
- 9 million social media reach
- 37k competition entries

Year two campaign runs from April
Joint Campaign with Quebec City

Instagram competition
for 5* holiday in Quebec
Sail Royal Greenwich

Public Cruises:

- Aboard a Tall Ship
- 20-135 guests per ship
- Reception at the Royal Arsenal Riverside
- Departure and arrival at Woolwich Arsenal Pier
- Starting at £34.90 per person

- Thames Tall Ship Cruise (12-16 April)
  - 2 hour cruise, departures at 11:00, 14:00 and 17:00
  - Woolwich to Maritime Greenwich and back

- Fireworks Cruise (12-15 April)
  - 2.5 hour cruise, departure at 20:00
  - Woolwich to Maritime Greenwich and back

- VIP Cruise (12-15 April)
  - 4 hour cruise, departure at 18:30
  - Woolwich to Wapping (Tower Bridge) and back

- Parade of Sail Cruise (16 April)
  - 3.5-4 hour cruise, departure at 15:30
Sail Royal Greenwich

Corporate Hospitality:

- Personal reception area in the Old Royal Naval College or at the Royal Arsenal Riverside
- Exclusive use of your very own Tall Ship
- Complete package, including catering and drinks
- Evenings include a fireworks display

- Cruises (12-16 April)
  - 2-5 hour cruises, departures from Greenwich or Woolwich
  - 10-135 guests
  - Go through an open Tower Bridge!
  - Highlight: Parade of Sail Cruise (16 April)
  - Starting at £ 119.00 per person

- Deck Parties (evenings 12-15 April)
  - 2-4 hour deck parties, in Maritime Greenwich
  - Reception in the Old Royal Naval College
  - 30-300 guests
  - Reception or dinner party
  - Tender service from and to Greenwich Pier
  - Starting at £ 159.00 per person
Tickets

Tickets for cruises available at visitgreenwich.org.uk/tallshipstickets
Visits to Moored Tall Ships

Greenwich
- Boat shuttles from Greenwich to visit a Tall Ship
- Depart every 15 mins
- 1 hr visit including tour and opportunity to chat with crew
- Around £8 per person / £20 family
- Buy on the day
- 1000 half price residents tickets, available 3 weeks prior

Woolwich
- Tall Ships moored at Royal Arsenal Pier
- Free of charge to visit

Tickets
- Tall Ships ticket outlets at Greenwich Pier and at the Woolwich Festival site
- Greenwich Tourist Information
To discuss opportunities, please contact us at

partnership@visitgreenwich.org.uk
Opportunities for Businesses

Kingsley Otubushin
Business Engagement Manager, Royal Borough of Greenwich
Kingsley Otubushin

BUSINESS ENGAGEMENT TEAM
CONTENT

1. INTRODUCTION & BACKGROUND
2. FESTIVAL OBJECTIVES
3. BUSINESS SUPPORT APPROACH AND OFFER
4. MARKETING / SPONSORSHIP OPPORTUNITIES
5. BUSINESS EVENT GRANTS
6. FURTHER INFORMATION
Spectacular Event
Building on Success of 2014 festival
2014 FESTIVAL : Key Headlines

• Took place on 5-9 September 2014
• 1.1 million visitors
• Generated £17 million of additional spend
• Record sales for many businesses in event zones
1) INTRODUCTION AND BACKGROUND

• **Key Dates:** 13 April – 16 April 2017 (Easter Bank Holiday)
• **Festival Sites:** Woolwich & Greenwich
• **Programme:** performers/ stages/ fireworks
2) KEY ECONOMIC IMPACT OBJECTIVES

Increasing visitors numbers
Increasing visitor spend
Generating over-night stays
Attracting new audiences
Promoting RBG cultural events
2) OBJECTIVES ..ctd

- **Business Engagement**
  - Hi quality visitor experience
  - Engagement /buy in/ active support
  - Capitalise on opportunity
  - Business growth and sustainability
  - Minimise impact/ Business as Usual
3) BUSINESS SUPPORT APPROACH

- Briefings/ Events - existing and bespoke
- Websites: RBG / Tall Ships
- Direct Mail
- Social media – RBG/ partners/ traders associations
- Face to Face/ One to Ones
- Leaflets/ flyers/posters
- Intermediaries – traders associations/ Chamber/ FSB/ Banks
3) BUSINESS SUPPORT..ctd

- Premises Dressing/Visual merchandising
3) BUSINESS SUPPORT …ctd

- One to One/ Business Information Pack
  - Parking
  - Business Waste
  - Deliveries
  - Information Sources
  - Key contacts

- Promotion of special offers

- Sponsorship
4) BUSINESS EVENT GRANTS

- **Funding Available**: maximum £300 grant
- **Match funding**: Businesses expected to provide a min 50% match funding
- **Eligible Costs**:
  - Performers: Priority will be given to applications for musicians / singers.
  - Nb: Other acts will be considered
- **Total Number of grants available**: 20
• **Performance periods:** Thursday 13 to Sunday 16 April 2017. Performances should be suitable for families and audiences of all cultural backgrounds

• **Performance Times:** Priority will be given to performances taking place between 6 and 9pm

• **Collateral** – The grant allocation will require use of Tall Ships Festival branding/ collateral in the venue
5) FURTHER INFORMATION

Business Engagement Team

• Email: business@royalgreenwich.gov.uk
• Web: www.royalgreenwich.gov.uk/tallships
Thank You For Listening

Any questions?