

# visitgreenwich



Royal Borough of Greenwich Destination Management Company CIC

Partnership Brochure 2025-26



A romantic couple stands on a balcony, their backs to the camera, gazing out over a lush green park towards the London skyline at sunset. The sun is a bright orange orb on the left, casting a warm glow over the city. In the distance, the modern skyscrapers of Canary Wharf and the Shard are visible against the orange sky. Closer to the couple, the historic architecture of Greenwich is seen, including the prominent domes of the Old Royal Naval College. The foreground is filled with the silhouettes of trees and the couple's hair, creating a sense of being part of the scene.

# Who We Are

**Visit Greenwich is the official, award-winning Destination Management Company for the Royal Borough of Greenwich. A not-for-profit company set up to promote Greenwich and the surrounding area as a destination to leisure and business visitors by working in partnership with all businesses who have a stake in the local visitor economy.**

**We reach 2 million visitors through our channels and 20 million visitors together with our partners. The local visitor economy generates over £1.8 billion and supports 16,000 jobs**

**visitgreenwich**  
time after time





## THE PARTNERSHIP

The Visit Greenwich Partnership co-ordinates and joins up our visitor economy to ensure that visitors have incredible experiences, and that economic and social impacts are maximised for our businesses and communities in a sustainable way.

## THE VISION, 2023–28

We will develop the Royal Borough of Greenwich as the “must see” destination in London to maximise the value of our unique historic, contemporary and riverfront assets. Our growth will create sustainable economic and social opportunities for our local businesses and communities.

## WORKING WITH VISIT GREENWICH



**160+** commercial business partners  
(450+ individual business contacts)



**35,000+** combined followers on social media



**19 million** visitors to Greenwich a year, **spending**  
**£1.8bn** in 2023; **289k** Greenwich residents



**1.9m** pageviews/year on [visitgreenwich.org.uk](https://visitgreenwich.org.uk)  
**2m+** pageviews/year on [visitlondon.com/greenwich](https://visitlondon.com/greenwich)



**43k+** subscribers



**419k visitors** to Greenwich Visitor Centre; **1 million**  
**overnight visitors in 2023** (4,200 beds across  
Greenwich hotels)



**8m** VG partnership collective digital footprint







## MARKETING & PR

Inventive & inspiring campaigns and marketing support for your business.

## PROFILE

Raise your profile and brand awareness via our marketing services. You can also increase your reach beyond the UK via our international activities.

## INTELLIGENCE

Performance data, visitor profiles, the latest industry insights, statistics, domestic and international market trends to aid your growth.

## WEBSITES

Dynamic, commercial and responsive.  
[visitgreenwich.org.uk](http://visitgreenwich.org.uk) | [enjoyroyalgreenwich.org.uk](http://enjoyroyalgreenwich.org.uk)

## EXPERTISE

We are your local tourism experts. We provide expertise and a range of relevant services that support our partners' needs and destination's growth.

## ACCESS

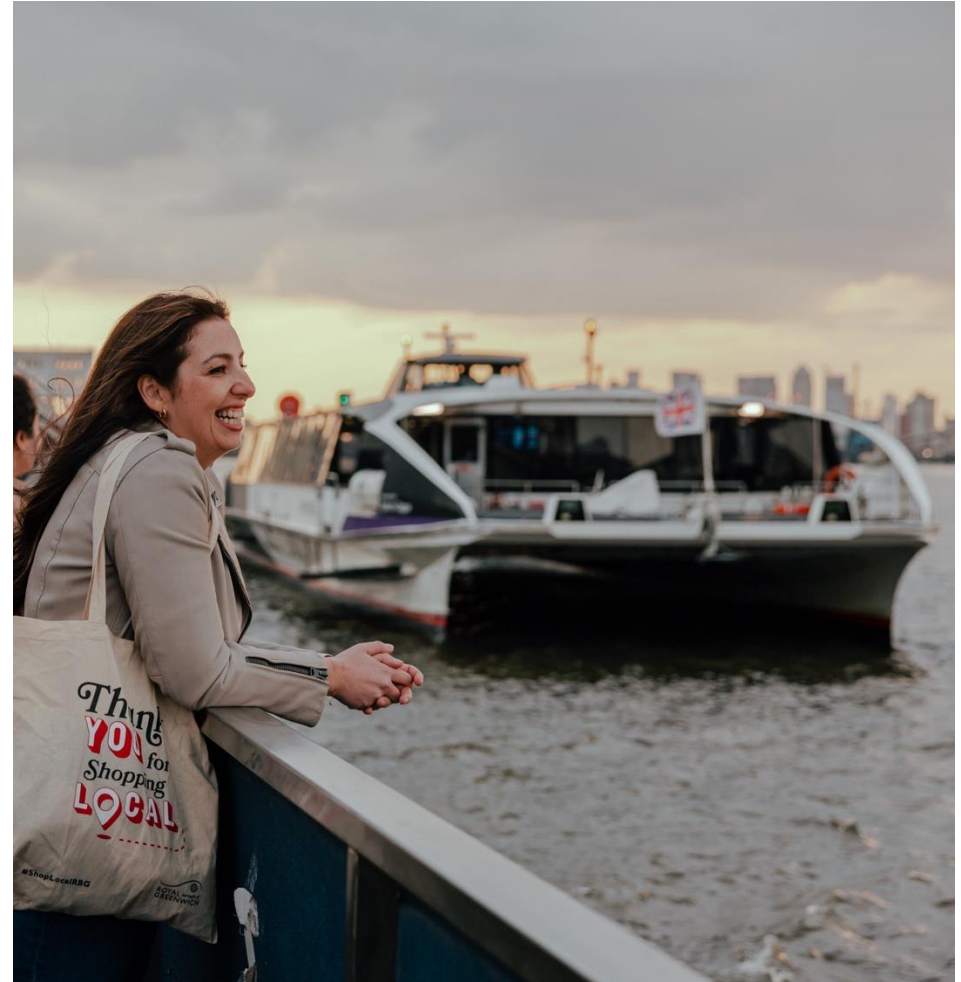
Connect with a community of more than 450+ travel trade professionals and 100+ partners from across the industry. Joining Visit Greenwich allows you to actively engage and connect with UK's top tourism businesses.

## GROUPS & TRAVEL TRADE

Targeted marketing and B2B2C engagement opportunities and representation. Work with us to help you reach the right people to help you generate business.

## TOURIST INFORMATION CENTRE

Tickets, bookings, promotional space, advertising screens and leaflet racks, offering advice, inspiration and general London visitor information services.





## MEMBERSHIP NETWORKS

We are members of the UK's leading trade associations and networks. We can signpost, advise and facilitate introductions to connect your business directly with other suppliers and buyers for collaboration and networking opportunities.

## MEETING & CONFERENCES

Proactive promotion of our outstanding venues & events. Feature in our online venues directory.

## REPRESENTATION

We represent your views and concerns to local Government, and advocate for growth that will create sustainable economic and social opportunities for our local businesses and communities.

## SHOWCASE

Showcase your attraction, hotel or venue as a part of your partnership. Promote your products and services by hosting a partnership event, familiarisation trip, or networking meeting to show the very best of your venue and offering.

# OUR PARTNERS

You're in good company



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



A woman with blonde hair, wearing a black dress with a white collar and a black belt, stands in the center of a grand, ornate hall. The hall features a vaulted ceiling with intricate frescoes of cherubs and figures. Large, arched windows line the walls, allowing natural light to illuminate the space. The architecture is classical, with columns and decorative moldings. The text "PARTNER BENEFITS" is overlaid in white, bold, sans-serif font in the center of the image.

# PARTNER BENEFITS

	PLATINUM £33,000	GOLD £11,000	SILVER £5,500	BRONZE £3,300	COPPER <i>plus</i> £550	COPPER <i>choice</i> £35/month
Potential Seat on the Visit Greenwich Board	✓	✓				
Potential Seat on the Marketing Steering Group	✓	✓				
Dedicated account manager	✓	✓	✓	✓		
Strategic contacts and referrals	✓	✓	✓	✓		
Membership benefits via London & Partners, UKinbound, VisitBritain/ VisitEngland, Tourism Alliance, etc.	✓	✓	✓	✓		
Marketing support and advice	✓	✓	✓	✓		
Access to Visit Greenwich working groups, such as marketing, events, skills, and travel trade	✓	✓	✓	✓		
Access to networking events	✓	✓	✓	✓	✓	✓
Signposting to various delivery services across the Royal Borough of Greenwich	✓	✓	✓	✓	✓	✓
Inclusion in Workzone employment project	✓	✓	✓	✓	✓	
RESEARCH & INTELLIGENCE						
Access to market research and intelligence	✓	✓	✓	✓		
CONSUMER						
Website entry and hyperlinks	Enhanced+	Enhanced+	Enhanced	Enhanced	Standard	Standard
Online bookings	✓	✓	✓	✓	✓	
Advertising opportunities	25% Discount	20% Discount	15% Discount	10% Discount	✓	
Inclusion in social media	✓	✓	✓	✓	✓	
Use of image library and marketing toolkit	✓	✓	✓	✓	✓	✓
Destination Guide listings	✓	✓	✓	✓		
Inclusion in Consumer Newsletter	Every Issue	Every 2 <sup>nd</sup> Issue	Twice a Year	Once a year		
Marketing campaign opportunities	✓	✓	✓	✓		



	PLATINUM £33,000	GOLD £11,000	SILVER £5,500	BRONZE £3,300	COPPER <i>plus</i> £550	COPPER <i>choice</i> £35/month
TRAVEL TRADE & GROUPS						
Website entry and hyperlinks	Enhanced+	Enhanced+	Enhanced	Enhanced	Standard	
Inclusion in trade itineraries	✓	✓	✓	✓	✓	
1-2-1 representation at B2B trade shows	✓	✓	✓	✓		
Referrals from travel trade activity	✓	✓	✓	✓		
Opportunity to buy into stand presence at exhibitions	✓	✓	✓	✓	✓	
Opportunity to participate in overseas sale missions	✓	✓	✓	✓	✓	
Inclusion in familiarisation visits	✓	✓	✓	✓		
MEETINGS & CONFERENCES						
Website entry and hyperlinks	Enhanced+	Enhanced+	Enhanced	Enhanced	Standard	
Referrals from venues activity	✓	✓	✓	✓	✓	
Inclusion in familiarisation visits	✓	✓	✓	✓		
PR ACTIVITY						
Participation in press/media trips	✓	✓	✓	✓		
Representation at media events	✓	✓	✓	✓		
Inclusion in press releases	✓	✓	✓	✓		
GREENWICH TOURIST INFORMATION CENTRE						
Digital Advertising on TV screens	✓	✓	✓	✓		
Ticket sales	✓	✓	✓	✓	✓	
Leaflet racking in the TIC	✓	✓	✓	✓	✓	
Discounted destination training for front line staff	✓	✓	✓	✓	✓	✓

We also offer Bespoke Partnership & Marketing Packages throughout the year.

A low-angle, upward-looking shot of a woman with dark hair, wearing a bright yellow cardigan over a white top and dark trousers. She is standing on a spiral staircase, leaning her hands on an ornate, dark blue wrought-iron railing. The staircase is made of light-colored stone or concrete steps and spirals upwards towards a circular skylight at the top. The skylight has a radial pattern, resembling a sunburst or a fan. The overall atmosphere is one of aspiration and upward movement.

**OUR WORK**





# EXAMPLES OF OUR WORK



RECENT CAMPAIGNS



CONSUMER NEWSLETTER  
Every 2 months



WHAT'S NEW IN  
GREENWICH FOR 2025/26



WHAT'S ON



PARTNER DIRECTORY

“Greenwich magically transformed into **‘GREENWITCH’** for the release of Wicked, Universal Pictures”





# visitgreenwich IMPACT REPORT 2023/24

## DESTINATION

**£1.87  
BILLION**

ECONOMIC IMPACT

+25% on last year

SUPPORTS

**16k**

**JOBS**



+11% on last year



**8.9** VISITOR  
SATISFACTION  
SCORE

**#2 OF ALL LONDON BOROUGHS**

For international satisfaction

**19**  
MILLION  
VISITS

+11% on last year



**4.5**  
on TripAdvisor



**TRAVELLER'S  
CHOICE**  
Award Winners  
(every year since 2014)

**£98** average spend per visitor  
+13% on last year



## CORPORATE

**160+**  
BUSINESSES  
ENGAGED



across the experience economy

CAMPAIGN ROI

**43:1**



THE  
TRAVEL  
MARKETING  
AWARDS

**2023**

**AWARD  
WINNERS**

Digital  
Marketing  
Campaign  
2022/23



**4 MILLION**

Visit Greenwich  
digital reach



# AWARDS



**WINNER**

**TRAVEL TRADE  
ENGAGEMENT  
2024**



**WINNER**

**DIGITAL MARKETING  
CAMPAIGN  
2023**



**WINNER**

**ADVERTISING  
CAMPAIGN  
<£250,000 MEDIA SPEND  
2022**







# FIND OUT MORE

[ABOUT US](#) | [LINKEDIN](#) | [TWITTER](#)



**Ed Simmons**

Business Development Manager

[ed@visitgreenwich.org.uk](mailto:ed@visitgreenwich.org.uk)

07447911761

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