

visitgreenwich

Royal Borough of Greenwich Destination Management Company CIC



Partnership Brochure 2021-22

An aerial view of the London skyline at dusk. The O2 Arena is illuminated and stands out against the darkening sky. A cable car is visible in the foreground, suspended from a cable. The River Thames flows through the scene, with several boats visible. The city lights are beginning to glow, and the sky is a mix of blue and orange.

**Visit Greenwich is a private sector led
Destination Management Company with the
aim of growing the visitor economy and
raising the profile of Greenwich for the benefit
of businesses, visitors and residents.**

Our Vision:

**To be recognized as the UK's best destination for Heritage,
Culture and Entertainment by 2023.**



Our aim is to ensure that Greenwich makes the most of its unique offer.

This is an exciting opportunity for your business to become a commercial partner and benefit from a wide range of services, marketing support, promotion and sales opportunities.

Visit Greenwich works with businesses large and small engaged with the visitor economy. We work in partnership with visitor attractions, accommodation providers, transport operators, meetings and conferences venues, event organisers, leisure, retail, hospitality, education, business networks, developers and travel trade.

If the Greenwich brand is important to your business, join us as a Visit Greenwich Partner and we will add value for you.

20,000,000
visits

977,000
pageviews

75,000+
subscribers

31,000+
social media followers

395,000
visitors to the TIC





MARKETING & PR

Inventive & inspiring campaigns and marketing support for your business

INTELLIGENCE

Performance data, visitor profiles, market trends

MEETINGS & CONFERENCES

Proactive promotion of our outstanding venues & your events





GROUPS & TRAVEL TRADE

Targeted marketing opportunities

VISITGREENWICH.ORG.UK

Dynamic, commercial and mobile-friendly

TOURIST INFO CENTRE

Tickets, promotional space, advice

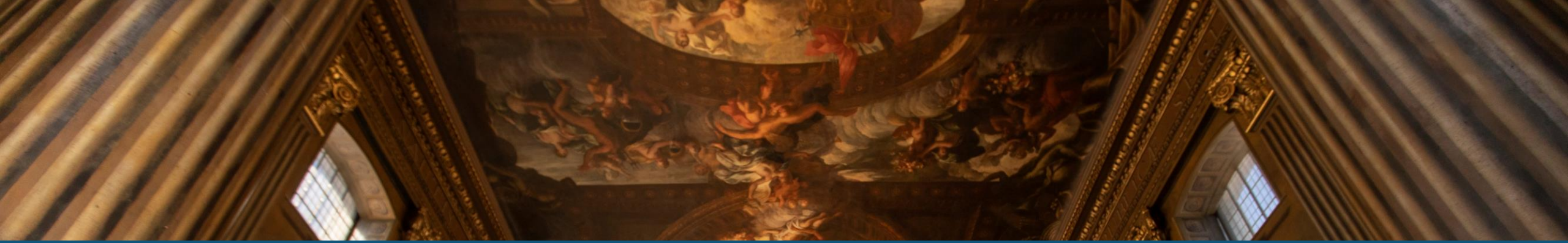


OUR PARTNERS

You're in good company



For the full list of partners, please see [here](#).



PARTNER BENEFITS



	PLATINUM £30,000	GOLD £10,000	SILVER £5,000	BRONZE £3,000	COPPER <i>plus</i> £500	COPPER <i>choice</i> £30/month
Potential Seat on the Visit Greenwich Board	✓	✓				
Potential Seat on the Marketing Steering Group	✓	✓				
BUSINESS SUPPORT						
Dedicated account manager	✓	✓	✓	✓		
Strategic contacts and referrals	✓	✓	✓	✓		
Signposting to various delivery services across the borough	✓	✓	✓	✓		
Marketing support and advice	✓	✓	✓	✓		
Stakeholder newsletter	✓	✓	✓	✓	✓	✓
Access to networking events	✓	✓	✓	✓	✓	✓
RESEARCH & INTELLIGENCE						
Access to market research and intelligence	✓	✓	✓	✓	✓	
Annual Destination Review	✓	✓	✓	✓	✓	✓
CONSUMER						
Website entry and hyperlinks	Enhanced	Enhanced	Enhanced	Standard	Standard	Standard
Online bookings	✓	✓	✓	✓	✓	✓
Banner advertising	20% Discount	20% Discount	10% Discount	5% Discount		
Inclusion in social media	✓	✓	✓	✓	✓	✓
Use of image library and marketing toolkit	✓	✓	✓	✓	✓	✓
Destination Guide directory listings	Full Page	Half Page	Third Page	Third Page	Sixth Page	Sixth Page
Inclusion in Consumer Newsletter	Every Issue	Every Issue	Every Two Issues	Twice a year	Once a year	Once a year
Marketing campaign opportunities	✓	✓	✓	✓		
GROUPS & TRAVEL TRADE						
Inclusion in trade itineraries	✓	✓	✓	✓		

	PLATINUM £30,000	GOLD £10,000	SILVER £5,000	BRONZE £3,000	COPPER <i>plus</i> £500	COPPER <i>choice</i> £30/month
Representation at relevant trade shows and exhibitions	✓	✓	✓	✓		
Opportunity to buy into stand presence at trade shows	✓	✓	✓	✓	✓	
Opportunity to participate in familiarization visits	✓	✓	✓	✓	✓	
Website entry	Enhanced	Enhanced	Standard	Standard	Standard	
MEETINGS & CONFERENCES						
Venues brochure entry	Enhanced	Enhanced	Standard	Standard	Standard	
Website entry	Enhanced	Enhanced	Standard	Standard	Standard	
Referrals from venues activity	✓	✓	✓	✓	✓	
Active marketing	✓	✓	✓	✓		
Opportunity to participate in familiarisation visits	✓	✓	✓	✓	✓	
PR ACTIVITY						
Participation in press trips	✓	✓	✓	✓		
Representation at media events	✓	✓	✓	✓		
Inclusion in press releases	✓	✓	✓	✓		
GREENWICH TOURIST INFORMATION CENTRE						
Banner display space	✓	✓	✓	✓		
Ticket sales	✓	✓	✓	✓	✓	
Leaflet racking in the TIC	✓	✓	✓	✓	✓	✓
Discounted destination training for front line staff	✓	✓	✓	✓	✓	✓

We also offer additional off and online Advertising Packages throughout the year.

CONTACT

Get in touch to find out more about
becoming a partner of Visit Greenwich

020 8103 3053 | partnership@visitgreenwich.org.uk

   @visitgreenwich