

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 2.5m users. We have nearly 1m active newsletter subscribers and over 1.5m social media friends and followers, with a total reach of 10m.

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





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

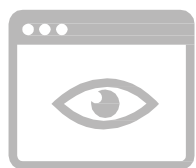
30
MILLION
USERS



40
MILLION
VISITS



2015 AUDIENCE STATS PER MONTH



10
MILLION
PAGE VIEWS



60%
FEMALE



40%
MALE



3.33
MILLION
VISITS



75%
ORGANIC SEARCH



19
MILLION
AD IMPRESSIONS



50%
18 TO 34 YEARS

MOBILE RESPONSIVE SITE



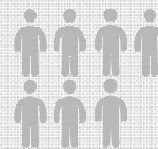
37%
MOBILE



15%
TABLET



48%
DESKTOP



1.25
MILLION
VISITS



2
MILLION
AD IMPRESSIONS

VIEWS PER SITE SECTION

PER MONTH

Source: Google Analytics



5.16M

THINGS TO DO



1.17M

TRAVELLER INFORMATION



417K

WHERE TO STAY



333K

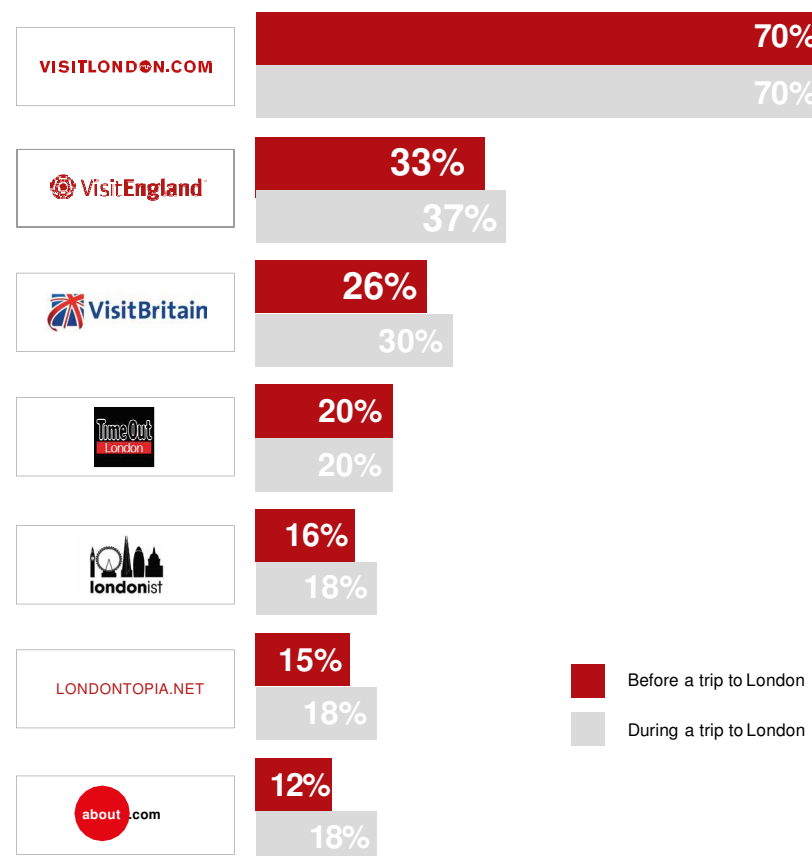
HOMEPAGE

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

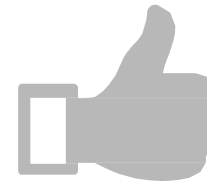


A KEY INFLUENCER

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



88%

POSITIVE INFLUENCE

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



85%

FEEL SECURE

VISITORS SAY THEY FEEL SECURE PURCHASING FROM VISITLONDON.COM

A man in a brown hat and vest is performing a balancing act on a crowd in a grand hall. He is standing on the shoulders of a person in a red jacket, with his arms outstretched. The hall has high ceilings with arched windows and a large crowd of people watching. A sign on the right wall reads "JAMES STREET WC" and "CITY OF WESTMINSTER".

SECTION

02

AUDIENCE INSIGHTS

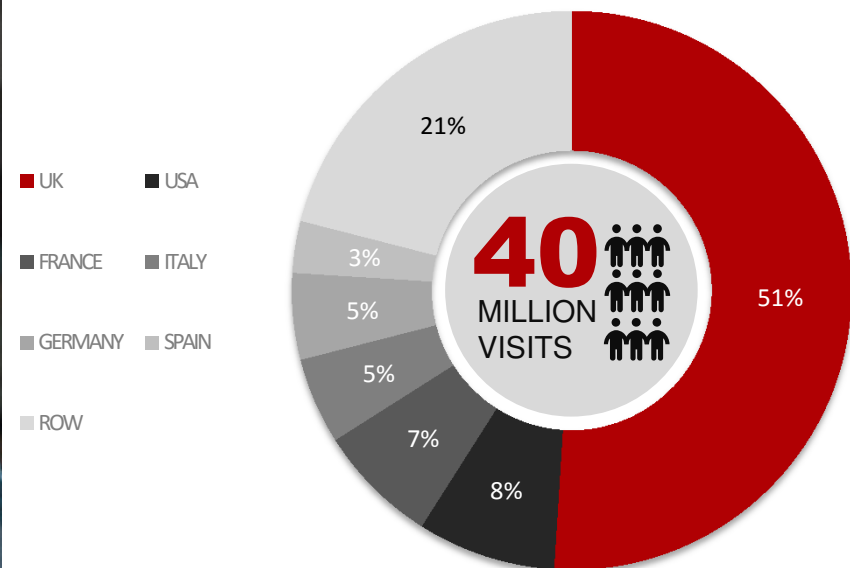
We have a wealth of valuable information about our visitors and their tourism planning and booking activities



OUR AUDIENCE

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 travelers from our biggest markets.



Source: Google Analytics

Pragmatic Moms



25-54 yrs old Employed / housewife

Children aged 3-17 \$61k - \$152k

Married / live with partner and children

“ Good organisation... travelling needs to be fun for everyone ”

TIME SPENT PLANNING A TRIP



LOW ----- MEDIUM ----- HIGH

"A family holiday is a big undertaking and I feel a strong sense of duty when planning the trip. I want it to be well organised so we can spend our time enjoying the sights instead of working out where to go next. A pragmatic approach helps find good deals, stretches our budget and makes it more possible to fulfil the whole family's needs."

VISITED IN
THE LAST 2 YEARS

London, Israel, Spain, France, Prague, Berlin

FUTURE PLANS

Paris, London, Italy, Spain, Ireland

23%

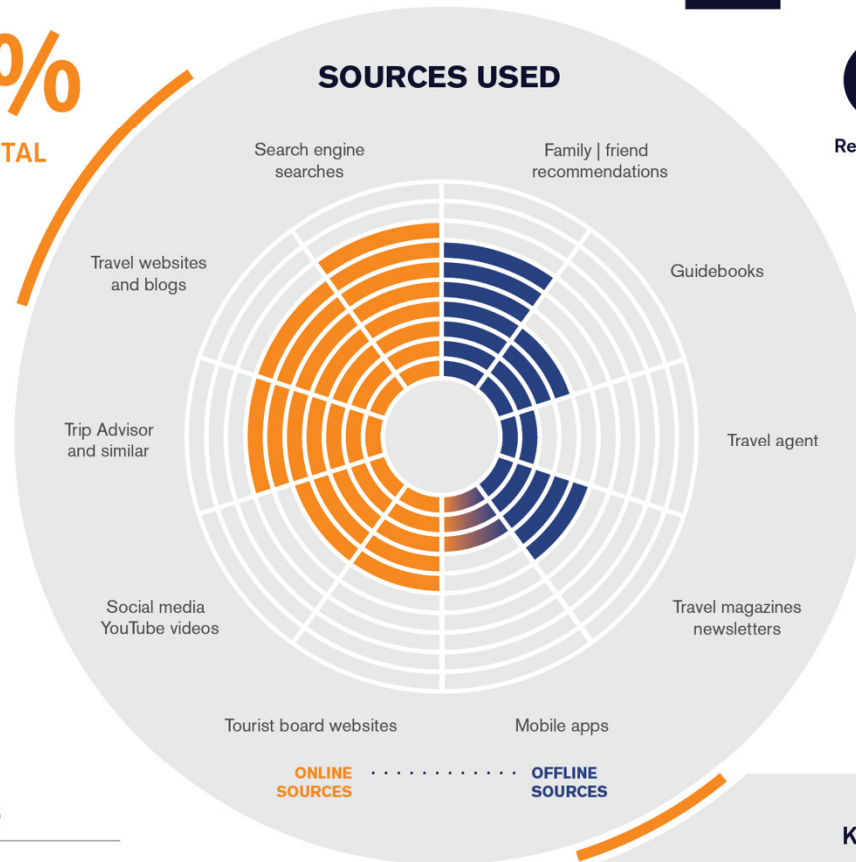
OF THE TOTAL
SAMPLE
GROUPTOP
TRUSTED
SOURCES

TRUSTED BRANDS

Fodor's Frommer's lonely planet contiki

Expedia® Rick Steves' ** travelocity

SOURCES USED



TRAVEL ATTITUDE



Resourceful



Culturally curious



Practical and responsible



Plan every detail before the trip starts

TRAVEL OBJECTIVES



Everyone has fun/relaxes



Be savvy and cautious



Find genuine cultural experiences



Be In control

KEY ISSUES

Deal-seeking mentality means they will book through the lowest price channel. Need assurances when booking through tourist board site.

KEY OPPORTUNITIES

More likely to search itineraries and logistics. Prefer expert sites or 3rd party reviews.

KEY MESSAGE NEEDED

Best source for up to date information. Offers and packages to maximise travel budget.

Objectives specific to **VISITLONDON.COM**

Young Professionals



25-44 yrs old Working / home makers

Pre nesters / Kids < 9 \$61k - \$152

Married / live with partner or friends

“ Travelling allows us the time to explore our interests... ”

TIME SPENT PLANNING A TRIP



LOW ----- MEDIUM ----- HIGH

"Most of all travel is 'me' time. Somewhere where I can connect with myself and others - explore my interests and experience new activities. Travel has to be relaxed and luxurious - often a bit of a 'splurge' I want value for money and hate being disappointed as I see my holiday as a celebration or reward"

VISITED IN THE LAST 2 YEARS

Germany, Prague, Australia, Greece, Ireland, China, Dubai, Spain, Vietnam

FUTURE PLANS

Paris, London, Greece, Italy, Africa, Dubai, Patagonia, Cambodia, Thailand

21%

OF THE TOTAL SAMPLE GROUP



TOP TRUSTED SOURCES



Search engines



Travel weblog



Travel reviews



Family and friends

TRUSTED BRANDS

KAYAK

Booking.com

Hotels.com



urbanspoon
by zomato



yelp

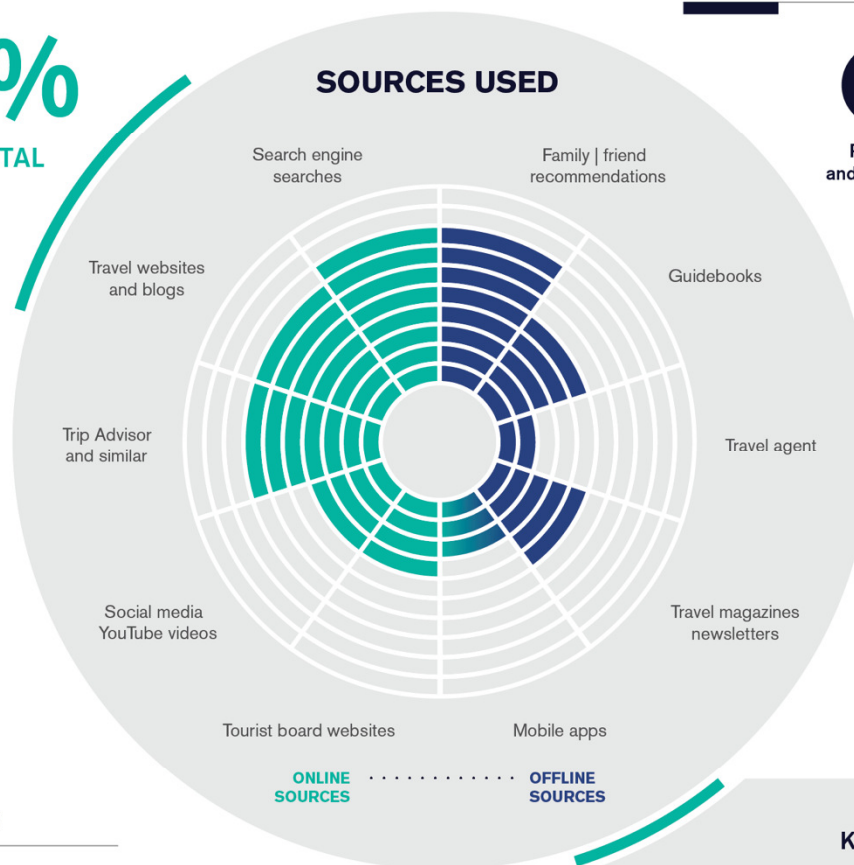


GROUPON



contiki

SOURCES USED



TRAVEL ATTITUDE



Relaxed and luxurious



Celebratory + rewarding



Activities are more important than destinations



open to new and 'something different'

TRAVEL OBJECTIVES



Time off work



Spending time together



Self expression and exploration



Positive experiences

KEY ISSUES

Prefer unbiased review sites. Sceptical about using tourism board sites in general.

KEY OPPORTUNITIES

Hungry for the latest trends and want to feel exclusive and 'in the know'.

KEY MESSAGE NEEDED

Best source for everything trending in the capital. Promote local 'insider' views and tie to the site.

Objectives specific to **VISITLONDON.COM**

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**
- **DISPLAY ADVERTISING**
- **NATIVE ADVERTISING**
 - ADVERTORIAL
 - VIDEO
 - SOCIAL
- **EMAIL MARKETING**
- **CHINESE DIGITAL CHANNELS**



VISITLONDON.COM

LUMIERE
London

SEE THE CITY IN A NEW LIGHT

ABOUT

PROGRAMME

GET INVOLVED

NEWS



The Light of the Spirit, Patrice Warrene, Lumiere London 2016. Produced by Artichoke. Photo by Matthew Andrews

Lumiere London

VISITLONDON.COM

LUMIERE
London

SEE THE CITY IN A NEW LIGHT

MENU

You are here: Lumiere London 2016 - Programme

Programme

The installations for Lumiere London in Piccadilly, Regent Street, St James's, Trafalgar Square and Westminster, Mayfair, and King's Cross have now been revealed.



MORE NOISE
by Tim Etchells



Platonic Spin
by Nathaniel Rackowe



Garden of L
by TILT



Lumiere London
14-17 January



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

VISITS



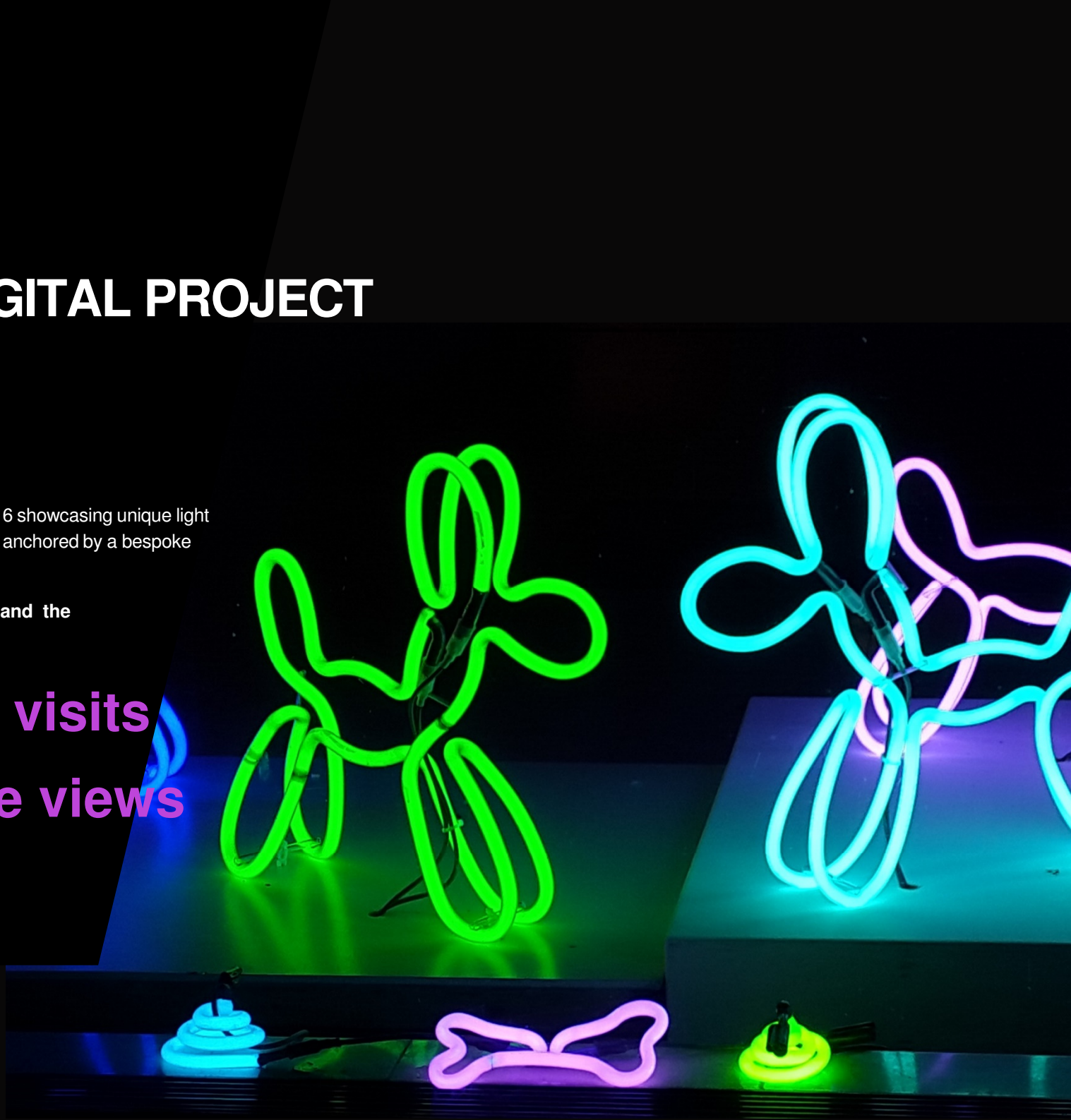
4.1m page views

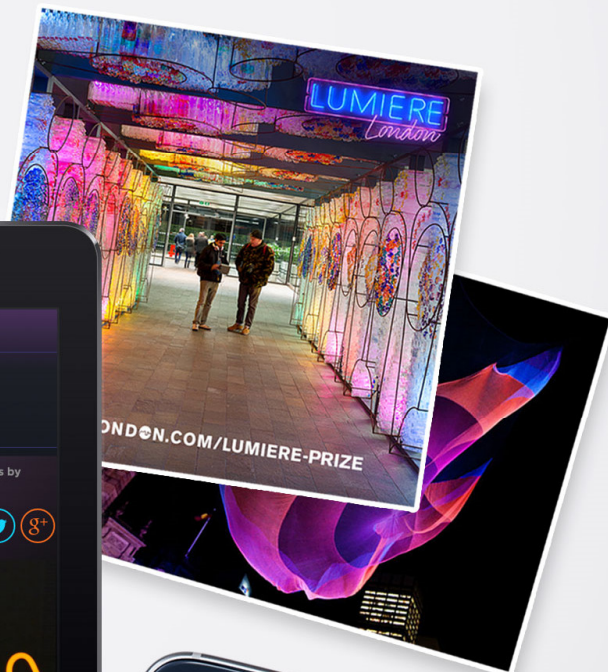
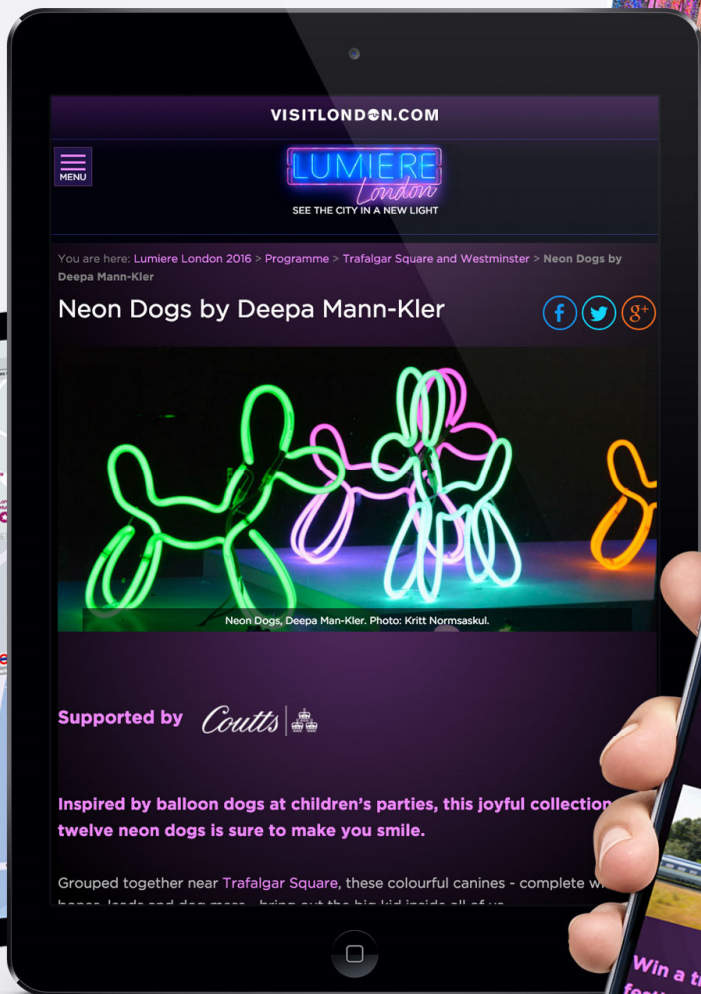
PAGE VIEWS



380,000

MAP DOWNLOADS





INTEGRATED DIGITAL PROJECT



CHRISTMAS LONDON MOMENTS

An integrated rich media promotion over seven weeks to highlight Christmas experiences and events in the city. Bespoke landing page on visitlondon.com, cinemagraphs, social video, enhanced editorial content and advertorials delivered a high-impact promotion for multiple sponsors. An exclusive high-profile competition with social platform Pinterest amplified the promotion and reached new audiences.



2.4m

SOCIAL REACH



3.53m

CHRISTMAS PAGE VIEWS



14k

PINTEREST COMP PAGE VIEWS

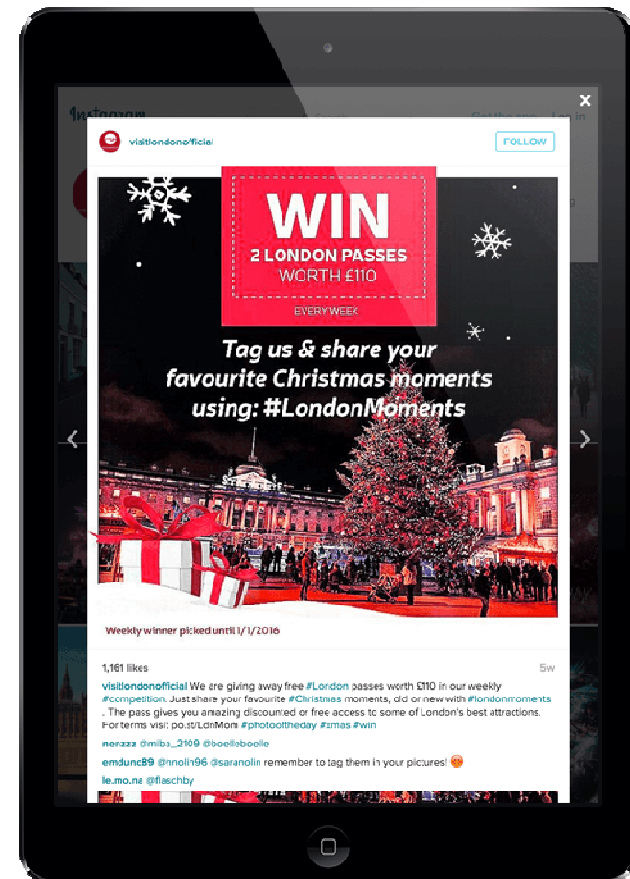


SOCIAL MEDIA COMPETITION

Pinterest



Instagram

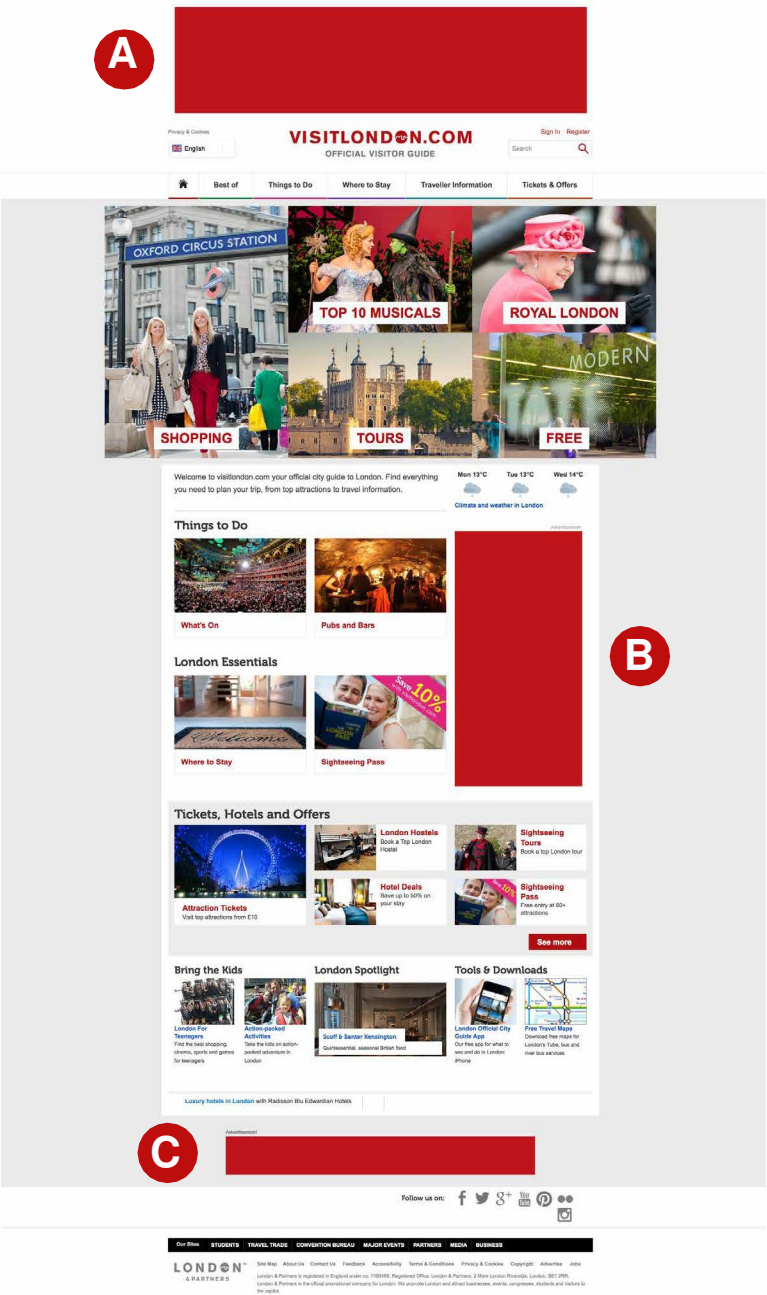




DISPLAY

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

- A BILLBOARD**
970 x 250 px
- B MPU OR HALF PAGE AD**
300 x 600 px (HALF PAGE)
300 x 250 px (MPU)
- C LEADERBOARD**
728 x 90 px



TAKEOVER

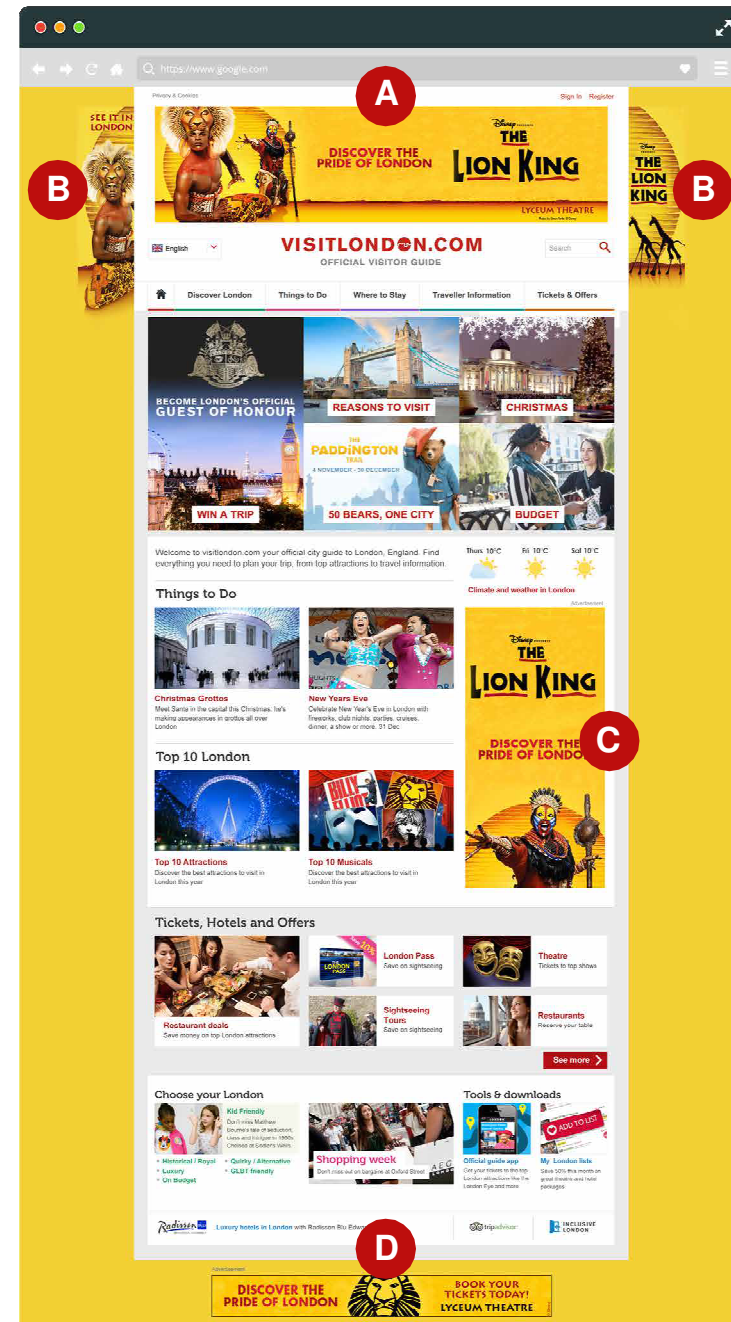
Impress your target audience with a full page takeover to get the best reach.

A BILLBOARD
970 x 250 PX

B 2X SKYSCRAPER
160 x 600 PX

C 1X HALF PAGE
300 x 600 PX

D 1X LEADERBOARD
728 x 90 PX



NATIVE ADVERTISING

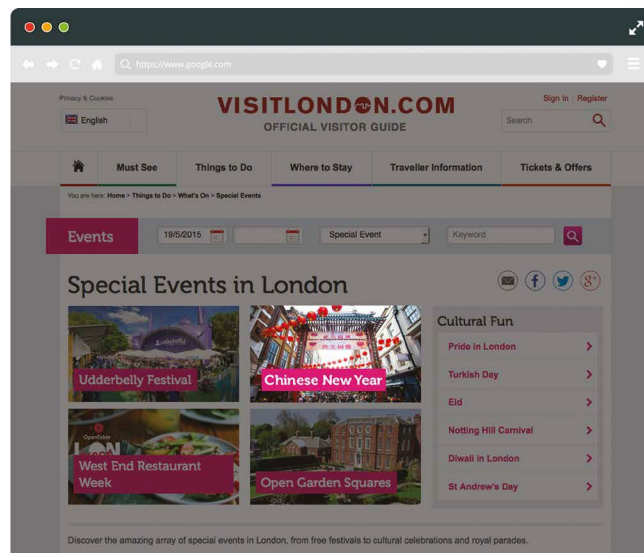
Tailored and contextually relevant content, hosted and promoted across visitlondon.com channels.

Our native advertising options give you the opportunity to tell your brand's story in an engaging and compelling way.



ADVERTORIAL

An article created by our expert in-house editorial team designed to engage visitors and deliver your objectives. Advertorials are promoted via a prominent promotional box on a relevant landing page, preferential position in search results, social media and email (optional).



Landing
page



Advertoria

VIDEO

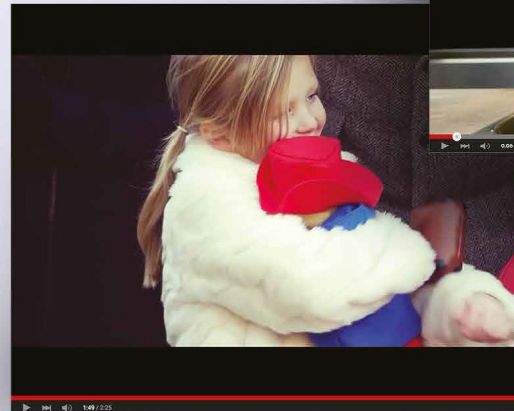
Save money and time by taking advantage of our video marketing expertise. We are uniquely placed to produce, host and distribute high quality videos to an engaged audience. We can also unlock prime London locations. Our videos bring brands and experiences to life while entertaining and informing visitors.

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

YouTube [VisitLondonVideo](https://www.youtube.com/visitlondonvideo)



SOCIAL MEDIA MARKETING

“ FACEBOOK
ENGAGEMENT
+1540%
ABOVE
COMPETITIVE SET ”

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.

 **982,000**
FACEBOOK LIKES

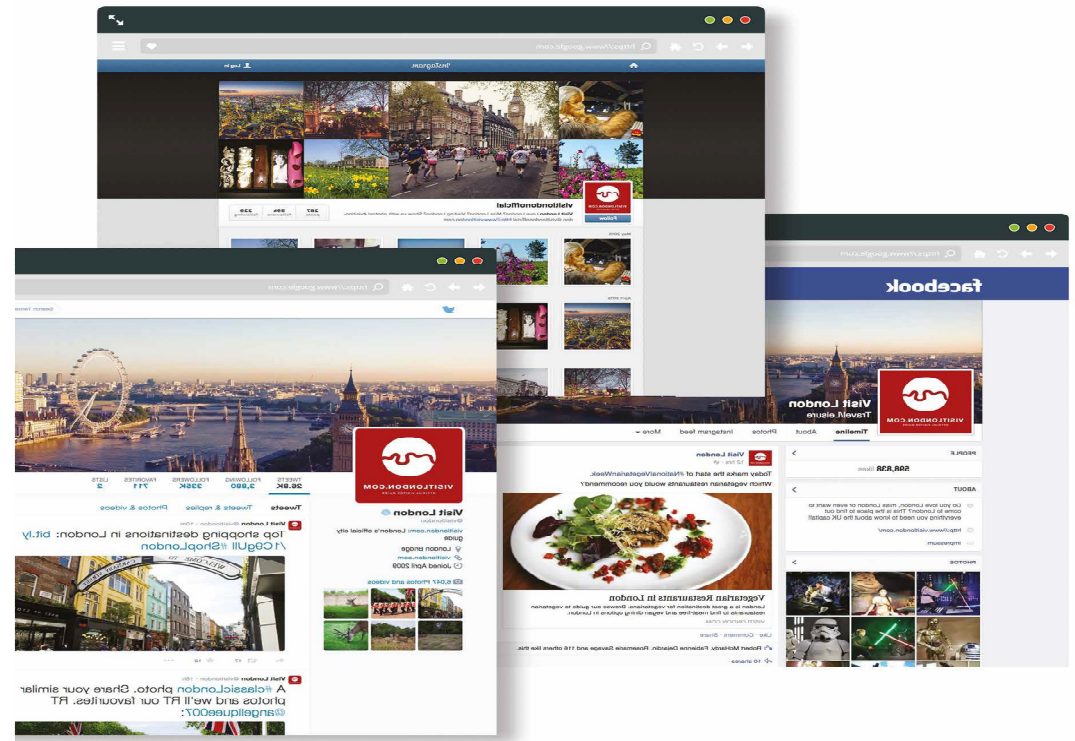
 **188,000**
INSTAGRAM FOLLOWERS

 **472,000**
TWITTER FOLLOWERS

 **7,700**
FOLLOWERS

 **15.8M**
VIDEO VIEWS

14,600
YOU TUBE SUBSCRIBERS



 [visitlondon](https://www.facebook.com/visitlondon)

 [visitlondon](https://twitter.com/visitlondon)

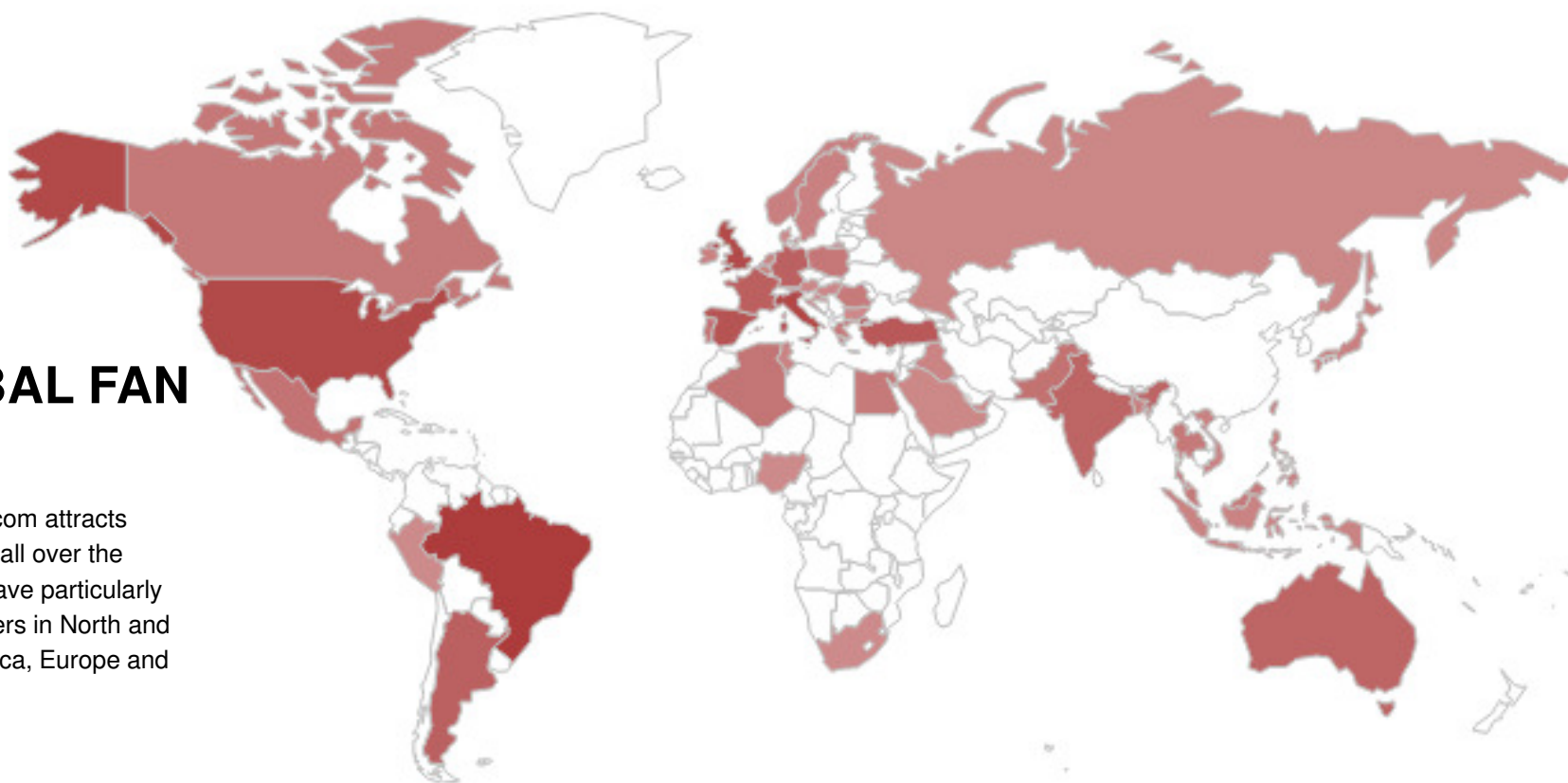
 [visitlondonofficial](https://www.instagram.com/visitlondonofficial)

 [VisitLondonVideo](https://www.youtube.com/VisitLondonVideo)

 [VisitLondon](https://plus.google.com/VisitLondon)

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.



EMAIL MARKETING

EMAIL MARKETING

Content targeted to our active newsletter subscribers across the globe. Enhance your reach, while driving home your message to an engaged audience.

Options for SOLUS or email takeover.



234K

UK MONTHLY



268K

US MONTHLY



283K

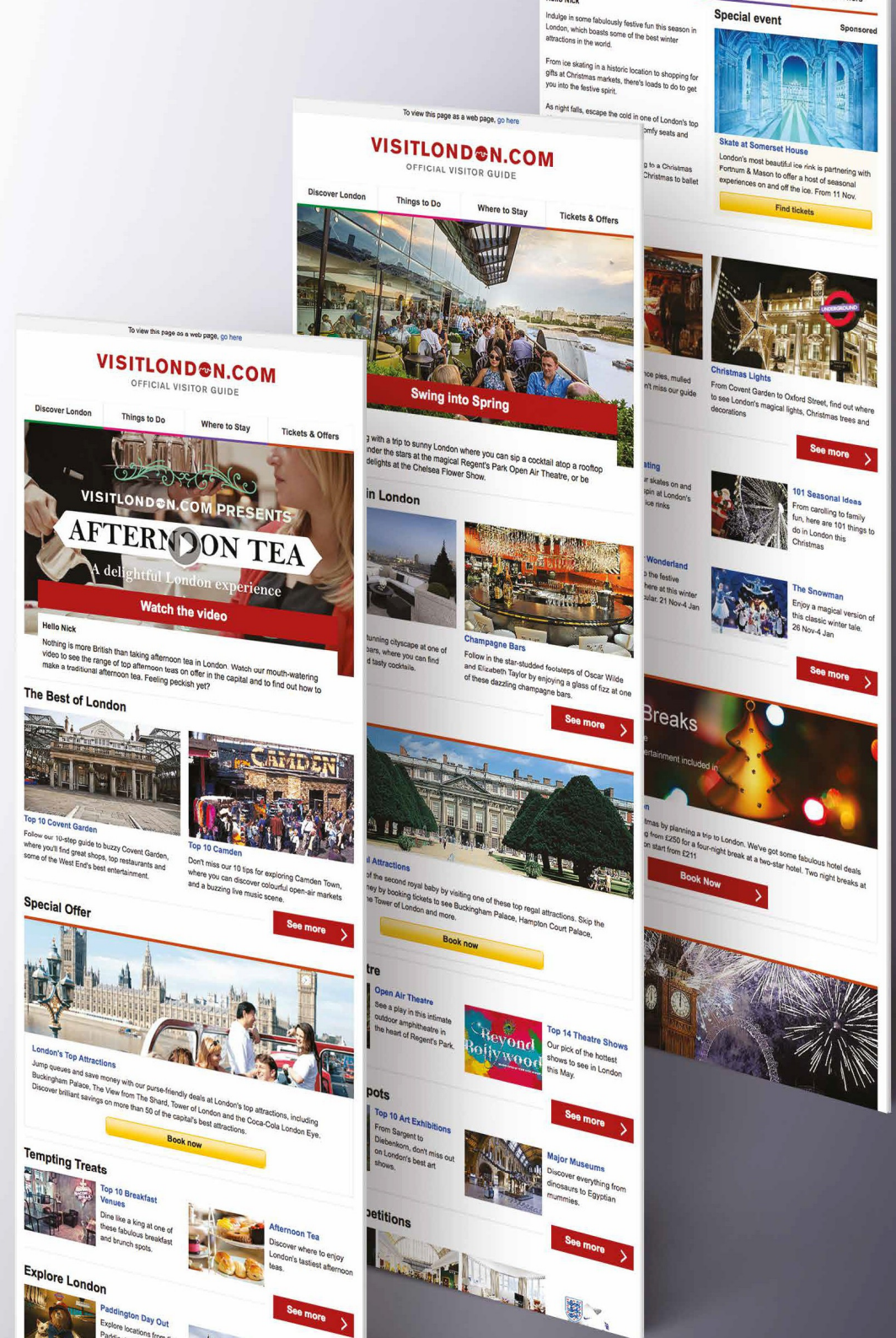
EU MONTHLY

139K

ROW QUARTERLY

924K

TOTAL



NEWSLETTER TAKEOVER

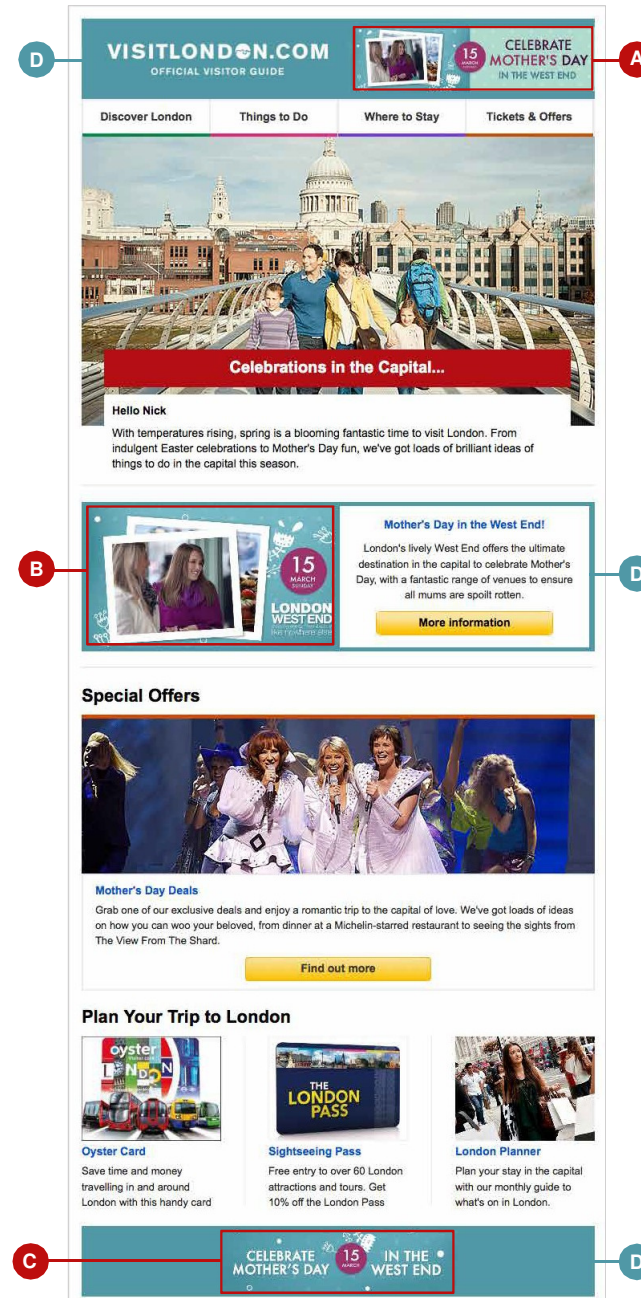
Stand out to your target audience with a full newsletter takeover to get the best reach.

A TOP BANNER
600 x 160 px

B MAIN PROMO
640 x 360 px

C BOTTOM BANNER
600 x 160 px

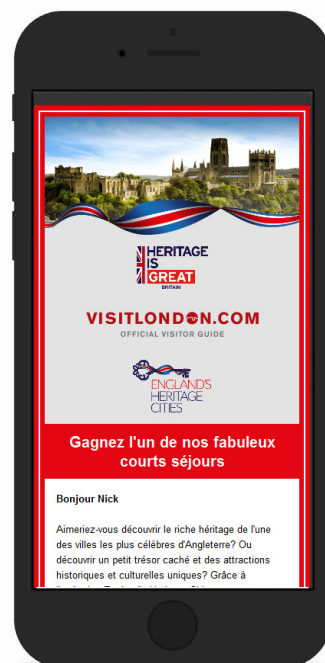
D BORDER & BACKGROUND COLOUR



SOLUS

Engage with your target audience and generate the best response through a solus takeover.

A TOP BANNER 640 x 400 px



A

Pour voir cet email sous forme de page web, [allez ici](#)

The email banner content is displayed within a red border. It features a landscape image of a castle, a wavy blue and red banner, the 'HERITAGE IS GREAT' logo, the 'VISITLONDON.COM' logo, and the 'ENGLAND'S HERITAGE CITIES' logo. Below this is a red banner with white text. The main content area has a white background with a greeting and a paragraph of text. At the bottom is a yellow button with black text.

Gagnez l'un de nos fabuleux courts séjours
dans l'une des villes d'Angleterre classées au patrimoine anglais

Bonjour Nick

Aimeriez-vous découvrir le riche héritage de l'une des villes les plus célèbres d'Angleterre? Ou découvrir un petit trésor caché et des attractions historiques et culturelles uniques? Grâce à l'opération England's Heritage Cities, vous pourrez profiter de deux nuits, de visites guidées et vivre une expérience unique dans l'une des sept villes anglaises emblématiques, d'une valeur pouvant atteindre 1000 euros!

Les prix comprennent deux nuits dans un hôtel haut-de-gamme à Greenwich, Chester, Oxford, Lancaster, Durham, York ou Stratford, des visites guidées de chaque ville en français, des passes VIP vous permettant de voir "les coulisses", un accès gratuit aux attractions principales, des repas et des expériences inoubliables comme par exemple une promenade en bateau, un vol en téléphérique, des bons d'achat, des visites guidées exclusives de la cathédrale et bien plus encore!

Ne manquez pas cette occasion de découvrir le riche patrimoine des villes anglaises les plus emblématiques. Participez dès maintenant pour devenir l'heureux(euse) gagnant(e)!

Participez maintenant

LONDON
& PARTNERS

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London & Partners est une société immatriculée en Angleterre sous le n° 7493460. Siège social: London & Partners, 2 More London Riverside, London, SE1 2RR.

Cet email vous est envoyé parce que vous vous êtes abonné à [visitlondon.com](#) en utilisant [emailreplies@londonandpartners.com](#). Si vous ne souhaitez plus recevoir d'emails de la part de nous, veuillez [SVP vous](#)

CHINESE DIGITAL CHANNELS

LONDON.CN • 伦敦中文官网

London.cn is the official Chinese language website promoting London to prospective students and tourists based in China. London.cn was launched by the Mayor of London in Beijing in October 2013.

London.cn has a verified Sina Weibo account with more than 165,000 active users. We also have a channel on Youku, China's primary online video platform.



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 to [London 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)

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dmckie@londonandpartners.com



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& PARTNERS