

visit

greenwich



time after time

Visit Greenwich 2016-19

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Overview

- Destination Performance 2015
- Highlights of 2015
- 2016-19 Plan & Priorities
- Special Projects
- Making the Most of Visit Greenwich

UK Destination Performance 2015

The Value of Tourism

Value of Tourism to the UK Economy - 2014

£121.1bn (7.1%) of UK GDP

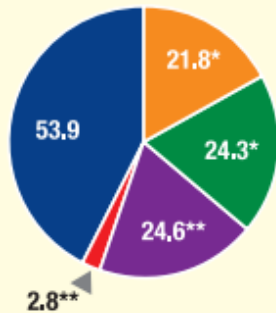
The Blue Book, ONS, 2015

Total Revenue from Tourists - 2015

£127.4bn*

KEY

- Inbound
- Domestic
- Outbound
- UK Air Fares
- Day Visitors



Spend (£bn)

*Provisional / Estimate **From 2013

Value of UK Tourism By Region - 2014

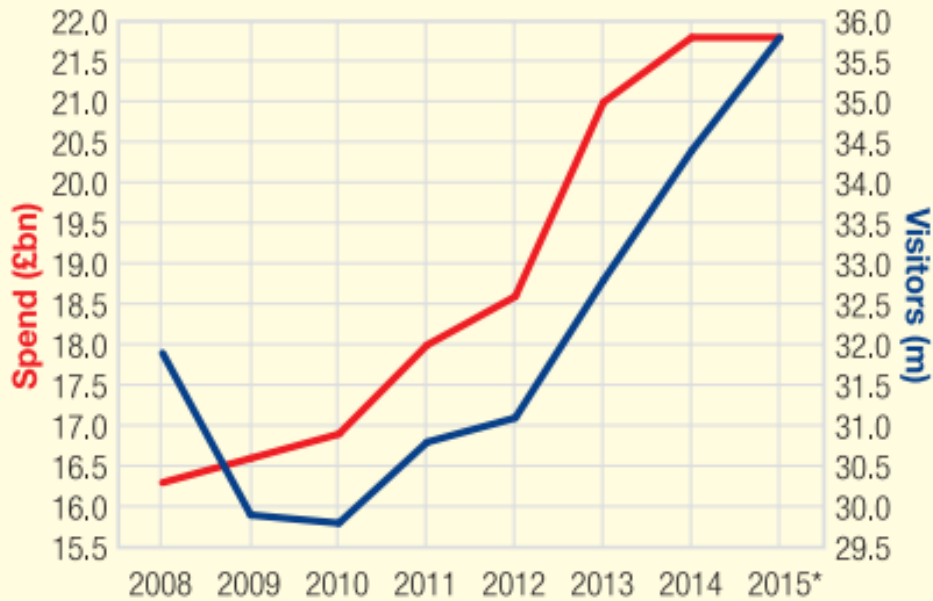
	Day Visits (£m)	%	Domestic (£m)	%	Inbound (£m)	%	Total (£m)	%	Direct employment	%
East Midlands	2586	4.9	1107	4.9	428	2.0	4131	4.3	76,496	4.3
East of England	3913	7.4	1604	7.1	967	4.6	6499	6.7	120,343	6.7
London	10732	20.3	2889	12.8	11830	56.3	25484	26.3	471,928	26.4
North East	2277	4.3	616	2.7	216	1.0	3116	3.2	57,704	3.2
North West	5370	10.2	2465	10.9	1330	6.3	9186	9.5	170,113	9.5
South East	7571	14.3	2448	10.9	2160	10.3	12204	12.6	226,003	12.6
South West	4691	8.9	3933	17.4	1040	4.9	9690	10.0	179,450	10.0
West Midlands	3864	7.3	1153	5.1	761	3.6	5790	6.0	107,230	6.0
Yorkshire	4147	7.8	1728	7.7	570	2.7	6461	6.7	119,639	6.7
Scotland	5020	9.5	2871	12.7	1390	6.6	9303	9.6	172,282	9.6
Wales	2677	5.1	1735	7.7	335	1.6	4760	4.9	88,144	4.9
Total	52848	100	22549	100	21027	100	96724	100	1,789,333	100

IPS, GTBS, GB Day Visits Survey, 2014

UK Destination Performance 2015

Inbound Tourism

Visitor Numbers and Total Spend



International Passenger Survey 2015, Office for National Statistics *Provisional

Average Spend per Visit

£609

IPS 2015 (provisional),
Office for National Statistics

Average Length of Stay

7.7 nights

IPS 2014
Office for National Statistics

Students

£14 billion

Total spending by international students* on all types of course in the UK, from English language to doctoral degrees, was estimated to be **£14bn**, with the potential to grow to **£25bn** by 2020.

Estimating the Value to the UK of Education Exports, Department for Business, Innovation and Skills, June 2011 *Not all students are classified as tourists

Top 10 Source Markets

	Spend (£m)	Rank
United States of America	2,944	1
Germany	1,478	2
France	1,434	3
Australia	1,224	4
Spain	1,082	5
Italy	922	6
Irish Republic	870	7
Netherlands	701	8
Norway	548	9
Sweden	503	10

International Passenger Survey 2014, Office for National Statistics

Growing and Declining Markets (2013-14)

Largest Increase in Visits		Largest Decline in Visits	
Chile	+ 49%	Irish Republic	- 3%
Ukraine	+ 49%	Hungary	- 3%
Mexico	+ 44%	Austria	- 2%
China	+ 36%	Czech Republic	- 1%
Kuwait	+ 35%	Japan	- 0%

International Passenger Survey, Office for National Statistics

UK's Share of Outbound Visitors from BRIC Markets (%)

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Brazil	2.65	2.85	2.80	3.45	3.05	2.64	3.39	3.12	2.85	2.93
Russia	0.62	0.83	0.65	0.57	0.40	0.43	0.47	0.45	0.52	0.82
India	3.79	4.40	3.44	3.30	2.47	2.86	2.50	2.27	2.25	2.21
China	0.31	0.31	0.36	0.23	0.19	0.19	0.21	0.22	0.20	0.17

International Passenger Survey, Office for National Statistics

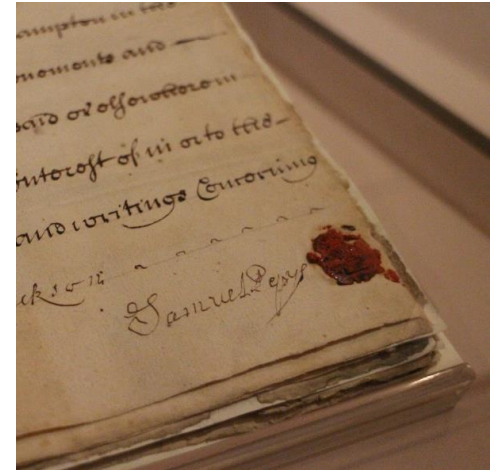
Highlights of 2015

Product Development




Highlights of 2015


Major Events



Destination Performance 2015 – RBG



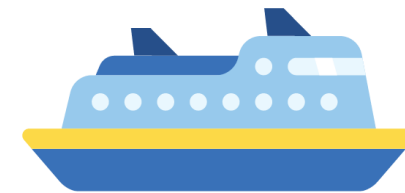
Attractions
+1%



-2%
Occupancy

Hotels

+3%
RevPar



Transport
+4%

Visit Greenwich Plan – 2016-19

- Support the delivery of our 5-year **Destination Management Plan**
- **3 years funding from RBG**
- **Commercial income needs to rise 75/25**
- **12 Priorities**

The 12 Priorities

- Continue to embed a **'destination first' mind-set** throughout the tourism sector in Greenwich. This can be achieved in line with participants' express wish for "more collaboration at no extra cost!" e.g. develop a co-ordinated events calendar that all partners can use to inform their own decision makin
- Develop a **'gateway campaign' in London** (primarily online) to increase our share of voice in the capital. Include a new "how to get here" message that all partners can adop
- Enhance the **Greenwich welcome**. VG to work with ORNC to create a new "Welcome to Greenwich" information service – and develop a new range of Greenwich merchandise to be sold by a number of retail partners
- Develop a **residents' campaign for off season promotion** for mainstream attractions and "hidden gems" (e.g. using RBG's Greenwich One Card)

The 12 Priorities

- Continue to **develop and sell inspirational products** and services to the international cruise trade to generate business from 2017
- Deliver the agreed and planned **welcome and wayfinding signage scheme** (as part of RBG's/TfL's town centre project)
- Work with The University of Greenwich to **undertake qualitative research** to identify what visitors think of Greenwich, why they come, and what they don't like. Use the research to **develop an aspirational long term brand strategy and vision** for Greenwich
- Draw up a **prioritised list of public realm improvements** (e.g. signage, welcome, coach parking, sense of arrival, sense of place)

The 12 Priorities

- Produce a **Greenwich travel guide**, which clearly explains how to get to and around Greenwich, by public transport and on foot
- Set up a **jobs/careers portal** and work with RBG/GLLaB/Job Centre Plus to help local people connect with our industry and the career opportunities that are being created
- Work with the University of Greenwich to set up a **new business tourism co-ordination unit** to capitalised on the arrival of the new 5* Intercontinental hotel
- Create a new **“Get China Ready”** training programme for partners

Corporate Targets

	2014-15	2015-16	2016-17	2017-18	2018-19
Commercial partners	90	100	110	120	130
Partner retention rate	100%	>90%	>90%	>90%	>90%
Website traffic – unique users	700,000pa	750,000pa	800,000pa	850,000pa	900,000pa
Website average max. user time	2.5mins	3mins	3mins	3mins	3mins
Social media following	6,000	11,000	17,500	24,000	30,000
TIC footfall	330,000	340,000	400,000	450,000	500,000
Total non-grant income	£450,000	£585,000	£630,000	£650,000	£670,000
TIC income	£250,000	£360,000	£360,000	£370,000	£380,000
Public-private funding ratio	46%	39%	34%	29%	24%
Annual surplus	£2,000	£2,000	£5,000	£5,000	£5,000
Campaign ROI	n/a	>15:1	>15:1	>15:1	>15:1

Destination Targets

The Value of Tourism to Greenwich

	2013	2014	2015	2016	2017	2018	Increase 2013-18
REVENUE (£m)							
Revenue-Direct	756.16	815.01	855.85	901.18	949.40	1,000.75	244.59
Revenue-Indirect	369.93	398.73	421.54	443.86	467.61	492.91	122.98
S/T Revenue-Direct + Indirect	1,126.09	1,213.74	1,277.30	1,345.04	1,417.01	1,493.66	367.57 (33%)
JOBS							
Jobs-Direct	9,642	10,607	11,105	11,625	12,174	12,753	3,111
Jobs-Indirect	4,172	4,621	4,886	5,115	5,357	5,611	1,439
S/T Jobs-Direct + Indirect	13,814	15,228	15,991	16,740	17,531	18,364	4,550 (33%)

Special Projects

- Destination Campaign – Visit London
- Welcome to Greenwich
- Workzone
- Brand Visioning
- EU Funding

Visit London



1.87
million views

735k unique Greenwich-related page views from a highly qualified audience, plus additional 1,137,000 ad impressions on visitlondon.com



2.6m
facebook reach



1.1m
twitter reach



690,000
email reach



50,000
minimum video views



500k
instagram reach



25,000
competition entries

Visit London

Campaign Partners



ROYAL
MUSEUMS
GREENWICH



GREENWICH HOSPITAL
Supporting the Royal Navy since 1694

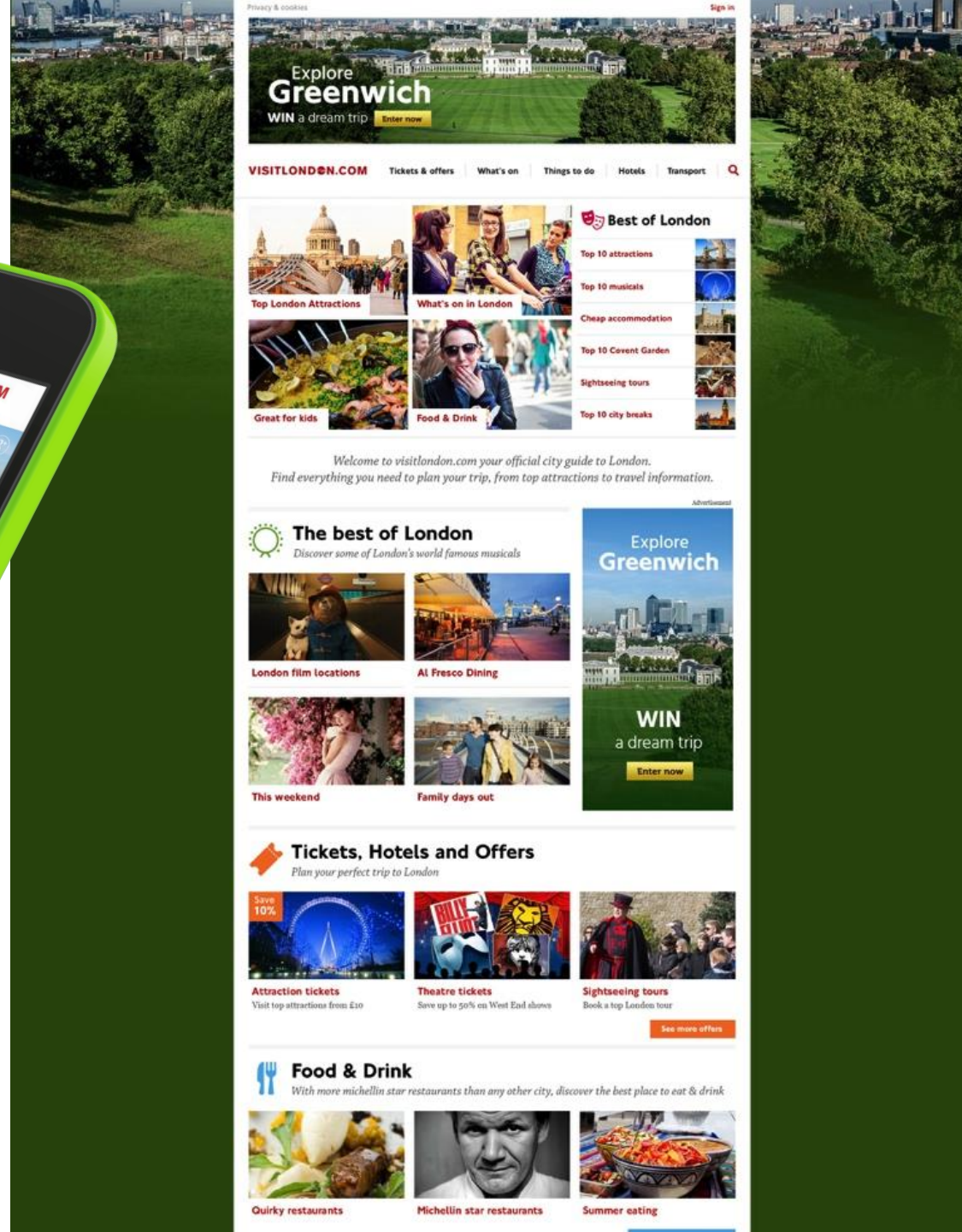


Visit London

- **Inspiring new content hub and year-long promotion on visitlondon.com**
- **4x seasonal website competitions to drive registrations**
- **Social video e.g. Top 10 Greenwich Experiences**
- **Social media campaign**
- **Instawalk – we will organise an event for Instagrammers and visitlondon.com editorial team**

Visit London

Greenwich Hub Visuals



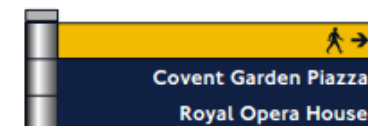
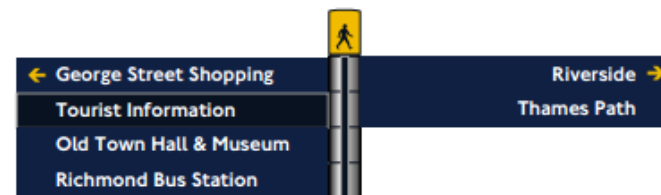
Welcome to Greenwich

New Information Desk



Welcome to Greenwich

Legible London Signage



Welcome to Greenwich

The Greenwich Welcome



everystationinlondon.com



blackcablondon.net

Workzone

visit  greenwich  
workzone

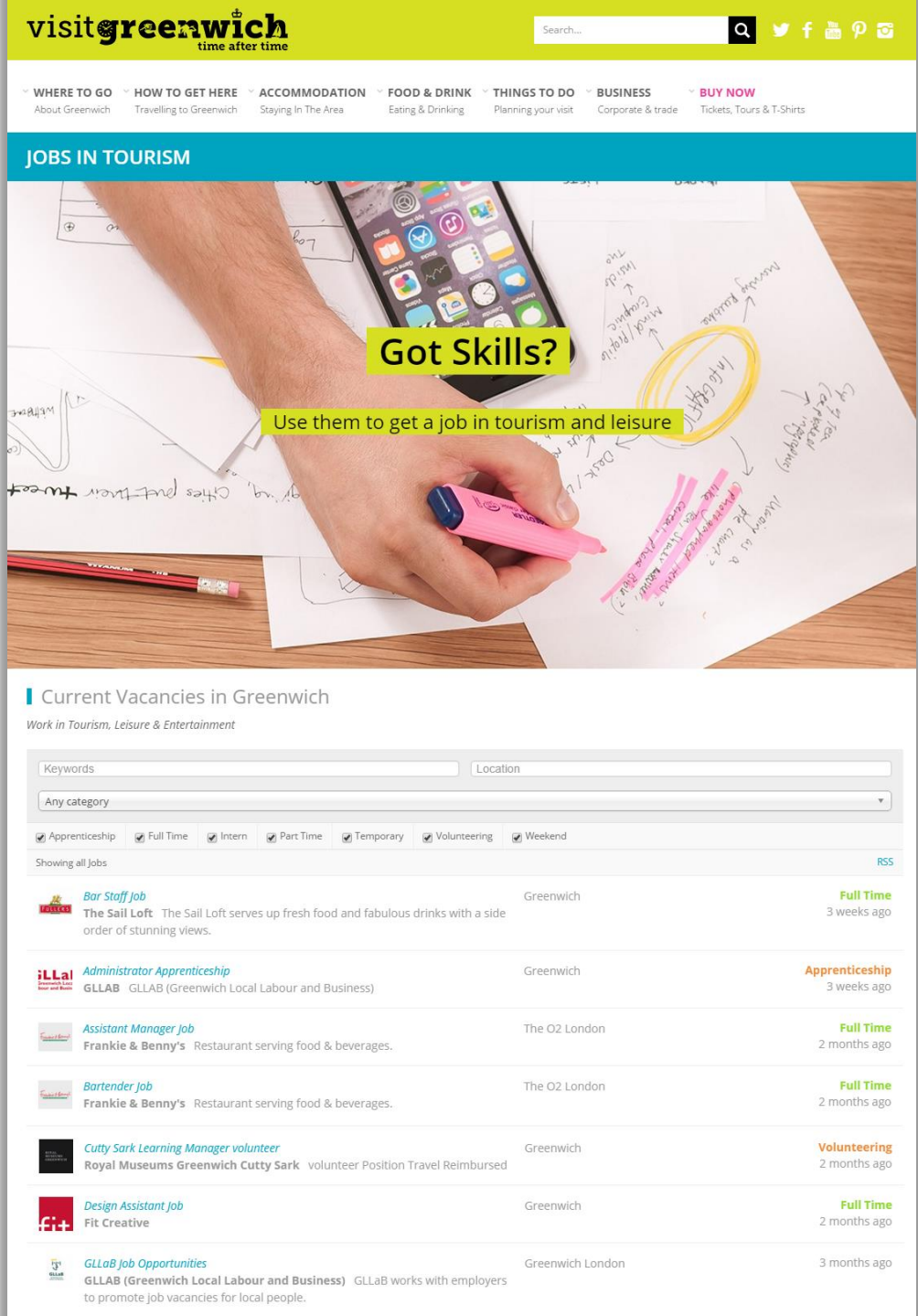


jobcentreplus

GLLaB
Greenwich Local
Labour and Business



Workzone



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time after time

WHERE TO GO | HOW TO GET HERE | ACCOMMODATION | FOOD & DRINK | THINGS TO DO | BUSINESS | BUY NOW

JOBS IN TOURISM

Got Skills?
Use them to get a job in tourism and leisure

Current Vacancies in Greenwich








Work in Tourism, Leisure & Entertainment

Keywords: _____ Location: _____

Any category: _____

Apprenticeship Full Time Intern Part Time Temporary Volunteering Weekend

Showing all Jobs RSS

 Bar Staff Job The Sail Loft serves up fresh food and fabulous drinks with a side order of stunning views.	Greenwich	Full Time 3 weeks ago
 Administrator Apprenticeship GLLAB GLLAB (Greenwich Local Labour and Business)	Greenwich	Apprenticeship 3 weeks ago
 Assistant Manager Job Restaurant serving food & beverages.	The O2 London	Full Time 2 months ago
 Bartender Job Restaurant serving food & beverages.	The O2 London	Full Time 2 months ago
 Cutty Sark Learning Manager volunteer Royal Museums Greenwich Cutty Sark volunteer Position Travel Reimbursed	Greenwich	Volunteering 2 months ago
 Design Assistant Job Fit Creative	Greenwich	Full Time 2 months ago
 GLLaB Job Opportunities GLLAB (Greenwich Local Labour and Business) GLLaB works with employers to promote job vacancies for local people.	Greenwich London	3 months ago

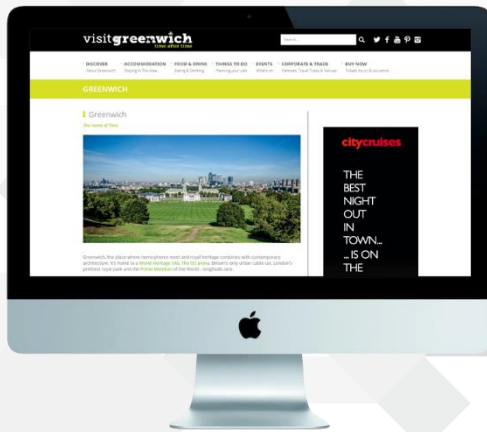
Brand 'Vision'

- Royal Borough of Greenwich, University of Greenwich, World Heritage Site
- 2025 vision
- A framework for growth

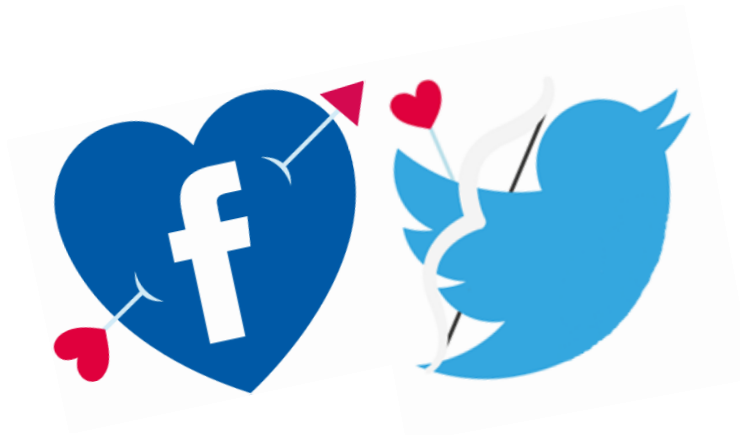
EU Funding Opportunities



Working With Visit Greenwich



Link to us
visitgreenwich.org.uk



Connect on social media
[@visitgreenwich](https://twitter.com/visitgreenwich)



Use of branding
and images

Working With Visit Greenwich



Use the power of 101 partners!

Thank You For Listening
Any questions?

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