

MEDIA OPPORTUNITIES

VISITLONDON.COM
OFFICIAL VISITOR GUIDE

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London is one of the most vibrant cities on Earth - every year the city attracts more people to visit and more businesses to make London their home.

Many are attracted by the capital's dazzling culture and its unparalleled heritage, while others are drawn to London's constantly changing physical and social landscape.

With more than 200 festivals a year, 35,000 theatrical performances, nearly 250 free attractions and more hotel rooms than either Paris or New York, it is no wonder London is consistently ranked the best place to visit by international tourists.

ABOUT VISITLONDON.COM

Visitlondon.com is the official visitor guide to London, a comprehensive resource for everything that's happening in London. At any one time, this includes 20,000 event listings, plus essential information on what to see, where to stay, what to eat, how to get around and what not to miss. Visitlondon.com is also available in French, Italian, German and Spanish.

Visitlondon.com is run by London & Partners, the Mayor of London's official promotional company. London & Partners promotes London to UK and international leisure and business tourists, international students and businesses seeking a UK or European base. Our mission is to tell London's story brilliantly.

Each month visitlondon.com attracts more than 3.5m users. We have nearly 1m active newsletter subscribers and over 1.75m social media friends and followers, with a total reach of more than 300m. Visitlondon.com also benefits from high-impact global PR and marketing campaigns that raise the profile of London as the world's number one tourist destination.

We help over 800 London businesses to promote their products and services to our audiences. How can we help you?

VISITLONDON.COM

OFFICIAL VISITOR GUIDE



A man in a brown hat and vest is performing a stunt, balancing on a crowd of people in a crowded street. He is wearing a brown hat, a dark vest over a purple shirt, and brown trousers. He has his arms outstretched and is looking towards the camera. The background shows a building with a series of arches and a sign that reads "JAMES STREET WC" and "CITY OF WESTMINSTER".

SECTION

02

AUDIENCE INSIGHTS

We have a wealth of valuable information about our visitors and their tourism planning and booking activities

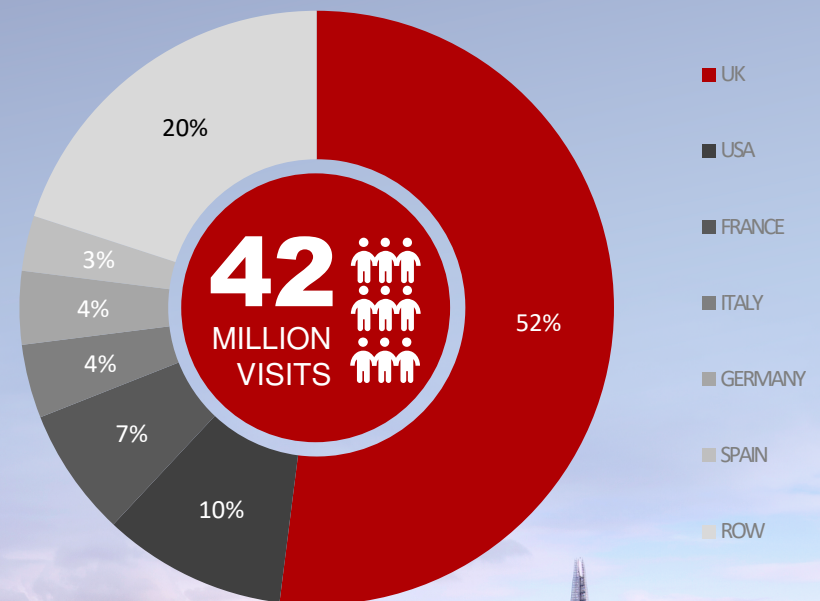
OUR AUDIENCE

Visitlondon.com is the capital's official city guide. It attracts a huge global audience each year, features a breadth of quality content designed to facilitate trip planning and booking, and is by far the most used tourism website both before and during visits to London: all key reasons to work with us.

Our audience is socially active, enthusiastic about travel, loves good food and great experiences, and is growing day by day.

Our audience insights range from onsite activity to in-depth personas which reveal the motivations and attitudes of travellers from our biggest markets.

Source: Google Analytics



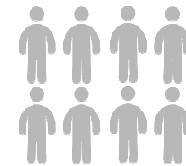


KEY DATA

Visitlondon.com attracts a broad range of users from all over the world and throughout the year, many returning time and time again to plan their trip and find things to do while they are in London.

Source: Google Analytics

30
MILLION
USERS



42
MILLION
VISITS



OUR AUDIENCE STATS PER MONTH



10

Million
page views



60%

Female



3.5

Million
visits



40%

Male



75%

Organic search



14.5

Million
ad impressions



50%

18 to 34 years

MOBILE RESPONSIVE SITE



45%
Mobile



13%
Tablet



2.4 Million mobile
ad impressions



42%
Desktop



1.25M
Unique visitors
on mobile

A KEY INFLUENCER

Visitlondon.com is a trusted source of information.

Visitlondon.com is a key influencer in visitors' decision-making and purchasing activities.

Source: London & Partners Visitor Research, May 2015



POSITIVE INFLUENCE

VISITORS SAY VISITLONDON.COM HAD A POSITIVE INFLUENCE ON THEIR DECISION TO PURCHASE FROM OTHER WEBSITES



FEEL SECURE

VISITORS SAY THEY FEEL SECURE PURCHASING FROM VISITLONDON.COM

VIEWS PER SITE SECTION PER MONTH

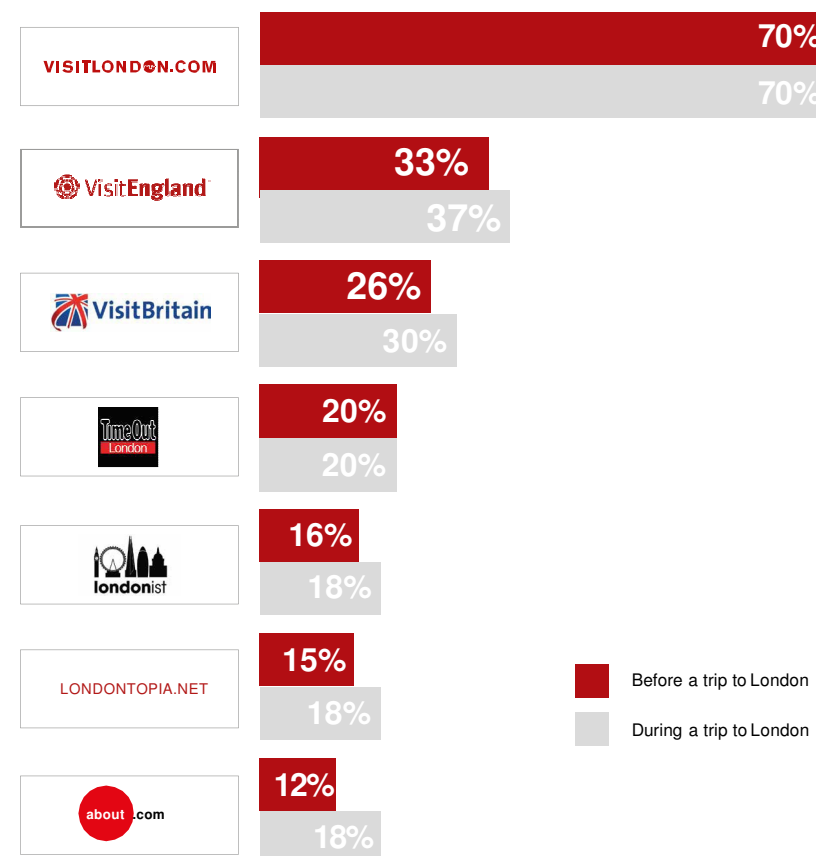


HOW WE COMPARE

Visitlondon.com is by far the most popular tourism website for planning a trip to London and while in the city.

Source: London & Partners Visitor Research, May 2015

TOURISM WEBSITES USED BEFORE AND DURING A TRIP TO LONDON



PROMOTIONAL OPPORTUNITIES

Visitlondon.com is a powerful rich media platform that offers a wide range of opportunities for consumer brands to reach and engage with a qualified audience. Our expert in-house teams can help you craft a compelling one-off or 'always on' promotion to drive traffic, ecommerce, data acquisition or social engagement according to your business goals.

- **BESPOKE PROJECTS**

- LUMIERE
- CHRISTMAS 2016
- THE BFG DREAM JAR TRAIL
- GREENWICH HUB

- **OUR SERVICES**

- SOCIAL MEDIA
- SEO INSIGHTS
- EMAIL MARKETING
- COMPETITIONS
- VIDEO
- DISPLAY ADVERTISING

BESPOKE DIGITAL PROJECT



An experiential promotion in January 2016 showcasing unique light installations in key points across the city, anchored by a bespoke digital hub on visitlondon.com.

Visitlondon.com was a media partner and the official digital home of the event.



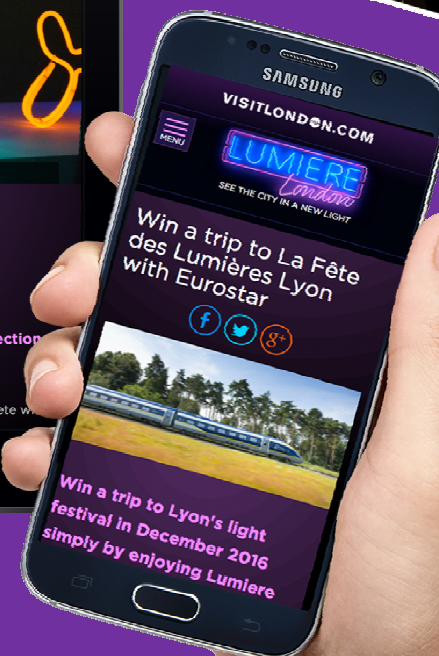
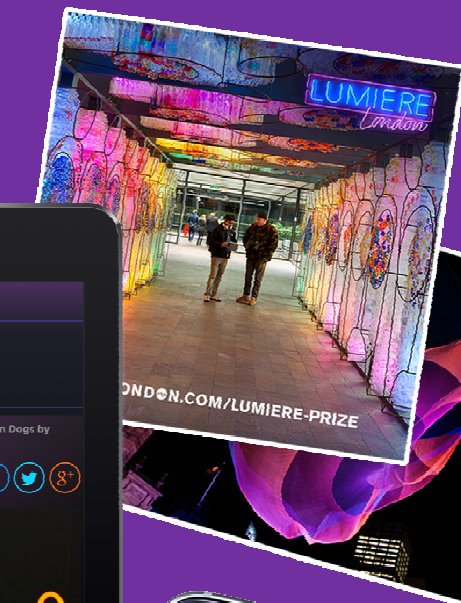
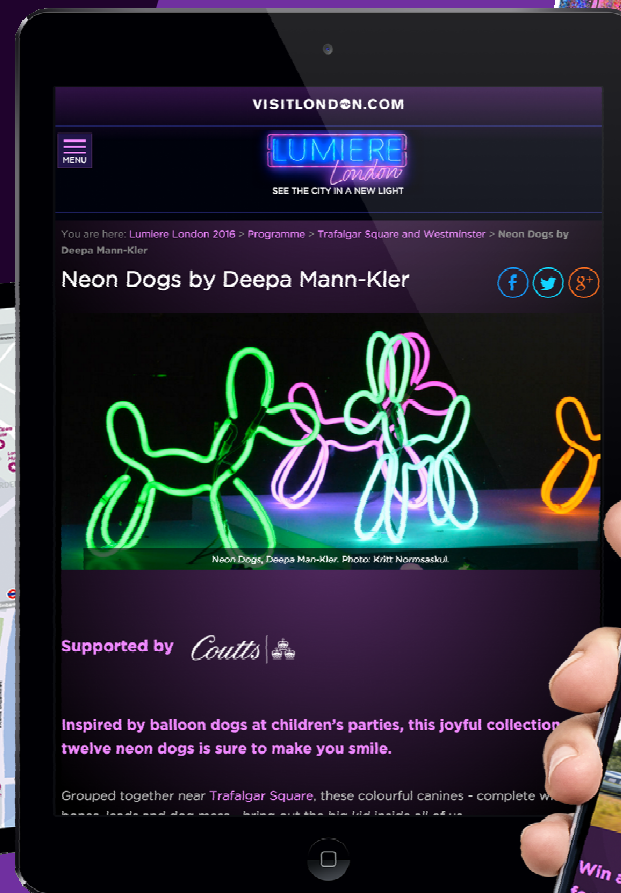
1.5m
Web visits



4m
Page views



380,000
Map downloads



SEASONAL PROMOTIONS

CHRISTMAS 2016

A high-impact campaign to promote London as the perfect Christmas destination for domestic and international visitors, driving traffic and page views to the visitlondon.com site, and delivering strong social reach and engagement across our social channels and those of our sponsor.

We worked with our partner Shaftsbury PLC to promote three key areas in London at Christmas time – Carnaby St, Seven Dials and China Town.



8.747m
Page views



Over 4m
Visits from 2.95 visitors



65%
Of our visitors were in, or from the UK with the US making up a further 7% of visits



431k
Combined video reach



76k
Competition Entries



DISCOVER MORE THEATRE

THEATRE.LONDON

DISCOVER MORE THEATRE

Packed with the latest show information and ticket deals, interviews, exclusives and profiles, theatre.london shines the spotlight on the rich variety of London theatre, from top West End musicals to the latest independent and festival shows. It attracts a young and engaged audience, which is growing every day.



Audience:
64% under 45 years old

Promotional opportunities



Monthly email newsletter takeover
Monthly solus email



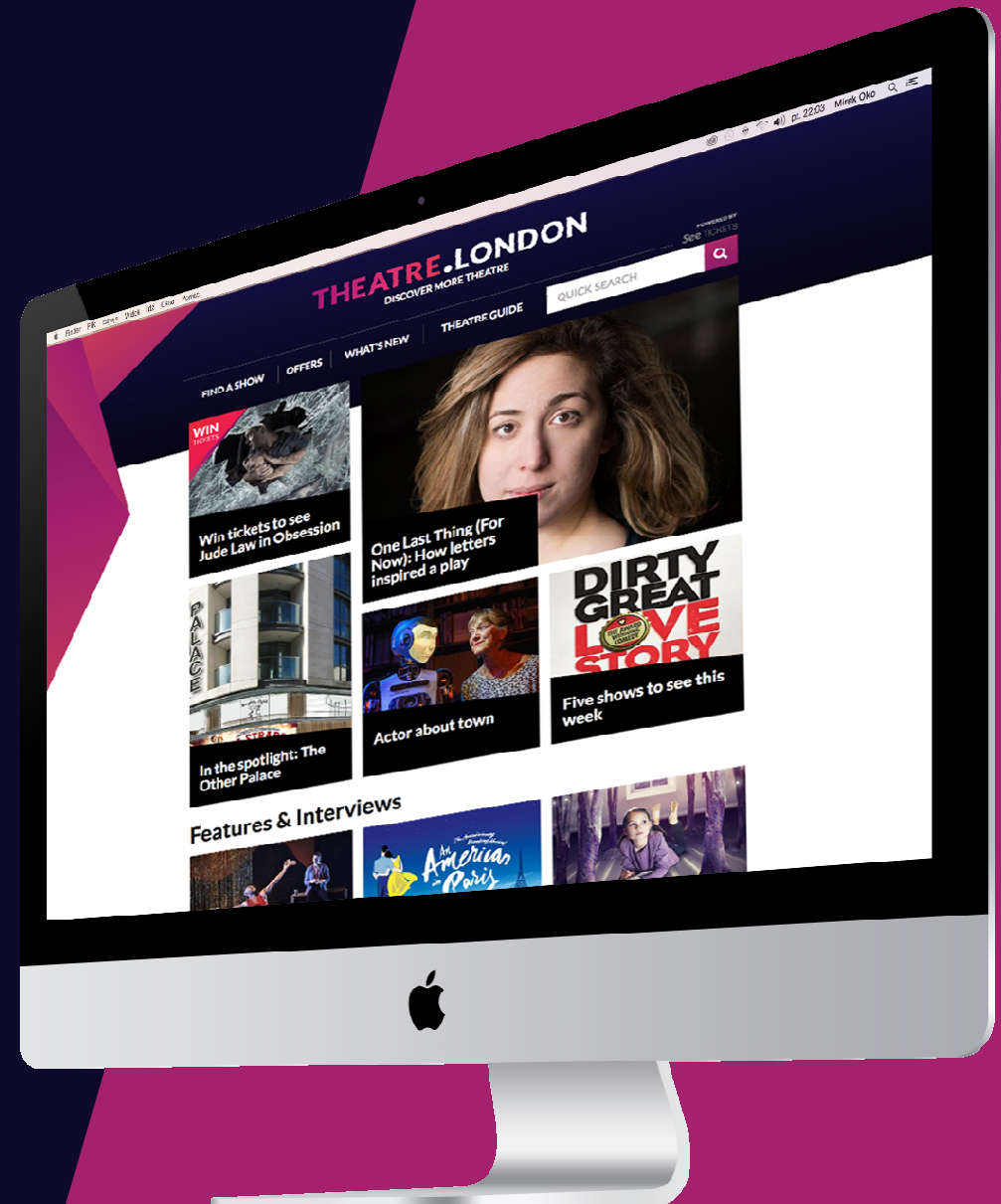
Social promotions



Competition promotions, including homepage placement, email and social exposure



Co-promotions with
visitlondon.com theatre pages



THE BFG DREAM JAR TRAIL

To celebrate the release of Steven Spielberg's 'The BFG', London & Partner's partnered with Entertainment One, Save the Children and the Roald Dahl Estate on The BFG Dream Jar Trail.

The promotion captured the imagination of Londoners and visitors alike, with 'Dream Jars' being positioned at 46 iconic London locations. It was showcased on visitlondon.com, delivering positive global impact for London and the brand partners.



150m

social media reach – highest of any visitlondon.com-led campaign yet with 95% positive sentiment

#BFGDREAMJARS TRENDING WORLDWIDE ON TWITTER ON 17 AUG



1.4m

Website page views



£550,000

Raised for children's charities



1.1m +

Video views



330K

Visitors with 70,000 downloads of the PDF map

£6.86m

AVE (£3.9m for L&P)

Supported the Mayor of London's #LondonIsOpen post-Brexit initiative

Sponsors and supporters included Unilever, Aston Martin/Red Bull Racing and Google



GREENWICH CONTENT HUB

In partnership with Visit Greenwich, visitlondon.com showcases Greenwich as a key destination to its huge global audience. Featuring quality content designed to inspire and facilitate trip planning, the Greenwich hub is designed to drive visitors to come to, stay in and spend longer in the borough.

The inspiring hub and on-going promotion successfully drives traffic and page views, delivers strong social reach and engagement and inspires users through high quality video content, an international competition and email marketing.



3m+
Page views



5m
Overall social reach across
Facebook, Twitter and Instagram



150k+
Video views



35k+
Competition entries



EMAIL MARKETING

Our active newsletter subscribers are engaged and highly responsive. We offer a range of solus and takeover options, in multiple languages, to reach your target audience, build brand awareness and drive engagement. Enhance your reach, while driving home your message to an engaged audience.



270K
US



262K
UK



132K
REST OF WORLD



258K
EUROPE

922K
TOTAL



SOCIAL MEDIA

We have fast-growing, highly-engaged communities on all major social networks including Facebook, Twitter, Instagram, Pinterest and YouTube, with a combined reach of 10 million.

We can help you to connect these communities with your brand, product and message.



1.2m

Facebook likes



246,000

Instagram followers



510,000

Twitter followers



8,293

Followers



15,800

You tube subscribers



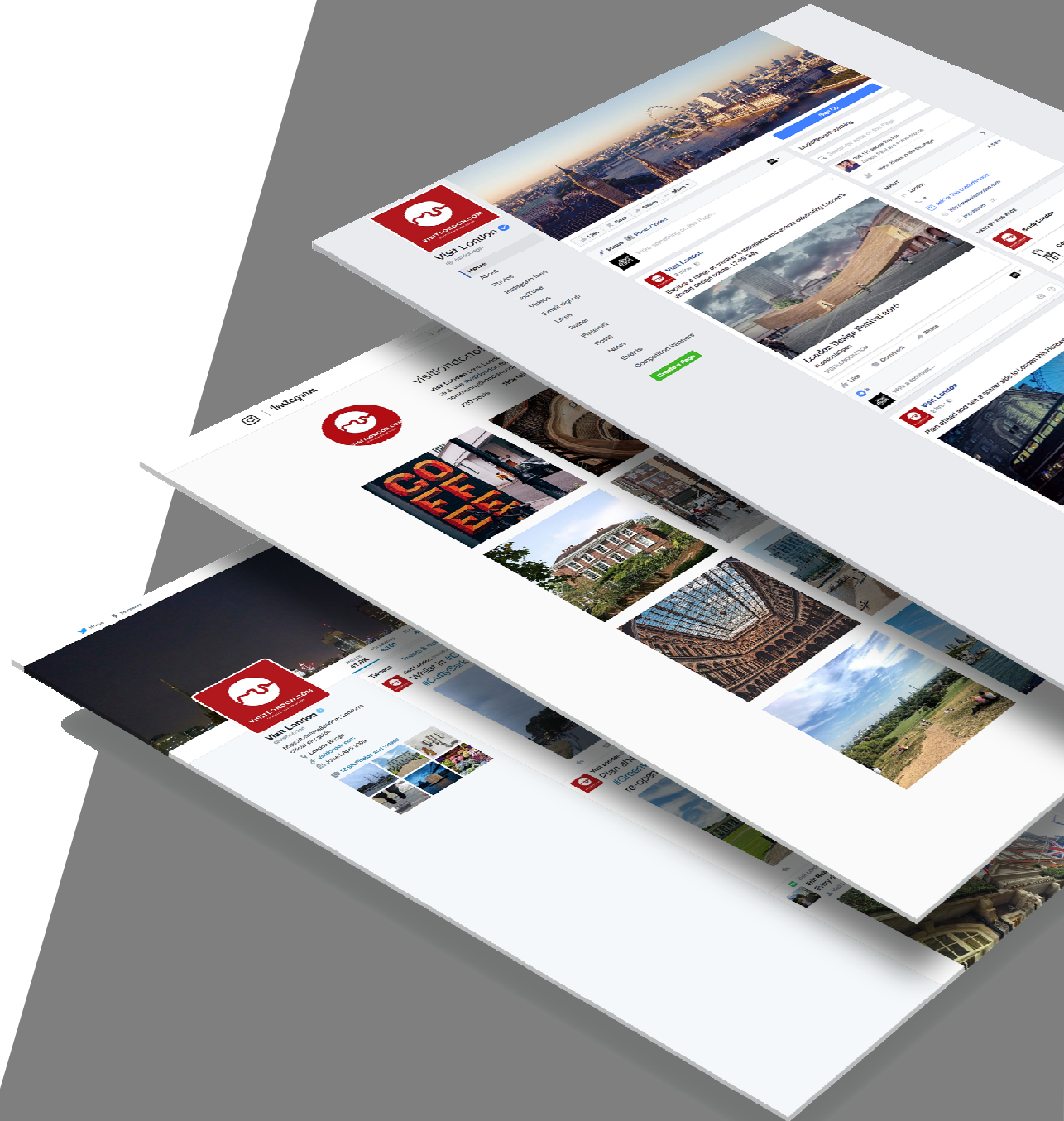
15.8m

Video views

Facebook engagement

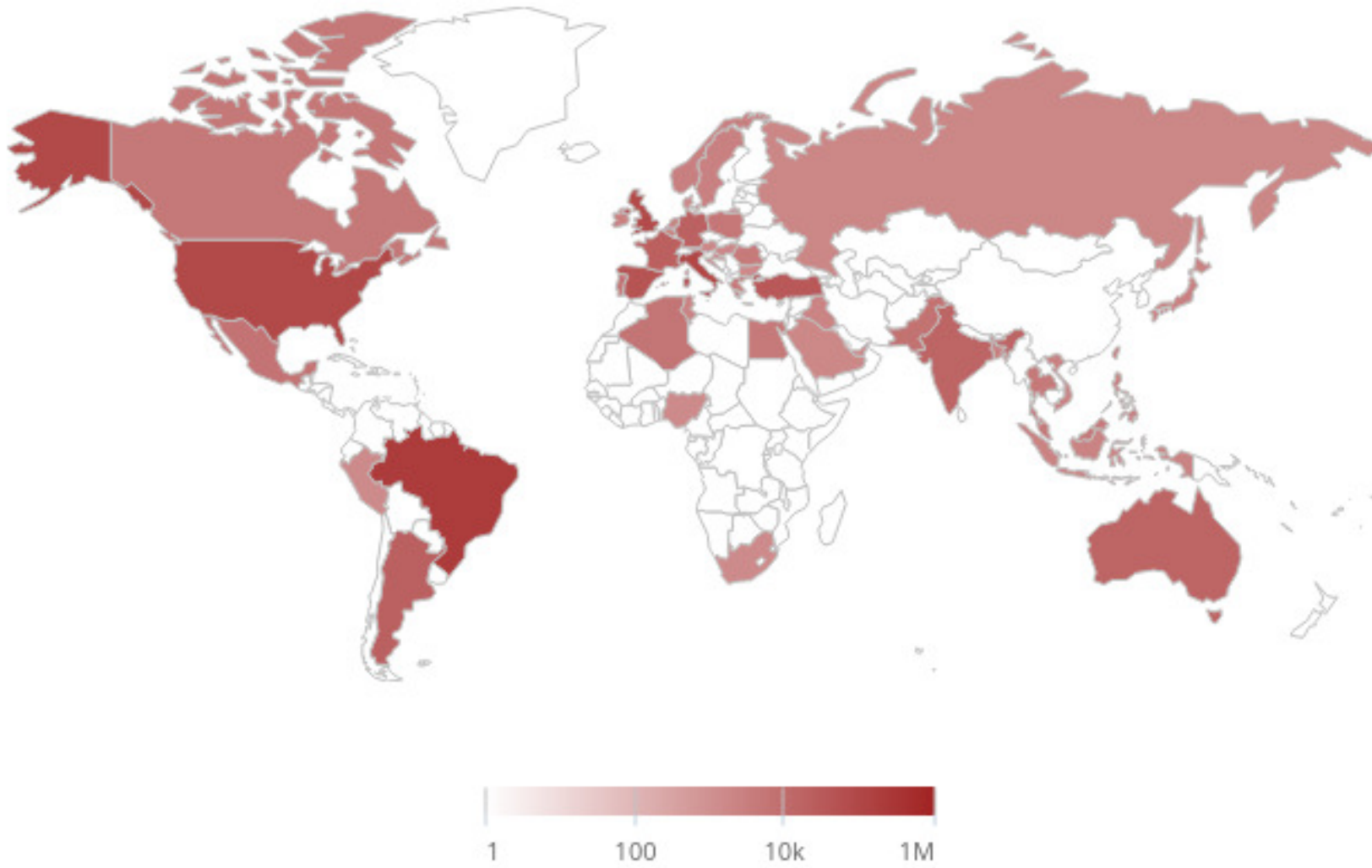
+ 1540%

Above competitive set



GLOBAL FAN BASE

Visitlondon.com attracts people from all over the world. We have particularly engaged users in North and South America, Europe and India.



SOCIAL VIDEO

Save money and time by taking advantage of our video marketing expertise. We are uniquely placed to produce, host and distribute high quality videos to an engaged audience. We can also unlock prime London locations. Our videos bring brands and experiences to life while entertaining and informing visitors.

Benefits:

- A sponsored video released on our YouTube channel with optional additional short edits for other social media usage
- A guaranteed number of views (from 40,000)
- Cross-promotion across our channels
- Systematic outreach to secure editorial placements and social promotion by third-parties.

Visitlondon.com won 'best overall use of online video' at the Social Travel Britain Awards in 2015



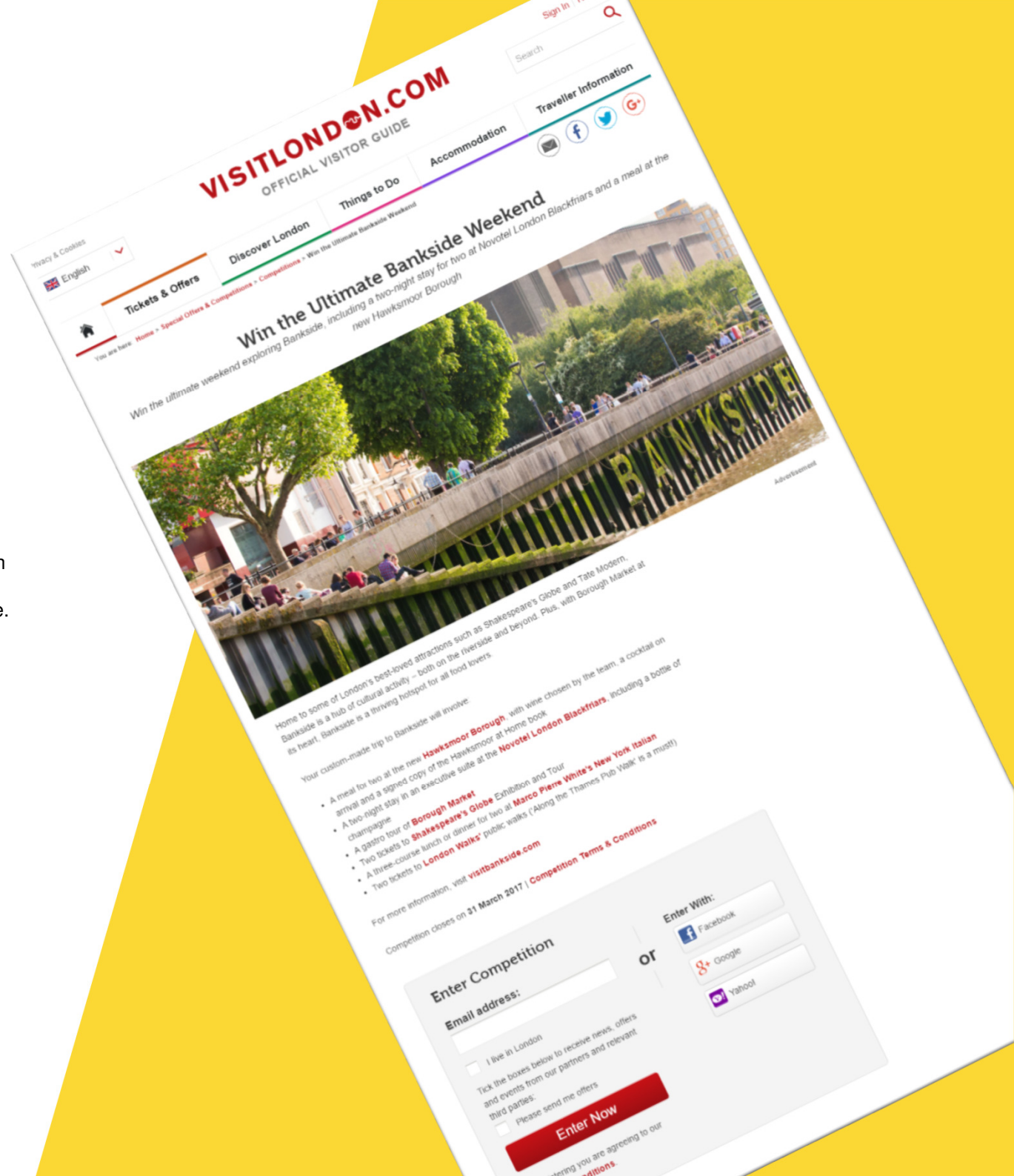
COMPETITIONS

Visitlondon.com is uniquely placed to host and promote competitions that can reach an international audience.

Visitlondon.com has the channels to drive huge volumes of entries, ensure your competition reaches its intended audience and inspire them to engage with your brand.

Our competitions not only drive brand awareness, but also deliver highly-qualified third party opt-ins for your re-marketing activities.

The average opt in rate of visitlondon.com competitions is an impressive ~30%, which means you can expect high volumes of new contacts into your email marketing database.



DISPLAY ADVERTISING

Make sure your brand is unmissable with our range of display advertising options.

With huge volumes of traffic and highly engaged users, visitlondon.com really is the perfect place to promote your brand.

There are a range of options to reach your target audience via full page takeovers or ROS advertising.

You can also select different sections of visitlondon.com, e.g. Places to Stay, so you can be sure you are reaching your target audience.

Our in-house team is ready to customise an advertising campaign specifically for you.



CONTACT

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ABOUT LONDON & PARTNERS

London & Partners is the official promotional company for London.

We promote London and attract businesses, events, congresses, students and visitors to the capital. Our aims are to build London's international reputation and to attract investment and visitor spend, which create jobs and growth.

Our mission is to tell London's story brilliantly. We manage our flagship website and London's official visitor guide is [visitlondon.com](https://www.visitlondon.com) and a host of supporting digital channels.

Find out more about our work at [londonandpartners.com](https://www.londonandpartners.com)