



**Audiences London**

## **Wish you were here... Cultural Tourism Symposium**

for Arts and Heritage in London, 25 May 2010, Tate Modern

### **Case Study: Greenwich Maritime Marketing Group – Collaborative working to promote your local area as a visitor destination**

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#### **What is it?**

Greenwich Maritime Group is a joint partnership established in 1997 when the area became a World Heritage Site. The purpose is to make the best use of a shared budget to attract visitors to the area. The marketing arm of the partnership was established in 2002 to ensure a common approach to marketing the area and its attractions to all visitors. All partners contribute funds to the group based on their size. The annual budget currently stands at around £100k; with this they can achieve much more than the local authority acting alone. The partnership is financially and operationally managed by LB Greenwich.

Greenwich attracts around 10 million visitors every year, which can be roughly divided into 60% domestic and 40% international – so tourism is a big contributor to the local economy, calculated in 2008 at £563 million. In recent years this has been boosted by the popularity of the O2 (now the world's most popular music venue, outselling all others), and also as a port for cruise ships (research indicates that cruise passengers spend 3-4 times as much as other visitors). These elements, alongside the prestigious World Heritage Site status and the broad range of other cultural attractions make Greenwich's offer very diverse.

#### **Key marketing messages**

- We're still open! Even though there's a lot of developments going on (Greenwich pier, National Maritime Museum Sammy Ofer wing etc) there's still lots to see and do.
- Extend your stay – research has pulled out a number of comments saying "I didn't see it all, didn't realise how much there was to do"
- Compact and accessible – nothing is more than a 15 minute walk away
- We might have lots of free things to do, but they're top quality!

#### **Key objectives**

- Increase MICE (Meetings, Incentives, Conventions and Exhibitions) business
- Attract visitors at off peak times
- Encourage repeat visitors
- Protecting and promoting the environment and cultural offer

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## Campaigns

- **Christmas in Greenwich**

The area is traditionally quiet at Christmas time, this campaign is targeted at the local and domestic markets to promote Greenwich as a key destination for a unique shopping experience, as well as for its cultural destinations. It focuses on the range of cultural events as research shows that many visitors only associate Greenwich with heritage. Marketing channels include advertising, print display and distribution and a dedicated micro site.

- **Time Out Guide to Greenwich and Docklands**

This brand new brochure is presented in the Time Out style and highlights the broad range of attractions, shopping opportunities, places to eat, public spaces and parks. The brochure is produced in partnership with DLR and suggests routes through the borough to the range of activities and hot spots via the train route.

## Media/advertising platforms

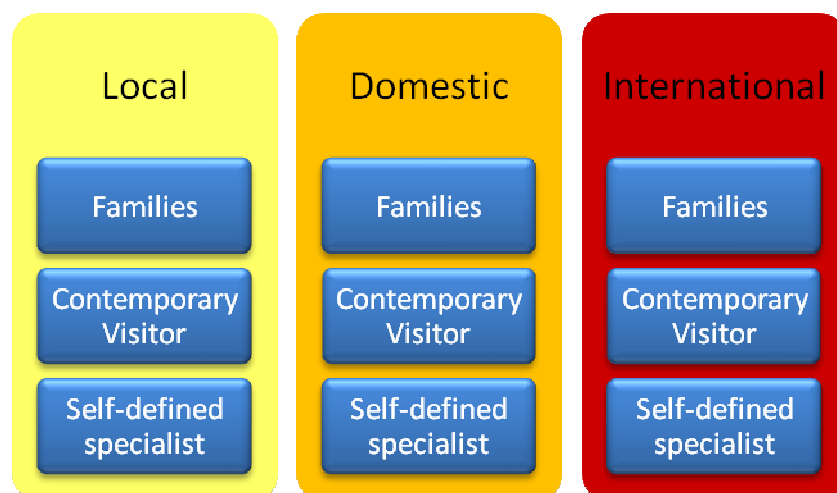
The group utilises all channels to attract the widest possible range of visitors, on and offline. A PR agency has been appointed to seed news items and particularly to profile Greenwich with the tourism trade and press to encourage business visits. They also ensure they have a regular presence at UK and international travel trade shows under the banner of “Maritime Greenwich”.

## Research

The group conducts biannual quantitative and qualitative research with visitors to find out how they heard about Greenwich and why they chose it as a destination.

## Segmentation of visitors to the area

Broken down in the first instance by their place of origin in relation to Greenwich, and then individually broken down by specific interests, needs and motivations – e.g. below.



## Outcomes (2003 – 2006 figures)

- Increase of annual visitors by 1million, 12%
- Expenditure per head has gone up by £44 to £58, 15%

- Increase in overnight stays by 9%

### **Upcoming opportunities**

- Olympics – Greenwich will be hosting 34 events across 9 Olympic and Paralympic Sports during the London 2012 Olympic Games.
- The Borough is becoming a Royal Borough on the Queen's Diamond Jubilee in June 2012

### **Want more help reaching cultural tourists?**

If cultural tourists are a priority target audience for your organisation, Audiences London can offer a surgery session to support your organisation to define its objectives, refine your messages for target groups and use your resources effectively.

For more information about Audiences London's resources or services please contact:

Email: [info@audienceslondon.org](mailto:info@audienceslondon.org)

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Or visit the services section on the website [www.audienceslondon.org](http://www.audienceslondon.org)