



LONDON & PARTNERS

Who we are

London & Partners is the Mayor of London's official promotional agency.

Our purpose is to support the Mayor's priorities by promoting London internationally, as the best city in the world in which to invest, work, study and visit.

We do this by devising creative ways to promote London and to amplify the Mayor's messages, priorities and campaigns to international audiences.

We work in partnership with the tourism industry to tell London's story brilliantly to an international audience.

How we work

Our partners are central to our work, supporting us with their insight, expertise, contacts and knowledge and providing valuable funding.

We partner with more than 400 organisations across London's events, leisure and business tourism sectors to increase the scale, reach and economic impact of our work. Our activities are based on audience insight, gleaned through primary and secondary research.

We focus on activities that generate the best return on investment and where we can bring the industry together to augment our activity to create greater impact.

Our role in tourism promotion

Our leisure tourism activity includes:

- creating and executing high-impact global marketing and PR campaigns to inspire visitors to come to London for city breaks, day trips and longer holidays
- running the capital's official tourism website, visitlondon.com, and associated app and social media channels to attract and convince visitors to choose London
- working with travel trade operators to ensure they have a deep understanding of the London offer and can sell the city effectively to their customers

Our business tourism activity includes:

- running London's official convention bureau, which offers free, impartial guidance and support to event planners, associations and convention organisers who are considering London
- bidding to win larger-scale conventions and corporate meetings in key sectors
- maintaining and building London's global profile as a leading events city by bringing the capital to the world at leading industry trade shows and through our digital channels including conventionbureau.london

Our partnership benefits

By partnering with us you will become part of London's tourism community and will gain access to a range of benefits & opportunities:

- An enhanced listing on our three core websites. visitlondon.com, conventionbureau.london and londonandpartners.com/travel-trade with additional promotional coverage across our channels where relevant
- Participation in networking and knowledge sharing events
- Free downloads of our research and insight reports
- Regular partner communications updating you on opportunities
- Free access to professional London photographs
- Official partnership logo
- The opportunity to target our audience with online advertising across our channels*
- The opportunity to join us at international MICE trade shows and sales missions*
- Access to our exclusive research panel: Visitor Voice London, to conduct your very own low cost effective research*

*additional costs apply

Contact us
+44 (0) 20 7234 5800
partnerships@londonandpartners.com
londonandpartners.com

