

visitgreenwich

time after time



Marketing & Commercial Opportunities 2017-18

Destination Marketing

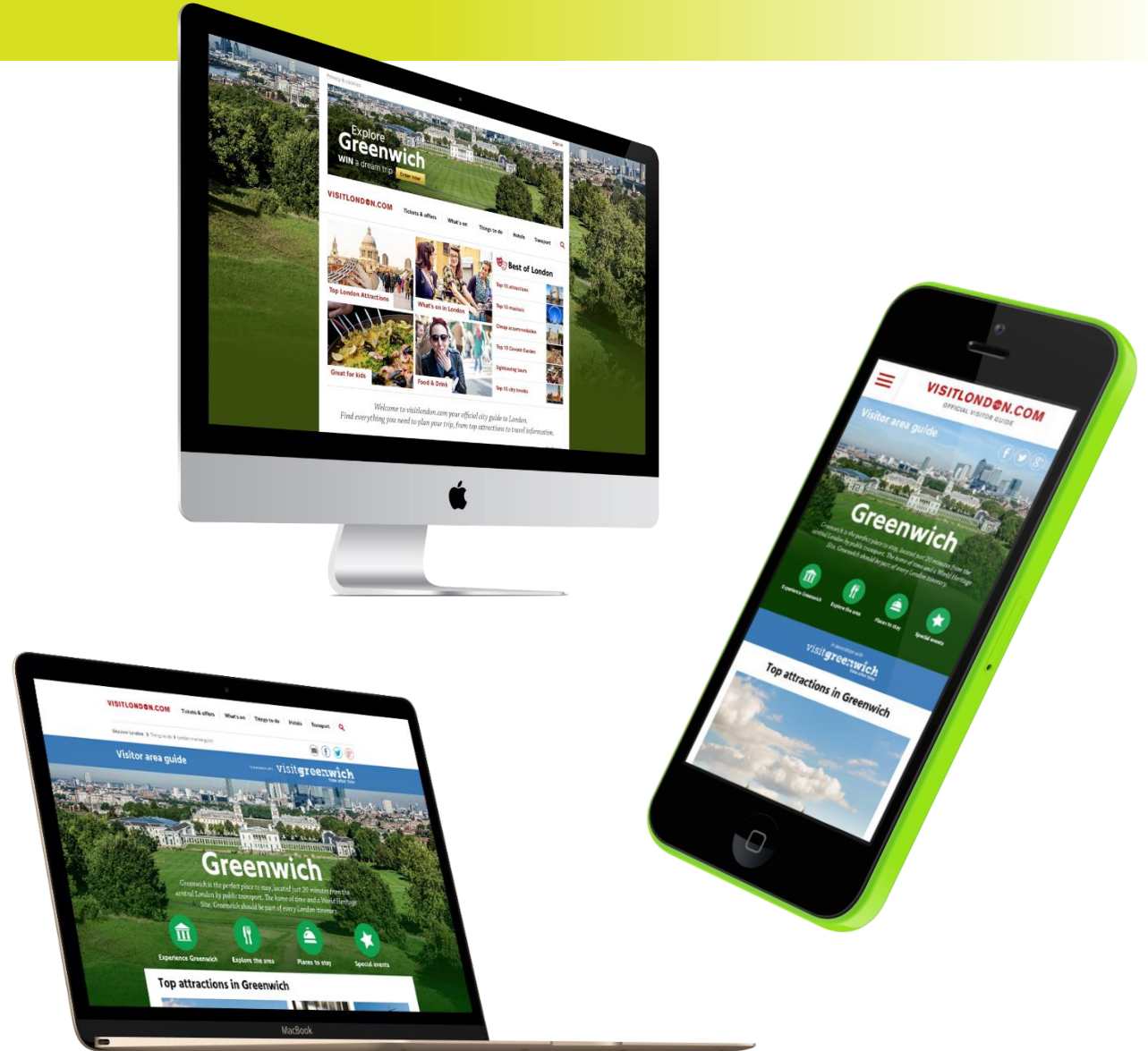
Visit London Campaign II

In 2016/17, we invested £100,000 into a new campaign with London & Partners, designed to increase our market share of tourism in the capital. This has been funded by our strategic partners who have invested from £5,000 to £30,000. The campaign is forecast to reach over 2 million people looking for things to do in London.

Legacy assets include dynamic video content, database of 30k opt-ins and a Greenwich Hub on visitlondon.com

For 2017, we are looking to fine tune the campaign to make it work harder for our partners and this will include increasing focus on direct response for sign ups and ticket sales. The new campaign will go live after Easter.

Sponsorship will range from £5k to £20k.



Destination Marketing

New Overseas Campaign

*USA, Australia, Netherlands, Germany
(Discover England funding)*

We are anticipating receiving funding from the discover England product development fund to raise our profile in these markets. We anticipate that the campaign will include a range of digital, PR and travel trade activities.

Starting in April, a range of sponsorship packages will be made available starting from £1,000.



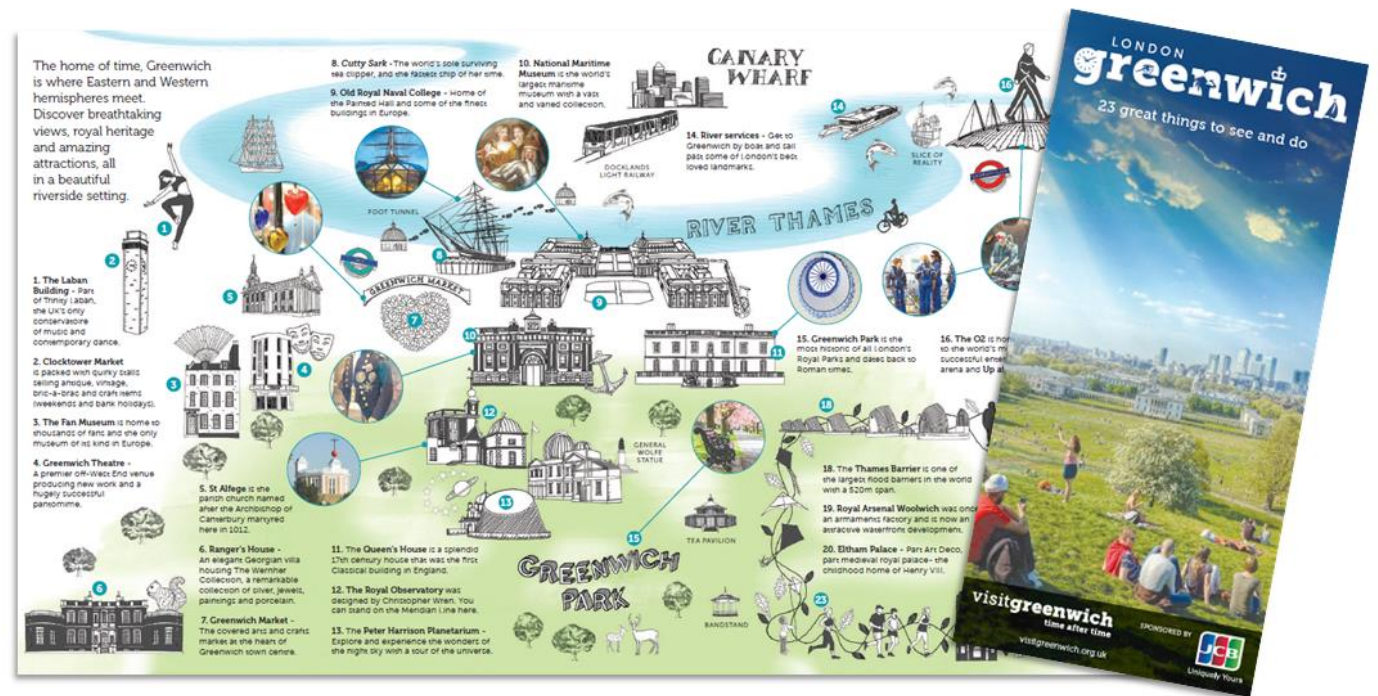
Destination Marketing

TfL Greenwich Destination Leaflet II

We have produced a destination flyer that has been distributed primarily to TfL gateway travel centres e.g. Heathrow, Gatwick, St Pancras, as well as travel trade events.

100k copies have been produced and we are anticipating, subject to demand, producing another quantity of leaflets later in the summer.

The leaflet has limited sponsorship opportunities starting from £5k.



Destination Marketing

Website

Our website visitgreenwich.org.uk is incredibly well optimised and reaches about 750k visitors a year who are actively looking for things to do in Greenwich.

As a partner you get detailed listings but if you have something specific to promote e.g. an event or offer, you can purchase banner ads and editorial enhancements. The average click through rate for banner ads is 1.5%.

The website promotes Greenwich to a number of audiences: individual leisure visitors, groups and travel trade and MICE organisers. We can offer bespoke marketing packages to include editorial enhancements on the website, social media posts, blogs and inclusion in our customer e-newsletter.

Ads and editorial enhancements from £300/month
Bespoke marketing packages from £500/month

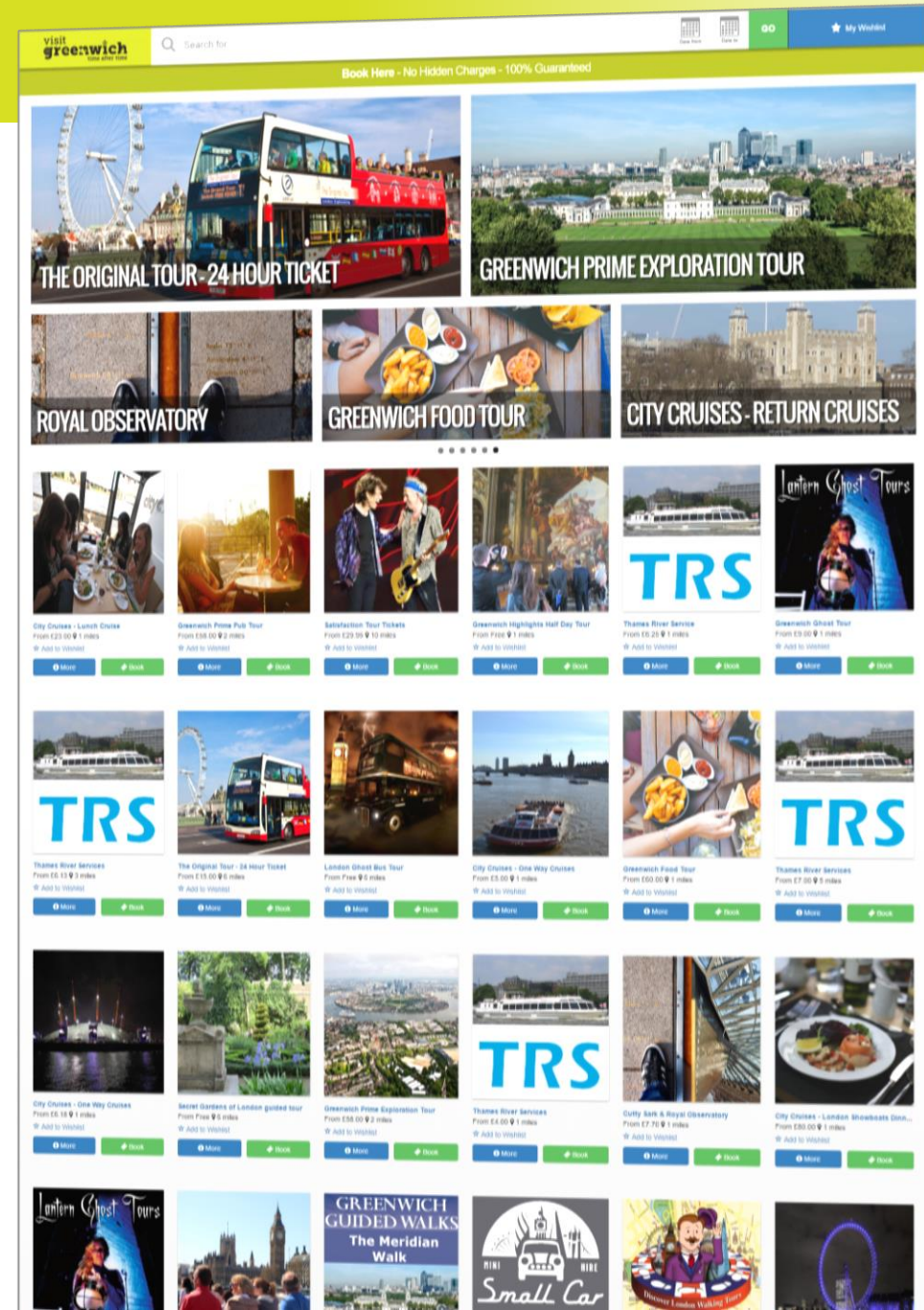


Destination Marketing

Box Office

You can find our box office on the “buy now” button on the home page of the site. Many of our partners are now selling their tickets this way. These tickets are sold across the UK network and not just on the VG site.

E-tickets can be set up free of charge plus a 15% commission fee.



Destination Marketing

E-Newsletters

Every month we send out two newsletters. One to visitors who have opted in to receive information from us – 29,000 at present. And secondly to our business partners and general business contacts of around 400. Our average open rate is 20%.

There is the opportunity to be a headline sponsor.

Consumer newsletter sponsor.....£100/month
Partner newsletter sponsor.....£50/month

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Autumn Exhibitions

There are two big exhibitions opening in Greenwich this November plus all sorts of other autumnal events that we know you're going to love.

Emma Hamilton: Seduction and Celebrity

Emma Hamilton was one of the most famous international celebrities of her time and her life was the ultimate costume drama. She's remembered nowadays as the woman who captured the heart of the nation's hero, Admiral Horatio Nelson, but Emma was an extraordinary woman in her own right. She was born into poverty in 1765 then rose to be a muse for famous artists, an ambassador's wife and Nelson's mistress – before facing prison and dying in destitution.

Some life. Some woman. Emma's remarkable life is now the subject of a major new exhibition and season, opening 3 November at the National Maritime Museum. The exhibition features over 200 objects, great paintings by George Romney, Sir Joshua Reynolds and Sir Thomas Lawrence, and heartfelt letters between Emma and her lovers. It's going to be something special.

Book Now

Peter Pan

Greenwich Theatre's splendid panto takes wing this Christmas as Peter Pan flies in from Greenwich Park.

Greenwich Theatre - 18 November 2016 to 8 January 2017



Sail with Santa

Children can enjoy Santa fun and a present along with a soft drink.

Book Now

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Autumn Greenwich

Summer in Greenwich, and the rest of London, and now there are red autumn days and deliciously chilly nights to look forward to. Some of what's going on in Greenwich this autumn...

Emma

The next big exhibition from the National Maritime Museum is *Emma Hamilton: Seduction and Celebrity*. Emma was one of the most famous international celebrities of her time and her life was a heady mix of costume drama and romance. Remembered as the woman who captured the heart of the nation's hero, Admiral Horatio Nelson, Emma was an extraordinary woman in her own right. We'll have more about this fascinating show in our next newsletter.


Book Now

Star Wars

STAR WARS™ identities: a new exhibition opens at The O2 on November 18. There

Buy Now

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Summer Holiday

fantastic things to do and places to go in Greenwich this summer!

Five fun things for kids

Meet Curry Sark's Captain

Spend some time with an old sea dog when you meet Captain Woodget, Curry Sark's longest serving master and learn about life on board the fastest tea clipper.

Read More

Greenwich Park

There's an amazing children's playground in Greenwich Park with timber climbing frames, wiggly tunnels, a sandpit, swings and lots of fresh air.

Peter Harrison Planetarium

London's only Planetarium is next to the Royal Observatory. There are spellbinding shows for kids and all the family.

Learning the Ropes

An awesome activity book from MBNA.

Star Wars

STAR WARS™ identities: a new exhibition opens at The O2 on November 18. There

Book Now

Destination Marketing

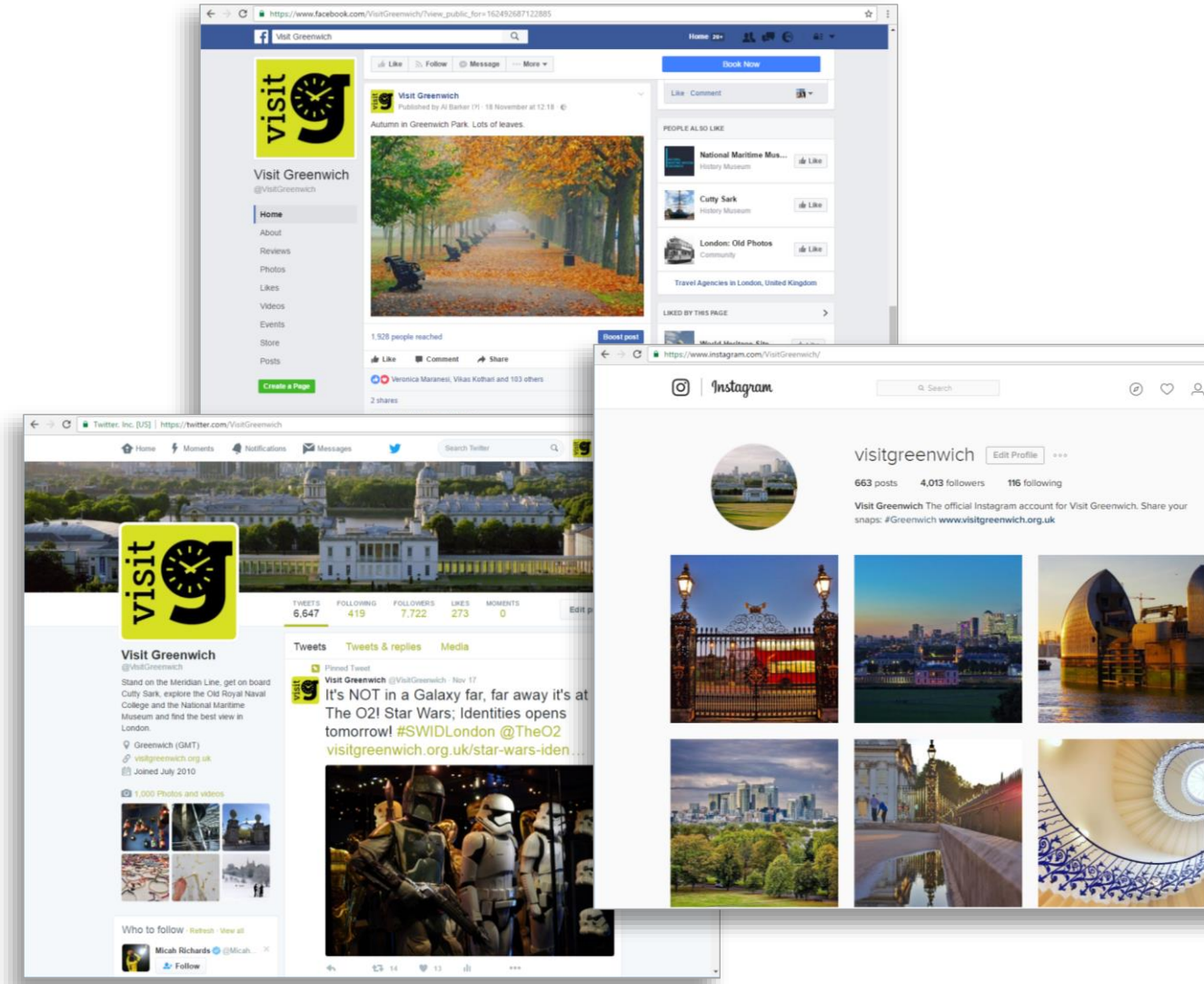
Social Media

Our main social media channels are Facebook, Instagram, Twitter and YouTube with a combined following of 15,000.

We can promote campaigns and events on Twitter, Facebook and Instagram with paid-for posts or in tandem with newsletter mentions.

We work closely with partners to ensure that tweets, URLs, hashtags and images fit within that partners brand and expand their social following.

From £200 per campaign.



Welcome

Tourist Information Centre

Our new TIC based in the centre of the Welcome to Greenwich building at the Old Royal Naval College is now serving half a million customers a year. As a partner, we continue to promote you freely e.g. information given by our TIC team, leaflet racking and ticket sales.

In 2017 there is the opportunity to sponsor the new information and ticketing promotional screen.

Opportunities will be made available for advertising, starting from £500 per month.



Welcome

Visitor Map & Guide: Advertising

Our Greenwich visitor guide is a quarterly fold out DL size Visitor Map & Guide with inspiring Greenwich images, attraction information, highlights, events listings, itineraries, practical map and comprehensive travel information. It is the perfect print for showcasing attractions, transport providers, retailers, bars and restaurants to enhance visitors' time in Greenwich.

An on-visit publication, it has a 3 month shelf life with a print run of 10,000. It retails at £1 and is stocked at our Tourist Information Centre, hotels and other gateways in the destination.

Full back page ad	£600
Exclusive sponsorship	£850
Small ad spaces	£300

What's on

1 Victorian Skittle Alley
Old Royal Naval College, January – March 2017
Visit the Victorian Skittle Alley! Bowl with wooden practice cannonballs in this alley beneath the Old Royal Naval College. Limited opening time, so check the website!

2 A Valentine's Evening with the Stars
Royal Observatory, 14 February 2017
Take your loved one to a romantically themed planetarium show, followed by a chance to look at the Moon through the Great Equatorial Telescope.

3 Lizzie
Greenwich Theatre, 22 February – 12 March 2017
The UK premiere of a new musical telling the sensational story of the suspected murderer Lizzie Borden, who became notorious in 19th century America.

4 What I Like
NOW Gallery, until February 19 2017

5 Eat & Drink
Greenwich has got lots of great places to eat and drink. Try **Rivingtons Greenwich** for the best in modern British seasonal cooking. **1 The Fan Museum** for a lovely afternoon tea, or the ground-floor **Michie's** for informal lunch and pint. **2** Everybody loves a pub lunch, especially in a picture-dripping setting. So how about **Greenwich Tavern**, six across three floors and directly opposite the glass of Greenwich Park? **3** Or try a riverside establishment like the recently opened **Sail Loft** for great food and great big glass of the river and Canary wharf. More great views at **ree/Conventual** London – The O2, and the **Lightbox** by the river give you top floor views opportunities and top class cocktails. **5** There's plenty more, including the **bea Pe and Mash** in London at **Goddards of Greenwich** on the edge of Greenwich Market, and a whole world of great food in Greenwich Market itself, featuring noodles, pasta, bread, meat, veg, burgers, sweet things and delicious dumplings from absolutely everywhere you can think of! **4**

Shopping
You can get all sorts of exciting and interesting stuff in the market, boutiques, galleries, delis, craft shops and imports of Greenwich, so make a list and get going.
Greenwich Market has been here for hundreds of years and today it's easier than ever. A big welcome with London's, it's overflowing with stalls and independent shops run by village clothing makers, makers, collectors and all sorts of others. And there's a whole range of delicious street food from all over the world to keep you going while you wander.
Pick up the perfect souvenir in the gift shops at the National Maritime Museum, Royal Observatory, Cutty Sark, Old Royal Naval College and The Fan Museum. Get yourself a free telescope at the Royal Observatory, some tea on board Cutty Sark or a model ship in the National Maritime Museum.
Greenwich is famous for its designer-makers. Greenwich Market's dining areas is based around them and many of the little shops and boutiques that line the inside of the Market are run by designer-makers who started at Greenwich and Bank Holiday, head for Clocktower Market, vintage and other cool stuff.

See and do

DAY 1
Morning Arrive on an MBNA Thames Clipper boat from central London. Start your day with a wander around the architectural magnificence of the Old Royal Naval College.
Mid-morning Ample up the hill in Greenwich Park. The panoramic views at the top are well worth it. Visit the historic Royal Observatory and stand across the meridian line as you wait for the time ball to drop at 1pm.
Lunch Time for a late lunch of proper London pie and mash at **Goddards of Greenwich** on the edge of Greenwich Market.
Afternoon Visit the National Maritime Museum, where you can see Nelson's Trafalgar uniform and find out about Britain's amazing maritime history.
Mid-afternoon Just time for a stroll through Greenwich Market to pick up some gifts for friends and family.
Evening Relax with a drink and great view of Greenwich Park at Greenwich Tavern, then take the DL back to central London. In only 15 minutes and the train is direct, so get the front seat and pretend it's you!

DAY 2
Morning Get to know Greenwich a bit better with a stroll round the town centre, stopping by St. George's church and its red brick park, filled with historic greenhouses.
Mid-morning Take the short hop on MBNA Thames Clipper down to Greenwich Peninsula and a right on Emirates Air Line, the UK's first urban cable car. Look at those people climbing over the O2 as it's up in the O2! Wouldn't you like to try that?
Lunch Head down the river before turning right for lunch at The Pilot, a fine pub and probably the oldest building on Greenwich Peninsula.
Afternoon While back up the river and welcome your second day at The Pilot, a fine pub and probably the oldest building on Greenwich Peninsula.
Late afternoon Cruise back to central London with City Cruises or Thames River Service, pass some of London's most celebrated landmarks including Tower Bridge, the Tower of London, St. Paul's Cathedral and Shakespeare's Globe.

Around and about
Find out how the **Thames Barrier** in Chertsey keeps London safe from flooding and walk the wide open spaces at **Blackheath**. Search through local history at **Greenwich Heritage Centre** and admire amazing architecture at the **Royal Arsenal** in Woolwich. Or try across the Thames at Greenwich Peninsula with **Emirates Air Line** and visit **The Crystal**, the world's largest exhibition on the future of cities.
The O2 on Greenwich Peninsula (see map on reverse) is only eight minutes from Greenwich town centre by bus and you can walk over the top of the enormous lens as it's up at **The O2**. **Greenwich Peninsula Ecology Park** is just along the river. **NOW Gallery** exhibits exciting modern art and there's an easy atmosphere in the cafe, come shops and restaurants around Peninsula Square.
Henry VIII grew up in **Eltham Palace** now a haven of Arts Deco living, and founded the **Royal Dock** in Woolwich, the 17th century rearing peasants camped on Blackheath in 1501 and the Mulberry tree in the grounds of **Chilton House** planned in 1600 by Lord of James. It's probably the oldest in the UK.
Greenwich Peninsula, Eltham, Chertsey, Blackheath and Woolwich are all easy to get to on public transport. So be adventurous and get even more out of your visit to Greenwich.

English Heritage ELTHAM PALACE & GARDENS
Step into England's story
The English Heritage Trust is a charity no. 140221, and a company no. 0947222, registered in England.

See how many wild deer you can spy in Royal Greenwich Park
One adult with a valid ticket can travel with up to 4 kids for £1 each. O2 Park with South Eastern. Book from 10am at www.visitgreenwich.org.uk/kids

Take a trip to the year 2050 at The Crystal
Visit one of the world's greenest buildings.

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Welcome

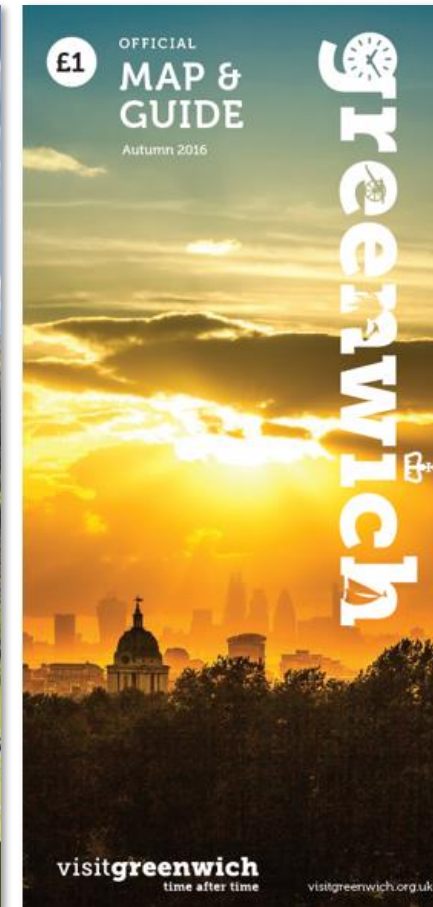
Visitor Map & Guide

Another opportunity is for partners to sell the visitor guides at your own sites.

The guides are available to buy in bulk for you to either sell on at £1 per copy (RRP) or offer it free as part of your visitor welcome at your reception, lobby or foyer.

There is also the option to have your own branded version of the map and guide – costs available on request.

Per copy	75p
Box of 360	65p/copy



Welcome

Digital Advertising

Visit Greenwich has a new video advertising screen in the Visitor Centre at the Old Royal Naval College.

You can have a video or still advert which can be seen by over 750k people a year. Each advert can be between 15 – 20 seconds and will be shown once every 15 minutes.

The Visitor Centre is open daily from 10am – 5pm.

Jan, Feb, Mar	£500pm
Apr, Nov, Dec	£600pm
May, Jun, Sep, Oct	£750pm
Jul, Aug	£1000pm



Advertising Specifications

Screen ratio: 16:9

Resolution: 1920 x 1080

Supported image formats: JPEG, JPG, PNG

Supported video formats: AVI, MPEG, MPEG1, MPEG2, MPEG4

Supported sound formats: MP3

Welcome

Rendez-Vous 2017 Tall Ships Regatta

In the lead up to and during the Regatta 13th to 16th April, we are offering a number of marketing activities to target the anticipated 1 million visitors, including:

- Special edition visitor map and guide that will be available one week prior and over the Easter weekend to promote things to see and do while visiting for the Tall Ships.
- Banner advertising available on the Tall Ships visitor hub on visitgreenwich.org.uk
- Enhanced features on the Tall Ships visitor hub.

We expect the special edition map and guide to have a print run of 100k retailing at £2. Advertising opportunities for being in the essential guide to Greenwich and Tall Ships will start at £1,000.

Package: £1,750 for one month banner ad and ad in the special edition map and guide.



Business to Business Activities

Excursions

January 2017

Visit Greenwich has a stand at Excursions on 28th January 2017. We have a stand with space for 3 stand sharers. These have been booked for this year, but please do register your interest for joining us at this and other travel trade shows in the future.

Prices start from £600.



Business to Business Activities

Go Travel Show

February 2017

A new trade event for us this year, we will have a stand at the Go Travel Show at the Copperbox Arena at the Queen Elizabeth Olympic Park on 25th February now in its 2nd year. The stand sharers have been allocated but keep in touch for future opportunities.

Prices start from £600.



Business to Business Activities

ExploreGB

2nd - 3rd March 2017, Brighton

ExploreGB is VisitBritain's flagship event providing tourism suppliers and destinations with an invaluable opportunity to meet and do business with up to 350 hosted international travel buyers from 40+ countries.

ExploreGB consists of a two-day workshop filled with pre-scheduled, one-to-one appointments.

All partners will be represented by Visit Greenwich free of charge. Post-event opportunities will be provided to appropriate partners.



Business to Business Activities

World Travel Market

November 2017

We had a greater presence at WTM this November with a larger stand with three stand sharers. Early feedback is showing that it was a successful event with 180 new contacts made.

For November 2017, register your interest now.

Prices start at £3,000 each.



Business to Business Activities

NEW: Greenwich at The Wharf

June 2017

A new promotional activity subject to demand.
This event is aimed at MICE buyers and/or PAs.

We are looking for 10 venues to showcase
Greenwich venues. If venues are interested,
please get in touch.

£300/venue



Employment

Workzone II

We occasionally receive funding from JCP for employment initiatives where they are looking to work with Visit Greenwich to inspire local people to work in Leisure, Entertainment and Tourism.

This provides opportunities to you as an employer - to raise your profile as a good local employer and reduce your recruitment costs.

There is no charge for this service.



Corporate

Visit Greenwich / Chamber of Commerce Golf Day

May 2017

We are teaming up with SELCC to out on a golf day at RBGC at the end of May / early June. We're planning to have ten teams of four.

[£40pp, includes food and drink](#)



Corporate

Partner Networking Events

Increase your brand awareness and recognition among the Greenwich tourism market at one of our partner networking events. We will be holding three in 2017.

Sponsorship opportunities are:

- **Headline/venue sponsor for each event who will provide complimentary venue hire**
- **Food & drink sponsor £1,000**



Training

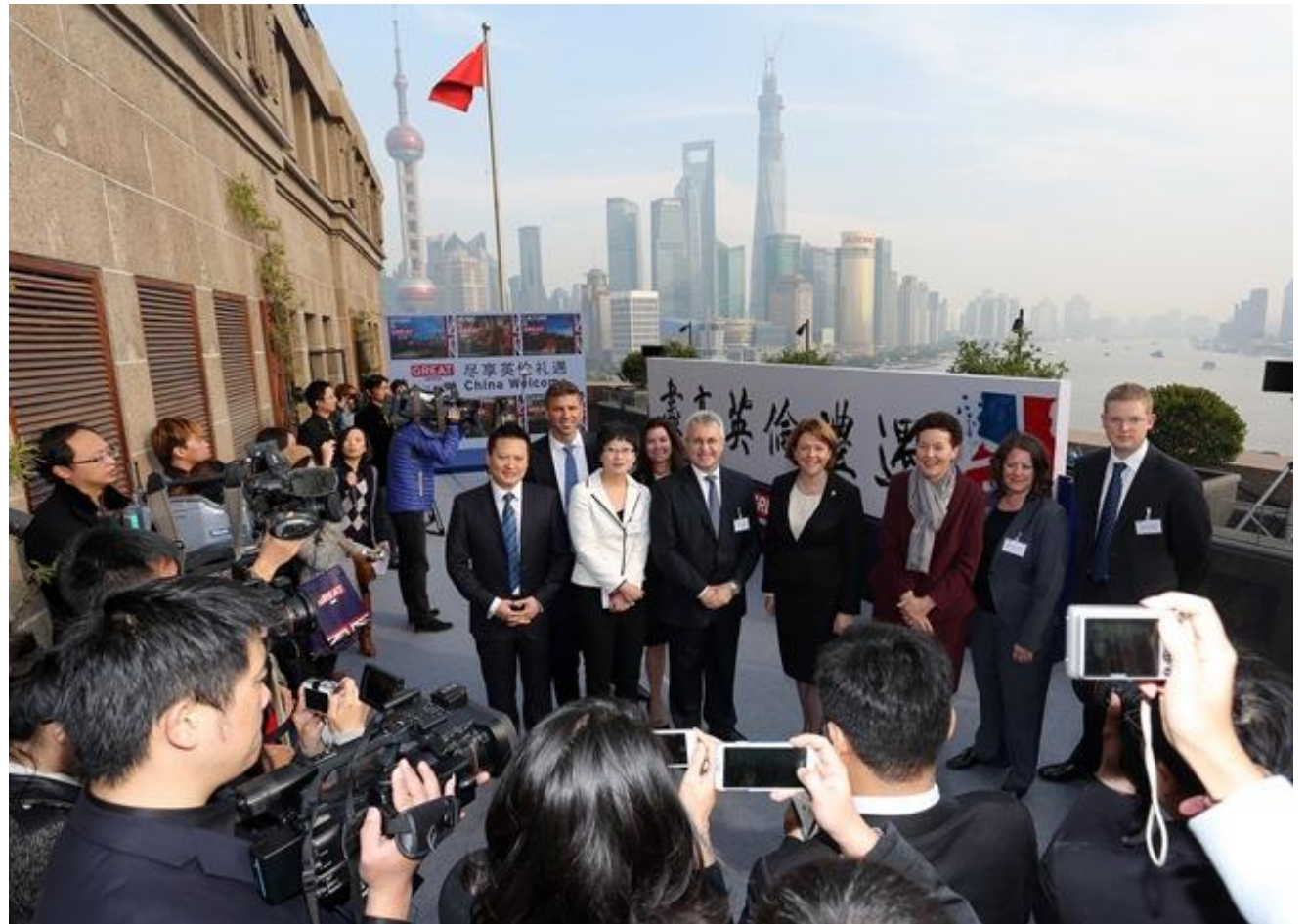
China Welcome Training

8 March and September TBA 2017

Working with Capela China, we will be running two training sessions in 2017. The flagship one-day training programme gives tourism businesses the tools to attract and welcome Chinese visitors. This course equips both customer-facing and marketing-oriented individuals with valuable insights into the motivations for China's outbound tourism and the expectations and needs of Chinese visitors to the UK.

This course has been awarded VisitBritain's GREAT China Welcome Charter Mark, meaning successful participants automatically meet the criteria to join VisitBritain's leading China programme.

10 places per full-day session at £150pp



Training

Local Knowledge Training

Book an in-house local knowledge training day with us for your front of house staff who will benefit from our informative and engaging sessions. They will be enthused and equipped with all the essential information on Greenwich to give your visitors a great experience.

We can deliver the training at your venue at a time convenient to you within an hour and a half. Each session can take up to 20 staff and includes a copy of our Visitor Map & Guide each so they can explore the area in their own time.

£165/session, up to 20 people



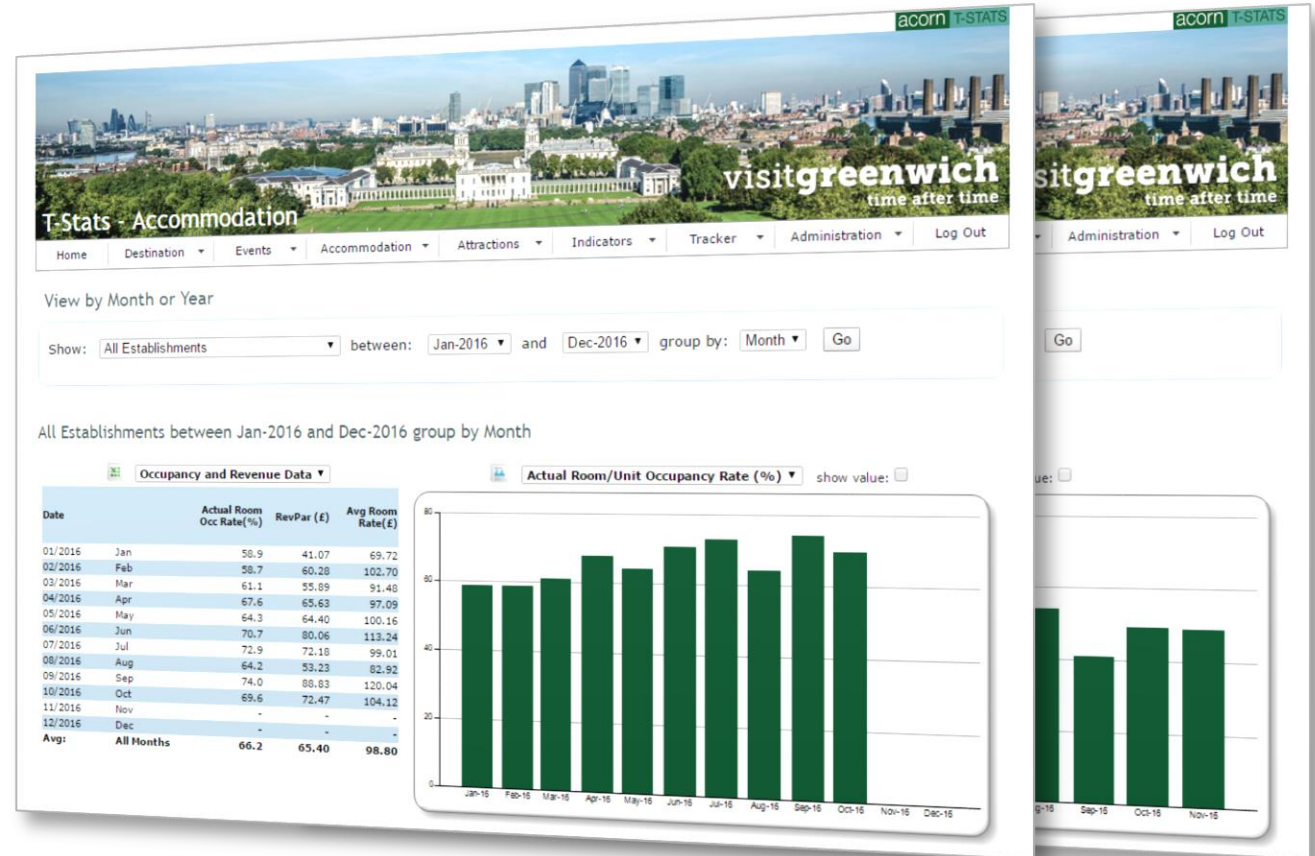
Research & Intelligence

Destination Dashboard Reports

Visit Greenwich uses the Tstats online tourism statistics reporting system to monitor the volume of tourism in Greenwich. This very practical system gives instant access to essential visitor data including attractions visitor numbers, transport data, hotel occupancy and RevPar, town centre footfall and the facility to benchmark. This informs our monthly Destination Dashboard summary report that is available to partners.

Using Tstats, we are able to offer bespoke reports to help you monitor your performance against others in the destination.

Consultation service £199.



Schedule

[illegible]

Contact Us

If you would like to discuss any of these opportunities further or scope out other marketing activities, please contact us at

partnership@visitgreenwich.org.uk