

ONE REMARKABLE YEAR FOR LONDON

LONDON & PARTNERS 2012-13 REVIEW



LONDON™
& PARTNERS

This is an overview of a remarkable year for London & Partners, 2012-2013, capturing our successes, highlights, achievements and the value we bring to London and Londoners. Read on or find out more at [➤ londonandpartners.com/remarkableyear](http://londonandpartners.com/remarkableyear)

We are the Mayor of London's official promotional organisation.

Our role is to attract overseas companies, events, students and visitors to the capital, creating additional jobs and economic growth for the city.

We are a not-for-profit public private partnership, funded by the Mayor of London and our network of commercial partners.

London & Partners:

- influences the investment decisions of global companies, persuading them to set up and grow their business in London
- supports event organisers, helping them host business events and major sporting and cultural events in London
- promotes London to international leisure visitors and provides information to help them discover the city
- positions London as the best place for higher education and encourages overseas students to study in the capital

We do all this by working with the Mayor of London, UK Trade & Investment, VisitBritain, London's boroughs and other key stakeholders, as well as our 1,000-plus private sector partners.

We have offices in London, Beijing, Shanghai, Mumbai, New York and San Francisco, with representatives in several other countries.

➤ londonandpartners.com





“London & Partners is your right-hand man in London. We wouldn't have been able to accelerate the business if we hadn't had London & Partners by our side.”

Leah Belsky, Vice President and General Manager EMEA, Kaltura

12 AMAZING MONTHS

London & Partners was created to promote London across the world using a single voice. Here are some highlights of an exceptional year.

Greater return on investment See page 11

We generated more than £250 million of additional economic wealth for London. This was achieved with a £13.5 million grant from the Mayor of London and £6.7 million of private sector income and benefits in-kind, equalling a 13:1 return on investment.

An Olympic business push See page 21

We organised and ran the Mayor of London 2012 Business Programme, hosting more than 200 overseas business leaders during the Olympic and Paralympic Games. This has already generated £42 million in additional economic wealth for London.

International media coverage See page 22

We ran the London Media Centre during the Games, welcoming and influencing 8,000 journalists from 102 countries, hosting 600 events and generating media coverage valued at more than £10 million.

Jobs boost for London See page 25

Our work helping overseas companies set up and expand business in London has directly created over 4,000 new jobs for the capital. Over these companies first three years of operations this is forecast to rise to 7,000 jobs.

London for major congresses See page 31

Working with a host of partners, we helped win Europe's largest medical congress, the European Society of Cardiology Congress 2015, which will attract 35,000 medical professionals and generate £16 million for London.

A new landmark event for London See page 37

We launched a new mass participation annual cycling event for the city, Prudential RideLondon, which is calculated to contribute £5 million to the London economy and will take place in August 2013.

Boosting leisure tourism See page 41

Our London, Now see it for yourself campaign aimed to persuade people who had seen the Olympic Games on TV to visit London. The promotion has so far resulted in 1.2 million visitors to our visitlondon.com website.

More digital visitors See page 44

Our redesigned visitlondon.com website attracted more than 24 million visitors in 2012-13, a jump of 49% on last year.

Influencing education opinion-formers See page 47

We engaged with influential bloggers in China and hit Chinese TV show Happy Camp to promote London's education offer, reaching more than 100 million people.

Success through partnership See page 50

We owe this year's achievements to hundreds of successful partnerships across the private and public sector.



REVIEW OF THE YEAR, BORIS JOHNSON, MAYOR OF LONDON

In the summer of 2012 London put on a triumphant performance, showing the world why the capital is such an incredible place to visit, invest, trade, host an event and study.

Since the closing ceremony last September, we have seen billions of pounds of international investment arrive in London – from the Queen Elizabeth Olympic Park and the Royal Albert Docks, to Battersea and Croydon, and beyond.

My official promotional organisation, London & Partners, has worked tirelessly to promote London globally to potential investors, visitors and students helping to bring jobs, growth and infrastructure into the city. During the Games, they welcomed thousands of international journalists to the London Media Centre and hosted senior business leaders and investors on a business programme that is already reaping huge dividends.

London & Partners is now helping to organise fantastic new sporting events such as Prudential RideLondon and the NFL International Series Games. The creativity and enthusiasm of the team in flying the flag for this great metropolis around the world reflects the can-do optimism that fuelled the Olympic and Paralympic Games.

London can lay claim to be the best big city on the planet but we are not complacent in what is an increasingly competitive global race. We want to lengthen London's current lead as the financial, commercial, cultural, artistic, education, scientific and innovation capital of the world. If you want to explore the vast opportunities in our amazing capital, London & Partners can help you.



Looks back at a remarkable year

GORDON INNES, CHIEF EXECUTIVE OFFICER, LONDON & PARTNERS

What better role could there be: to work on behalf of the Mayor of London to promote London as the world capital of business, sport, education, leisure and events, collaborating closely with the great and the good in London.

We are proud to be part of this great city and its busy and thriving ecosystem.

Thanks to strong relationships with our industry partners, we have exceeded our ambitious 2012-13 targets for additional jobs, visitors and economic growth.

The Olympic and Paralympic Games were transformative for London, giving us the confidence and expertise to bid

for high-profile sporting events and conferences, and find new ways to attract record numbers of visitors, students and businesses.

The Games also provided a catalyst for collaboration within London & Partners, allowing us to maximise emerging cross-sector growth areas such as sports tourism.

Following an incredibly successful year for London, London & Partners now has a great record of delivery. We are creative, innovative and effective. But our key message remains the same: only through partnership can we help London achieve its goals and help you achieve yours.



Looking ahead

DAME JUDITH MAYHEW JONAS, CHAIRMAN, LONDON & PARTNERS

As global competition increases, it is more important than ever to ensure London remains the best city in the world. In the year ahead we shall continue to bolster London's reputation. We will deliver an additional £226 million in economic benefit to London and plan a series of activities to deliver jobs and growth for the capital.

Our priorities include promoting London through the Mayor's international trade missions to China, Russia, the US and Brazil, attracting international visitors and major events into London, and continuing to help cutting-edge companies set up in London's booming tech, science and research clusters.

We will work alongside the London Legacy Development Corporation to bid for a series of global sporting events at the Queen Elizabeth Olympic Park and encourage a global audience to rediscover London's culture and heritage, as well as our exciting new attractions and venues.

The challenge for us now is to maintain the capital's global standing and project London's phenomenal image worldwide.

I look forward to working with you in the months ahead to promote our city internationally and support growth across the London economy.

PUTTING LONDON FIRST

We are proud to promote London's strengths and achievements worldwide and to contribute to London's success in business, events, education and tourism.

Throughout 2012-2013, London's status as a leading global city has strengthened. Here are some of London's key achievements from a remarkable year...

VOTED **BEST VISITOR DESTINATION** 
in the world by TripAdvisor

Increased its ranking

FROM **19th** TO **6th**

over the past five years in the International Congress and Convention Association (ICCA) ranking of **TOP CONVENTION CITIES**.



CITY IN EUROPE FOR FOREIGN DIRECT INVESTMENT, attracting more overseas companies than any other city.

GLOBAL SPORTS CITY FOR 2012 announced by SportCal, Global Sports Impact Project.

MORE INTERNATIONAL



chose to study in London than in any other city in the world



THE VALUE OF EVENTS TO LONDON

£12.9 BILLION



the value of London's visitor economy in 2012.



the economic contribution of international students to the London economy.



“

London & Partners has attracted £13 of additional wealth for every £1 of grant funding and private sector income we receive. This is a very strong return on investment and only made possible thanks to collaboration with numerous hard-working partners.”

**Gordon Innes, Chief Executive Officer,
London & Partners**

HEADLINE ACHIEVEMENTS

Our success **in numbers**

What we have achieved for London



GENERATED MORE THAN **£250 MILLION** GROSS VALUE ADDED

Find out how we measure the difference we make on **page 54** or visit londonandpartners.com/measurement

LONDON & PARTNERS ➤

◀ GLOBAL ROUND-UP



LONDON & PARTNERS GLOBAL ROUND-UP

Over the past year London & Partners worked hard to attract visitors, businesses, events and students to London from across the world. Here are some of our global highlights from an action-packed year.

Canada

- HootSuite joined the growing cluster of tech companies in London. We helped the company establish its first business presence outside Canada, creating 50 jobs. Our services included property tours, introductions to recruitment agents and accountants, and insight into the London market, which influenced them in favour of London over Amsterdam and Dublin.

London

- We organised and ran the Mayor of London 2012 Business Programme during the Olympic and Paralympic Games, showcasing London to over 200 international business leaders.
- During the Games we ran the London Media Centre, a physical space and online resource for more than 8,000 non-Olympic-accredited press.
- August 2013 will see the inaugural Prudential RideLondon, our mass participation cycling event, which we created and launched in 2012.
- We developed and helped to deliver the London and UK offer which underpinned the World Islamic Economic Forum's (WIEF) decision to choose London for its conference in October 2013.
- With our support and winning bid, London will host Europe's largest medical congress: the European Society of Cardiology Congress in 2015.

USA

- The US element of our London, Now see it for yourself tourism campaign saw us partnering with Radisson Blu Edwardian, American Airlines Vacations, BBC, Twitter and the New York Times, resulting in 445,000 visits to the campaign web page from the US.
- We met with more than 80 representatives of the US leisure travel trade and trade press as part of VisitBritain's sales mission, to ensure that key influencers in our most important market are up to date on the latest product offering and developments in the city.
- We helped 48 US companies set up operations in London, including LivingSocial and GPS Capital Markets, generating 1,694 jobs. Our services included providing the companies with intelligence tailored to help them make the business case for London, tours of London areas to help them understand where to locate, and introductions to professional service providers who can help them set up.
- We worked with the Mayor of London and Wembley Stadium to secure a five-year deal with the National Football League to host its second season regular game in London from 2013.
- We helped attract 87 business events to London from the US, hosting more than 43,000 delegates.
- We targeted the international events and conferences industry at leading international trade show IMEX USA, generating 100 appointments with event organisers considering London for their next event.

Spain

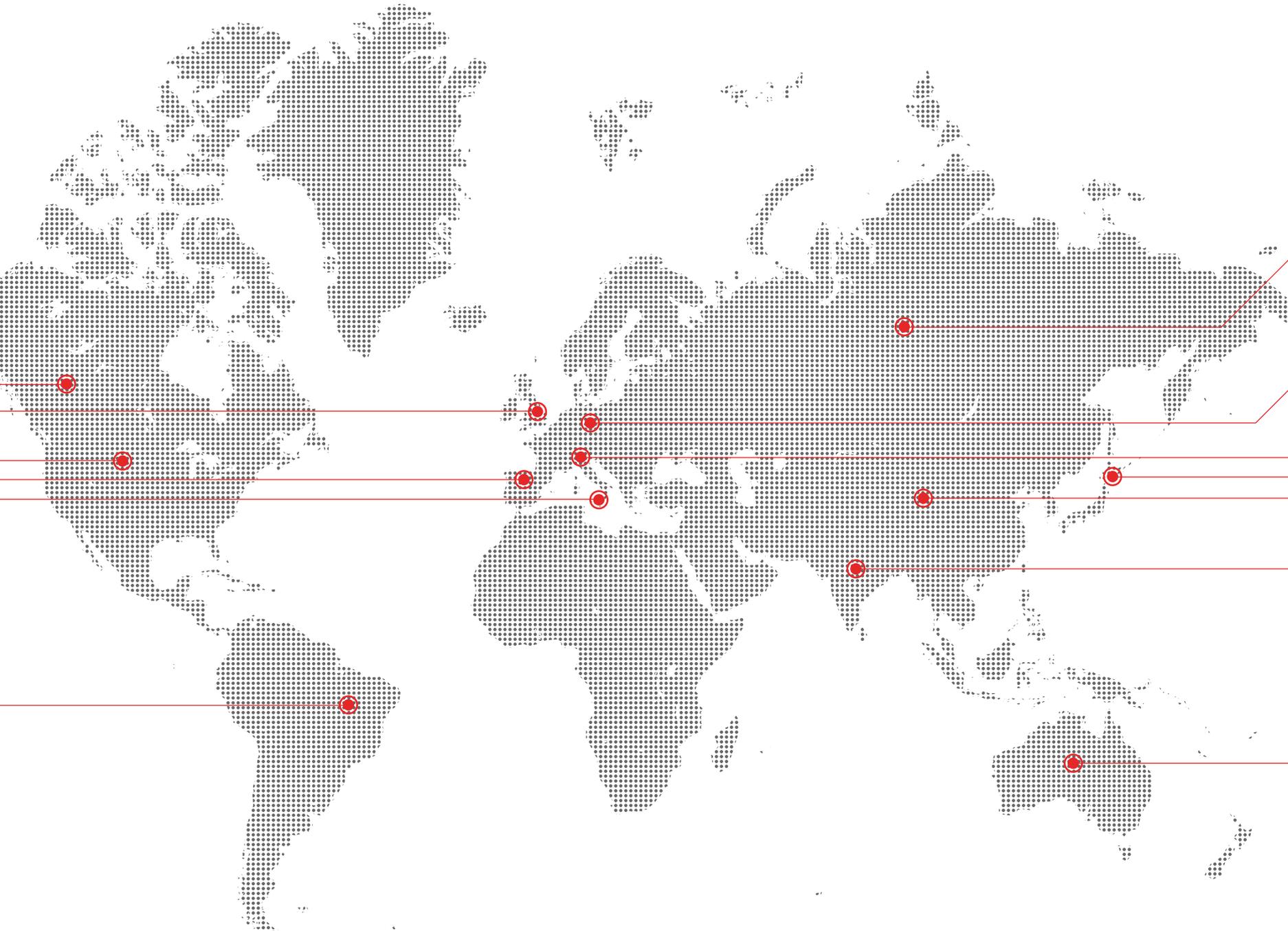
- Our stand at the EIBTM business events show in Barcelona secured a series of London events which will generate \$500,000 for the city.
- We helped 17 Spanish companies set up business in London providing services and information on property, networking and doing business in the city, and introducing private and public sector companies, generating 422 jobs. Our clients include Gamesa and Telefónica.
- We set up successful partnerships with Ryanair, Lastminute.com and WAYN to promote our London, Now see it for yourself tourism campaign, resulting in 100,000 visits to the campaign web page from Spain.

Italy

- Our London, Now see it for yourself tourism campaign in Italy targeted potential leisure visitors to London and resulted in 115,000 visits to the campaign web page from this market.

Brazil

- We met with more than 70 key representatives of the Brazilian travel trade as part of VisitBritain's Brazilian sales mission to build our understanding of this fast-growing and complex market.
- To target potential Brazilian leisure visitors, we ran a social media competition with Submarino Viagens, Brazil's biggest online travel agency. We reached more than 400,000 consumers and collected almost 6,000 competition entries.



 **Russia**

- We met with the travel trade at Destination Britain Russia, connecting with this key emerging market for leisure travel. We met with more than 50 of the top agents from Russia to build relationships and showcase our partners and London's wider offer.
- We helped secure permission for the Russian Olympic Committee House to build a tent in Hyde Park for its Olympic hospitality programme, attracting 6,500 visitors a day.

 **Germany**

- We joined forces with VisitBritain to represent London and the UK at one of the world's leading travel trade shows, ITB Berlin, which attracts over 170,000 visitors. We met with travel trade representatives from all over the world at our London stand.
- We gave the world's events industry reasons to bring their events to London at leading trade show, IMEX Frankfurt, generating more than 100 appointments and 38 event enquiries for London.

 **Switzerland**

- We worked with the House of Switzerland to ensure it had a successful London experience over Games time, including promoting the house via visitlondon.com, helping attract 250,000 visitors.

 **Japan**

- Japanese pharmaceutical company Shionogi set up its European HQ in London with our help, generating £9 million for London and creating 70 jobs. We built the case for London over Sweden and Ireland, providing sector intelligence, options for best office locations and introductions to relevant networks and industry.

 **China**

- We invited hit Chinese TV show Happy Camp to London and showcased London's universities and cultural riches, resulting in more than 100 million people viewing the programme in China.
- We helped 22 Chinese companies set up and expand business in London, including Huawei Technologies, who we helped link up with London universities, and provided suitable locations and properties for their offices, and introduced London partners such as the City of London.
- We met with 50 Chinese leisure travel trade representatives during the VisitBritain China sales mission in Shanghai. We formed vital connections with the trade who organise around 80% of the visits made by this fast-growing leisure market.

 **India**

- We helped organise the Mayor of London's first overseas trade mission to India, engaging with 1,100 companies and helping 50 London companies develop export opportunities. As a direct result of the trip, four new Indian companies have set up in London so far.
- We showcased London and helped 28 Indian companies set up in London, including Axis Bank and Emvigo, generating 429 jobs.
- Our studylondon.ac.uk website attracted more than 116,000 visits from India, persuading international students to study in London and contributing to an overall economic value of £11.8 million for the higher education sector in London.
- We attended the SATTE 2013 exhibition in New Delhi, meeting almost 300 key leisure travel trade and business event agents instrumental in booking trips to London.
- We took part in the VisitBritain India sales mission to Mumbai and Delhi, meeting almost 100 travel trade agents, increasing our insight, knowledge and presence in this vital and growing market.

 **Australia**

- We helped 12 Australian companies set up business in London, including Adstream and Fusion Business Solutions, generating 147 jobs.
- We attracted 60,000 potential Australian leisure visitors to our website via our London, Now see it for yourself tourism campaign and almost 30,000 competition entries.



HARNESSING THE LONDON 2012 OLYMPIC AND PARALYMPIC GAMES

An **Olympic triumph**

The Olympic and Paralympic Games were transformative for London, uniting the city and creating a re-invigorated culture of ambition, collaboration and success. The government and the private sector worked together more closely and effectively than ever before. We were proud to be part of this community and showcase its achievements to the world.

We saw the Games as a huge opportunity to redouble our efforts to attract businesses, events, students and visitors to London. We promoted London's great range of visitor attractions, Games-related business opportunities, and the new venues available for event planners.

An Olympian **team effort**



Thank you for making the Games Business Programme an amazing and successful event. I am very impressed with your team and organisation. They are a team of the finest professionals in one place I have ever known.”

Melissa Di Donato, Salesforce

We delivered two major programmes during the Games:

- Mayor of London 2012 Business Programme for overseas businesses.
- London Media Centre for journalists.

We also made a key contribution to:

- Supporting National Olympic Committee Houses locate in the city.
- Dispelling the threat of visitor displacement and attracting tourists to London.
- Supporting and helping to steer city-wide operations over Games time.

Here are the **stand-out moments**



Mayor of London 2012 Business Programme

We organised and ran the Mayor of London 2012 Business Programme during the Olympic and Paralympic Games. We invited and hosted 200 overseas business leaders from international companies who have strategies to globalise and either didn't have a London operation or had the potential to expand. We also used it as an opportunity to engage with the events industry, running specific parts of the programme for this audience.

This 2012 Business Programme was the culmination of a strategy that began in 2006. Since then our activities have contributed to the generation of over 7,000 jobs for London, against a target of 5,000.

We showcased London at its best, persuading businesses to grow and organisers to host events here.

Delegates attended our tailored seminars and networking events, toured London's cultural highlights and attended the Games.

We:

- engaged 200 business leaders from 28 countries.
- secured more than 70 speakers for the programme.
- partnered with more than 35 organisations, including Google, City of London, the BBC, Film London, Ravensbourne College, Hackney Council, Cisco and EDF Energy to feature experts and demonstrate all that London has to offer.
- have confirmed 24 companies who attended the programme will be establishing or expanding operations in London, creating almost 2,000 jobs and bringing in £42 million of additional wealth to the city.
- continue to engage with a further 50 companies who are seriously considering London.



London is at the cutting edge and that shows in London & Partners – catching start-ups like ours who most people overseas have not even heard of. They found us and grabbed us for this programme. They saw the potential for us in London and that's pretty impressive.”

Jon Carder, CEO, MOGL

London Media Centre

We planned, organised and ran the London Media Centre during the Games, a dedicated centre and online resource for non-Olympic-accredited press. Organising a media centre for non-accredited press is a key task for all cities hosting the Games, providing a base for those journalists who do not have media passes into the Olympic Park, but who still want to cover the life of the city during the Games.

This London Media Centre ran 24 hours a day and was located in the historic venue of One Great George Street in Westminster. We also created a dedicated London Media Centre website, hosting daily press releases, images, video and story content; giving us the chance to influence key global audiences on an unprecedented scale.

We:

- welcomed and influenced 8,000 journalists from 102 countries.
- produced and published more than 950 stories and 22 hours of broadcast video.
- promoted or hosted 600 events, press conferences, films and interviews.
- achieved more than 12,000 video downloads and 38,000 visitors to the website.
- secured media coverage for London valued at more than £10 million.

In addition, we made our own Thames-side office space available to broadcast companies from Brazil, Italy, Canada and China, who broadcast programmes overlooking the iconic Tower Bridge. We also liaised with boroughs and stakeholders to create three dedicated broadcast sites – at Trafalgar Square, South Bank and Tower Bridge – to make the most of London's iconic backdrops.

National Olympic Committee Houses

During every Olympic Games, National Olympic Committees (NOCs) from across the world set up country-specific houses in the host city. The houses host business and social events and exhibitions and often invite the public to sample traditional food, drink and entertainment and celebrate their country's involvement in the Olympics.

We helped National Olympic Committees find venues, manage their events and secure council permissions. We also promoted the houses via visitlondon.com and our London Media Centre.

We worked with more than 20 National Olympic Committee houses, which delivered around £50 million gross economic benefits for London.

We:

- supported the creation of Experience Africa in Billingsgate Market for Africa House.
- helped the Dutch NOC select Alexandra Palace for Holland House.
- liaised with Casa Italia and the Queen Elizabeth II Conference Centre to secure the successful creation of Italy House.
- helped secure permissions for the Russian Olympic Committee House to build a tent in Hyde Park for its Olympic hospitality programme, attracting 6,500 visitors a day.
- worked with London city operations on the safety and security of each of the 42 houses, building a communication network between Transport for London, the Metropolitan Police, NHS services and the Mayor of London.

Olympic opportunities for leisure tourists

The Olympics secured unprecedented exposure for London. We worked hard to capitalise on this extraordinary global profile. Historically, some host Olympic cities see a dramatic decline in tourism. We wanted to ensure that this didn't happen in London. We needed to make sure that London's tourism industry remained strong before, during and post-Games.

Through a series of marketing and PR campaigns we targeted key markets including the UK, France, Germany, Italy, Australia, Spain and the US, resulting in more visits to visitlondon.com and bookings for our leisure tourism partners.

London bucked the trend seen by some previous Olympic host cities: we saw an increase in international visitor numbers, up by 1%, and visitor spend, up by 7%.

See page 41 for more detail on these campaigns and the results so far.

City-wide operations

One of the biggest successes of the Games was how a range of London organisations worked together: for the first time all the relevant London organisations worked collaboratively on communications, event coordination and business continuity plans.



We worked hand in hand with the Mayor of London, Transport for London, the emergency services, London's boroughs and Film London to:

- deliver London's first ever city-wide Games time filming pass to enable media to easily film across London. This stands London in good stead to leverage increased and easier filming opportunities in the future.
- create the London Events Coordination Calendar, a single database of all major events and transport updates over the Olympic and Paralympic Games: an invaluable tool for all London organisations and event organisers.
- manage a Fair Pricing & Practice Charter to ensure a fair price for anyone planning an event in the city during the Games. We secured more than 500 signatories to the Charter, including Eurostar, Tower of London, The O2, Thames Clipper, IET London: Savoy Place, Chef Tom Aikens and Macdonald Hotels & Resorts.

INSIDER VIEW

"The Games was a fantastic showcase. The eyes of the world were on London. It was a great example of the city working together. Post-Games it's about getting back into the marketplace and leveraging the millions invested. To everyone around the world who watched the Games, we're saying: Come and visit London."

Gordon Innes, Chief Executive Officer, London & Partners

Find out more by visiting:

➔ londonandpartners.com/london-2012

THE TEAM

Our business team promotes London as the world's number one city for business. We persuade and help international companies set up, succeed and grow in the capital. Our experts advise on every aspect of locating and doing business in London, ensuring our clients establish themselves successfully in the city.



The team at London & Partners have very deep knowledge of the industry. We wanted to be in market a few months before the summer of 2012. If we hadn't had their support we wouldn't have launched before June 2013. They helped us get all the practicalities out of the way so we could get on with the business. They got our office up and running in 24 hours.”

Albinder Dhindsa,
Head of International Operations, Zomato

LONDON & PARTNERS FOR BUSINESS

Making sure **London means business**

London remains Europe's number one destination for foreign direct investment (FDI) and has increased its share of investment projects over other leading cities, attracting nearly 9% of all FDI investments into Europe, despite a challenging European economy. With our partners, we promoted London as the best place to access great talent, innovate and build a profitable business.

In 2012, **331 INTERNATIONAL COMPANIES** set up operations in London. We worked with **2 IN EVERY 3** of these businesses and made sure their expansion in London was a success.

Greenfield foreign direct investment is a **£500 BILLION GLOBAL INDUSTRY** that generates around **15,000 INVESTMENTS** globally each year.

INSIDER VIEW

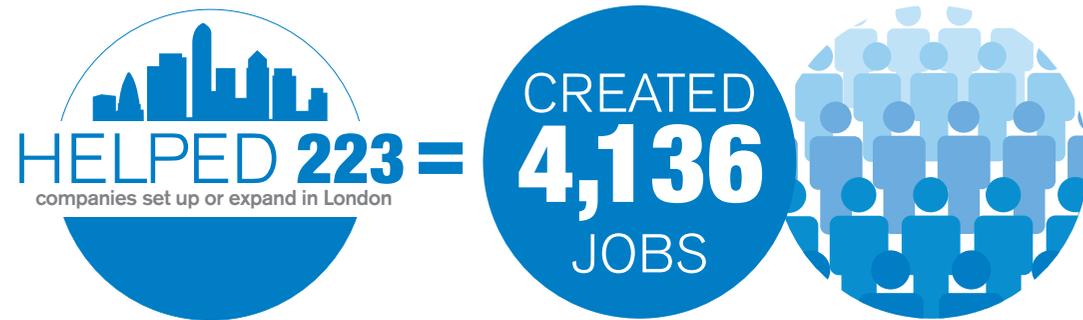
“Against the backdrop of a weak global economy, the FDI market is increasingly competitive as cities look to stimulate growth by attracting overseas companies. As the EU's largest and fastest growing city, we will focus on targeting the highest value investors to create jobs and drive economic growth for London.”

David Slater, Director of International Trade & Investment, London & Partners

WHAT WE HAVE ACHIEVED FOR LONDON

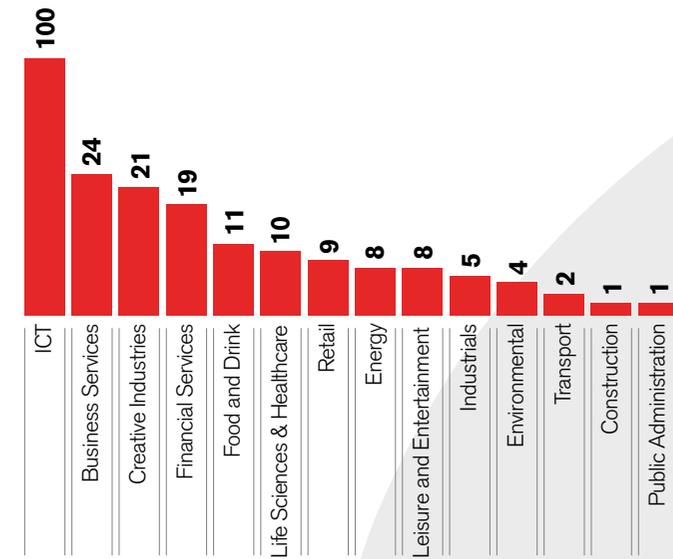
Our success **in numbers**

GENERATED £95.6 MILLION
GROSS VALUE ADDED

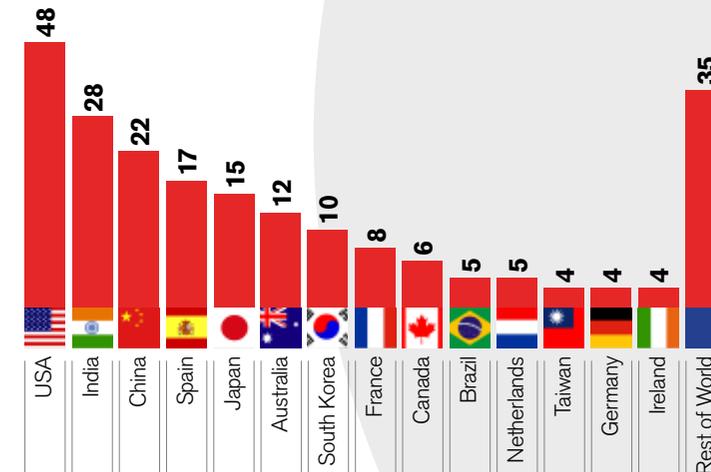


AN ADDITIONAL **2,813** JOBS
are forecast to be created **OVER THE NEXT THREE YEARS**

Our client companies by sector



Our client companies by country of origin



London & Partners are the first company you call if you need a trusted service; if you want something done in London - they connected us to the right people and helped us understand the attractions of the area.”

Mike Grafham,
Customer Success
(EMEA), Yammer Inc

Beyond the **statistics we...**



- Leading provider of enterprise social networks, Yammer, expanded its US-based business into London's thriving Tech City with our help, partnering with UK Trade & Investment to find the right location and meet the best contacts. It now employs 80 people here.
- We helped Swedish digital payment start-up iZettle set up in London, employing 12 people, by finding the right London base, introducing the company to tech recruiters and supporting its launch.

Helped secure great international brands for London

- We supported the set-up of Telefónica's digital headquarters in London, and helped persuade the telecommunications giant to choose London for its first Wayra Academy outside Spain. Wayra is an incubator for early stage digital businesses, helping them accelerate and secure additional rounds of funding. We provided property tours, introductions to London's tech community and obtained media and high level speakers for their launch event.
- Banco Bilbao Vizcaya Argentaria (BBVA), the second largest bank in Spain expanded into London. We helped it set up, welcoming the company to senior level business events such as our Bank of England dinner and the Latin American Forum. The bank is now employing 50 people in London.



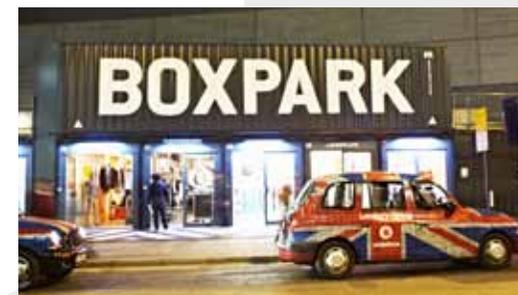
Brought wealth into London boroughs

- Partnering with the Mayor of London and Newham Council, we worked with Siemens to support the opening of its flagship sustainability centre in east London. The £30 million Siemens Crystal hub will generate £15.2 million and 250 jobs for London.
- We promoted London's infrastructure and regeneration projects – including the Royal Docks, Greenwich Peninsula and Crystal Palace areas – internationally to financiers, developers and tenants in Australia, China, India and beyond.



When you start, you assume things are going to be the same as in your home market, but they often aren't. London & Partners found experts who could help with our questions, they made the extra effort and acted like a private organisation. And that's a big compliment.”

Yasser Hatami, Managing Director, GulfTalent.com



Fostered London's reputation as a creative and tech hub

- We promoted London and Tech City as one of the world's fastest growing creative and tech hubs, in partnership with the Tech City Investment Organisation. Companies we helped set up include Brazilian Brit Services, US-based Kaltura, Italian Secure Project, Spanish Brainsins and Dutch Adversitement.
- We attended a major tech festival and conference in the US, South by South West (SXSW), running a competition for US technology companies to win a trip to London, partnering with British Airways, General Assembly, Oury Clark and Guoman Hotels. The campaign generated 150 business enquiries from US companies looking to expand to London.

Built international partnerships

- We worked with the Spanish Chamber of Commerce and ICEX, the Spanish Trade and Investment office, to help expanding Spanish companies set up in London. We also ran a Best Practice Seminar for Spanish investors which led to 11 new business leads and six new companies setting up in the capital.

Facilitated business networking

- We launched a new online networking forum, Business Lounge, to help expanding overseas companies network, access events, develop long-term partnerships, buy and sell products and services and take advantage of special offers. Find out more: londonandpartners.com/businesslounge



When we decided to open the first Wayra Academy in Europe outside of Spain, London & Partners were effective and supportive in encouraging us to locate in London and helping us find the right site. London is one of the world's greatest capital cities. London & Partners help keep it that way, securing new investment for the city and reinforcing London's status as one of the world's best and fastest growing centres of digital innovation.”

Simon Devonshire, Head of Wayra Europe, Telefónica

- We worked with the Latin American Forum to organise and host a series of events throughout the year targeting Latin American professionals working in London. Working with 17 embassies and five chambers of commerce, our joint efforts reached almost 1,000 people. We also secured the Mayor of London to launch the first forum.

Exported UK business

- We helped more than 100 London companies increase their knowledge of overseas markets or increase their exports. We also oversaw the Mayor's first overseas trade mission to India which helped more than 50 London companies access overseas business opportunities.

Find out more by visiting:

➤ londonandpartners.com/business

🐦 [@L_PBusiness](https://twitter.com/L_PBusiness)

📺 [London & Partners FDI group](https://www.linkedin.com/company/london-and-partners-fdi-group/)

📺 [youtube.com/londonandpartnersfdi](https://www.youtube.com/londonandpartnersfdi)

THE TEAM

London & Partners is home to the city's official convention bureau. We offer a total event solution service for event organisers, including free and impartial advice on planning meetings, conferences, events, exhibitions, incentives and launch parties in London. We also bid to attract association congresses to London and facilitate with all aspects of set up.



Stockholm was the frontrunner so we had a lot of work to do to tell London's story and showcase why it was the best city for hosting this type of large-scale event. London & Partners was instrumental in helping us to achieve this and I really felt we were in partnership together. ”

Andrew Ketteringham,
Director of the Alzheimer's Society

LONDON & PARTNERS FOR MEETINGS, INCENTIVES, CONFERENCES AND EVENTS

A meeting **of minds**

London's business events industry is worth £12 billion. London is one of the global leaders for events, sitting at sixth place in the International Congress and Convention Association (ICCA) ranking of top convention cities, having risen an impressive 13 places over the past five years. To further strengthen this position we have focused on building a proposition around the Olympic legacy and are bidding for numerous events over the coming years.

Business tourism draws an estimated **3 MILLION VISITORS TO LONDON EACH YEAR.**

INSIDER VIEW

“Winning the 9th World Islamic Economic Forum (WIEF) 2013 at ExCeL London was a major collaborative feat. WIEF has never held this event outside an Islamic state. We pulled together a group including the Foreign Office, UK Trade & Investment and London Chambers of Commerce and Industry to secure the event. We worked collectively across our partners to create a sponsorship programme, help secure speakers and academics, and create an itinerary showing what London would offer delegates. It was a great collaborative effort and a game-changer for us and for London.”

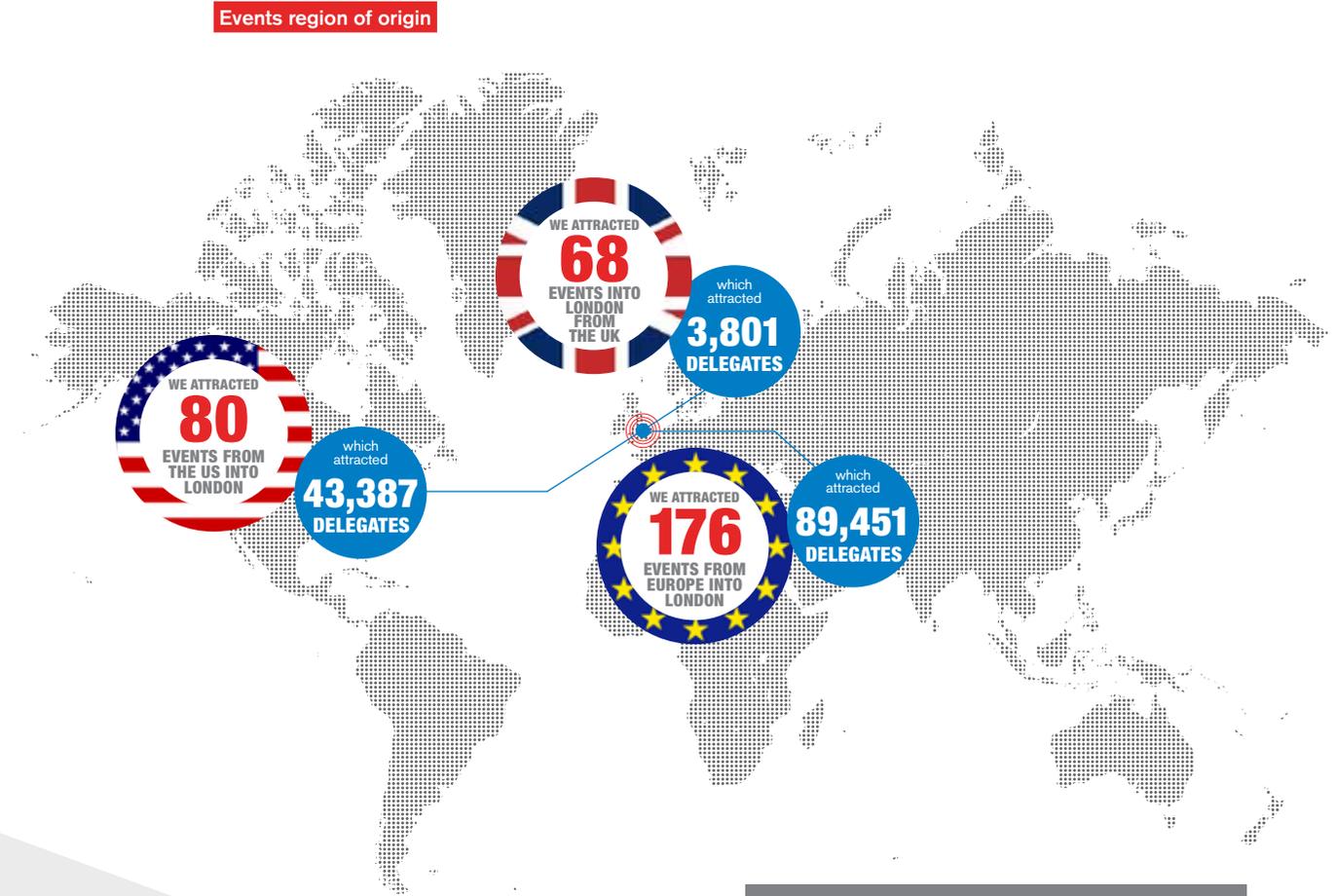
Tracy Halliwell, Director of Business Tourism & Major Events, London & Partners

WHAT WE HAVE ACHIEVED FOR LONDON

Our success **in numbers**

GENERATED **£38.5 MILLION**
GROSS VALUE ADDED

GENERATED **£77 MILLION**
ADDITIONAL TOURISM SPEND



“

London & Partners helped us secure important relationships with venues and hoteliers and provided vital information whenever it was required. Choosing London as an incentive destination during the Olympics was made easy for us.”

Alejandro Verzoub, President of AV Business & Communication

Beyond the **statistics we...**

Cemented London's medical and life sciences status

- We have won 11 medical congresses this year to take place in coming years, which will bring an estimated 53,000 delegates from the medical sector into London.
- We have an additional 12 large international medical congresses in our pipeline which are considering London, which could generate more than £26 million.
- We helped bid for and win the European Society of Cardiology 2015 Congress. We worked with ExCel London and the Society to establish the requirements for the congress and produce the winning bid document. Together with a variety of partners including Transport for London, we booked accommodation and social congress venues, and devised transport strategies for such a big event. We will continue to work with the Society up until the congress, which will attract 35,000 medical professionals and generate £16 million for London.



- Our work with National Olympic Committee Houses during the Games generated benefits that outlasted the Olympic period. The event management agency used for Holland House worked with us again after the Games on the UEFA Champions League: we advised on suitable locations and negotiations with London councils, attracting 1,000 international delegates over two days. Experience Afrika came back to us to help plan an Africa cultural experience in 2013. The event agency that ran the French House and also attended our Mayor of London 2012 Business Programme has put London forward for a car launch, inspired by their experience with us and how we were able to showcase London during the Olympics.



Brought repeat business to London

- We have worked with numerous organisations this year to secure their return to London, including: Aviation Week where we sourced accommodation for several hundred delegates; Cisco where we helped secure events over three years; and Advertising Week Europe, which held its first event in 2013 and plans another for 2014. We helped them find suitable venues, provided content including speakers, city branding and promotion of the event.

Enabled events to maximise on the Games

- We helped Argentine confectionery company Arcor deliver a once-in-a-lifetime incentive trip for its top distributors during the 2012 Games. We organised everything from hotels to itineraries, and facilitated introductions to the best event management agencies. The 44 clients stayed at Hilton London Metropole and visited attractions such as the EDF London Eye, Tower of London and Wembley.

Partnered with the UK's most flexible event space

- We collaborated with ExCeL London to bid for and win major events. These include the World Islamic Economic Forum (WIEF), attracting more than 2,000 delegates from 34 countries, taking place in October 2013.
- The European Association for the Study of the Liver conference will take place in April 2014, expected to attract 10,000 medical professionals and generate over £5 million. We won the bid working in partnership with ExCeL London, providing pre-congress promotion of London, producing the bid and liaising with our partners to offer the best of London for the congress.

Were voted best Convention Bureau team

- We won Gold Award for Best Convention Bureau Team from Incentive Magazine USA and Silver Award for Best UK Convention Bureau at the Meetings & Incentive Travel awards.



London & Partners provided essential support in our decision to bid for London. They gave us sound advice about content, provided clear facts and figures and produced an impressive bid document, which really gave us the edge and won it for London.”

Lady Hale, President of the International Association of Women Judges



Find out more by visiting:

➤ londonandpartners.com/convention-bureau

🐦 @L_Pbusiness

🌐 London & Partners Convention Bureau group

📺 youtube.com/londonandpartnerscvb

THE TEAM

Our major events team acts as a central point of leadership and expertise to develop the capital as the world's most exciting major events destination, whilst delivering incremental social and economic benefits to London. The team works closely with the Mayor of London and key London stakeholders, leading on strategic planning, bid development, marketing and brand activation, as well as destination marketing of London as a major events city.



London & Partners has made a vital contribution as a member of the Steering Board for the PruHealth World Triathlon Series Finals 2013. This is the second biggest triathlon event in the world after the Olympic Games and working with London & Partners means we can promote this event to Londoners and visitors to the city as a major sporting event.”

Ian Braid,
Chair of the PruHealth WTS Steering Board,
Director British Triathlon Federation

LONDON & PARTNERS FOR MAJOR EVENTS

London's **next big thing**

London is the world's leading major sporting events destination, as demonstrated by its numerous major awards and the success of the London 2012 Olympic and Paralympic Games. We help the city build on these accolades and harness sporting and cultural events for greater economic benefit.

BUILDING LONDON'S MAJOR EVENTS CREDENTIALS

We helped secure major sport events which will take place in London every year until 2017.

The UK outdoor, festival, cultural, music and sport events market is valued at **£5.8 BILLION**. London's share is approximately one fifth of this important and growing sector.

INSIDER VIEW

“**Instead of just bidding for events we are creating them.** We've worked for three years to create, plan and launch Prudential RideLondon, which we officially announced in 2012: a mass participation ride for everybody from elite cyclists to kids. We created the event in partnership with Transport for London and working closely with our selected delivery partners and the London Legacy Development Corporation, Royal Parks, London boroughs and Surrey County Council. Next, we are going to take what we have done for sport and apply it to culture: creating a major events platform that's recognised internationally.”

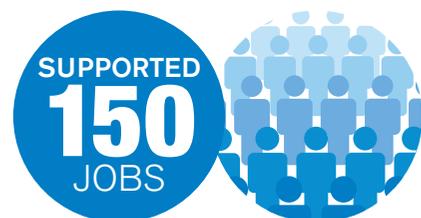
Iain Edmondson, Head of Major Events, London & Partners

WHAT WE HAVE ACHIEVED FOR LONDON

Our success **in numbers**

GENERATED £9 MILLION
GROSS VALUE ADDED

£18 MILLION IN ADDITIONAL
TURNOVER/SPEND



London & Partners was a first-rate resource for us as we planned our events around our International Series Game at Wembley Stadium. They have supported us throughout the process by providing solid direction and reliable referrals. The collaboration with London & Partners helped us create a winning game plan for our staff and fans. ”

Steve LaCroix, Vice President, Sales & Marketing, Chief Marketing Officer, Minnesota Vikings Football, LLC

Find out more by visiting:

- > londonandpartners.com/majorevents
- > visitlondon.com/events

Beyond the **statistics we...**



Created a world-class landmark mass participation event

- We led on the creation of a brand new annual event for London: Prudential RideLondon. The event, which is on track to become the world's largest mass participation cycle event, was confirmed this year and will take place in August 2013. It will attract 200,000 visitors and contribute £5 million to the London economy.

Introduced a whole new ball game

- We worked with the Mayor of London and Wembley Stadium to secure a five-year deal with the National Football League (NFL) to host a regular season game in London from 2013, generating £38.6 million of gross economic benefit for London. We supported the NFL to raise the profile of the game, promote its fan rally, and facilitate introductions between relevant London organisations and the NFL team owners and executives.

Built a long-term legacy

- We helped secure or lead on the creation of major sport events for London every year to 2017. Our efforts included liaising with public and private sector partners throughout London, sitting on the bid team to develop pitches and producing the winning bids for London. This year's wins include:
 - NFL International Series Games: annual until 2016
 - ATP Tennis World Tour Finals: annual until 2015
 - Turkish Airlines Euroleague Basketball Final Four: 2013
 - Prudential RideLondon: Annual event starting in 2013



- UEFA Champions League Final including the Champions Festival in the Olympic Park: 2013
- PruHealth World Triathlon Grand Final London: 2013
- Rugby League World Cup Semi Finals: 2013
- ITF World Wheelchair Tennis Masters Series: 2014-2016
- EuroHockey Championships: 2015
- Canoe Slalom World Championships: 2015
- IAAF World Athletics Championships: 2017
- IPC Athletics World Championships: 2017

Developing a pipeline of more events

- We have worked with London and UK stakeholders to secure support and submit bids for several events for the city and its new venues. Our work included undertaking feasibility studies, presenting business cases, organising venue negotiations and preparing bid documentation. Among several target events, we have submitted bids for the 2016 European Swimming Championships, 2016 Track Cycling World Championships and 2018 Gay Games.

Secured a five million event-goer database

- We secured the rights to the London Organising Committee of the Olympic Games database of five million fans who were inspired by the 2012 Games. We are engaging with this audience about upcoming events in London. We are controlling editors of the database in a consortium with UK Sport and Sport England.

THE TEAM

We promote the UK capital, helping to maintain London's position as the number one visitor destination in the world and attract even more leisure tourists to London. We run London's official tourism website visitlondon.com, which receives more than two million visits per month; deliver campaigns targeting potential tourists and liaise with the travel trade to ensure it can sell London.



There is no doubt that flying on the coat tails of London & Partners' considerable efforts to bring business to the capital has contributed in no small measure to our going from strength to strength as a commercial enterprise.”

Martin Westwood, Head of Commercial Development and Operations, The Household Cavalry Museum

LONDON & PARTNERS FOR LEISURE TOURISM

The world's **must-see city**

What better advert could there be for London? The Olympic and Paralympic Games reached more than four billion people across the globe, and London is forecast to attract an extra 1.1 million Olympic-inspired visitors post-Games to 2017, generating an estimated £650 million.

There was a concern that visitor numbers would drop dramatically around Games time, so we dedicated much of our effort to running promotions and campaigns to combat this risk, working with key partners and stakeholders including Transport for London and the Mayor of London.

In 2012 **LONDON WAS VOTED THE WORLD'S BEST DESTINATION** by users of TripAdvisor, the world's largest travel website.

London bucked the trend seen by some previous Olympic host cities and saw an **INCREASE IN BOTH INTERNATIONAL VISITOR NUMBERS, BY 1%, AND VISITOR SPEND, BY 7%**. We are proud to have contributed to this great achievement for the city.

INSIDER VIEW

“To combat the potential decrease of visitors to London, we worked with the Mayor of London, Transport for London and numerous other partners, running global campaigns and launching special offers, to attract visitors into London's many hotels, museums, restaurants, shops and attractions. The result was that London really bucked the trend.”

Julie Chappell, Director of Consumer Marketing & Digital Channels, London & Partners

WHAT WE HAVE ACHIEVED FOR LONDON

Our success **in numbers**

GENERATED **£102 MILLION**
GROSS VALUE ADDED

GENERATED **£255 MILLION**
ADDITIONAL TOURISM SPEND



Beyond the **statistics we...**



Broke world records for London

We worked with Guinness World Records on a six-month campaign aimed at making London a multi record-breaking city in the run up to the London 2012 Olympic and Paralympic Games.

The campaign generated more than 500 national and international press cuttings with a total advertising value equivalent of more than £3.5 million. It crowned more than 16,000 new record holders in London and 21 records were broken, including:

- Longest Marathon Hug set in 24 hours and 44 minutes at St Pancras International station on National Hugging Day.
- Longest Line of Fanfare Trumpeters at Wellington Barracks by a group of 91 trumpeters made up of seven different military units.
- 295 international students became world record holders in London as they broke the title for the Largest Mortar Board Toss.
- The World's Largest Parade of Boats for the Thames flotilla on The Queen's Diamond Jubilee.
- Museum of London's archaeological archive, known as LAARC, was also named the largest in the world.

We created global PR stories with each world record to ensure London captured the imagination of people around the world. All records were adjudicated by Guinness World Records, the universal authority on record-breaking achievement.

Maximised The Queen's Diamond Jubilee

As the country celebrated The Queen's Diamond Jubilee in June 2012, we made the most of this opportunity to showcase London.

We worked closely with the organisers of the Jubilee Pageant, promoting activities and including the Thames flotilla as part of our wider World Record London campaign. As a result, London achieved a new Guinness World Record for the world's largest parade of boats and thousands of online and print articles.

We also ran the official pageant team media and social media centre for journalists, located in our Thames-side office, for almost 60 international press including print, online, radio and TV. We also gave interviews to communicate the best of London globally.

Revamped visitlondon.com and our digital offering

- We improved our flagship website visitlondon.com, London's official tourism website, creating a clearer and more engaging layout, simpler navigation and improved search. We added a new Discover London section, designed to help first-time visitors plan their visit to London. We enhanced the social media functions and fully optimised the site for mobile and tablet devices.
- We launched London's first ever Official City Guide app, used during the Mayor of London's Summer Like No Other campaign, which promoted activities in London around the Games. The app continues to be used today and keeps users up to date with free events, must-see attractions and recommendations for the best restaurants.



Key achievements include:

- a 49% increase in total visits to visitlondon.com on last year, to 24 million.
- visitlondon.com appearing as number one in Google searches for 'London'.
- reaching 100,000 Twitter followers to @visitlondon.
- achieving more than 350,000 views on youtube.com/visitlondonvideo.
- 158,000 people downloading our Official City Guide app.
- visitlondon.com being voted best website for London by the Mail on Sunday.

Ensured London's tourism industry remained strong pre-Games



We undertook research which highlighted there was a risk of a reduced number of leisure visitors in the run up to the Games, as had been seen by some previous Olympic host cities. We ran a targeted leisure campaign, Limited Edition London, to combat potential visitor displacement. We promoted exciting one-off, time-limited and unique events including trial runs at Olympic venues, multilingual Shakespeare performances at The Globe, and the first ever exhibition to explore Pablo Picasso's connections with Britain at Tate Britain.

To reach our audiences we combined online, radio and print and partnered with companies such as American Airlines Vacations, British Airways, Ryanair and Radisson Blu Edwardian.

Limited Edition London secured:

- almost one million additional visits to visitlondon.com.
- 155,000 entries to our competition.

Attracted bookings and visits during Games time

Our Late Summer Deals leisure campaign evolved throughout Games time as a direct response to concern from our partners that London was quieter than usual. In order to boost bookings for accommodation, attractions and events we worked with partners including Transport for London, the Mayor of London, the British Hospitality Association, the Society of London Theatres, New West End Company and Westfield to promote special London offers on visitlondon.com and across our marketing. We extended this campaign to include a new Oyster 2 for 1 promotion which featured more than 45 attractions including EDF Energy London Eye, Madame Tussauds and the London Aquarium.

The campaigns resulted in 85,000 visits to visitlondon.com and the Oyster 2 for 1 deals also benefitted from great exposure including a two minute segment in the Money Saving Expert slot of ITV1's Lorraine Show.

Harnessed London's Olympic exposure

We launched our London, Now see it for yourself tourism campaign after the Olympics in a bid to convert people who had seen the Games on TV into visitors to London. The campaign featured a Corgi dog character called Rufus, with a video and interactive map using Rufus as an entertaining guide for visitors around London. We worked with more than 100 of our tourism partners including Radisson Blu Edwardian, Westfield and Warner Bros studio tour to secure content and prizes.

The key results from London, Now see it for yourself include:

- 1.2 million website visitors.
- almost half a million competition entries.
- almost £1 million in private sector match-funding and media in-kind.
- advertising value equivalent of £420,000.



We value what London & Partners brings to our brand through their global campaigns. They deliver a creative and targeted offering and an invaluable range of expertise and contacts. London & Partners' can-do, collaborative attitude, account management and pan-organisation support is second to none and invaluable to us.”

Linda Plant, Director of Marketing, Radisson Blu Edwardian, London

Connected with trade to increase London bookings

- Our services and support helped 27% of travel trade operators to sell additional trips to London. We are also working to improve London's reputation:
 - 63% of travel trade operators said that their perception of London as a leisure destination has improved thanks to our support.
 - 84% of all the travel trade operators interviewed stated that they could not find a similar level of support anywhere else.

Find out more by visiting:

- > visitlondon.com
- > londonandpartners.com/traveltrade
- [@visitlondon](https://twitter.com/visitlondon)
- [youtube.com/visitlondonvideo](https://www.youtube.com/visitlondonvideo)
- [facebook.com/visitlondon](https://www.facebook.com/visitlondon)
- [London & Partners - Travel Trade](#)

THE TEAM

We champion London and its world-class universities, attracting international students to the capital to study. We provide international students with an official, one-stop-shop website, studylondon.ac.uk, where they can search London's 30,000 courses and contact all the universities from a single site.

LONDON & PARTNERS FOR HIGHER EDUCATION

Keeping **London ahead** of the competition

London remains the world's top city for international study. The city hosts 110,000 students from 214 countries, who contribute more than £2.5 billion a year to the London economy. Over the last 12 months we have focused on promoting the city's higher education offer overseas, dispelling myths about London around visas and costs, and promoting positive stories about London as the best place in the world to study.

**INTERNATIONAL STUDENTS CONTRIBUTE MORE THAN
£2.5 BILLION** to the London economy each year.

INSIDER VIEW

"We worked closely with London's universities to promote London in China. Together, we devised a programme for five of China's top celebrities. Over seven days our celebrity guests visited some of London's top cultural attractions and universities. Their visit culminated in a VIP view of the Queen's Diamond Jubilee celebrations. Using the Chinese equivalent of Twitter, Sina Weibo, our guests reached more than 65 million followers and the sights of London were showcased in their TV special, broadcast to 100 million people in China."

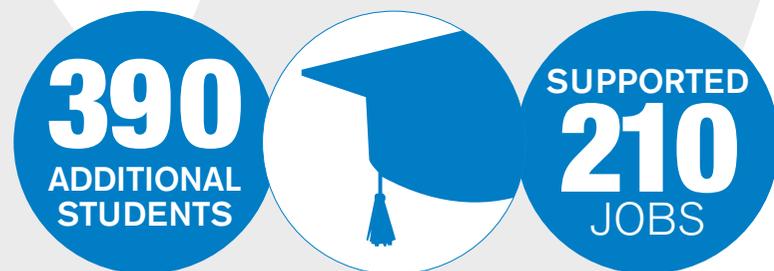
Kevin McCarthy, Head of Education and Culture, London & Partners

WHAT WE HAVE ACHIEVED FOR LONDON

Our success in numbers

GENERATED **£11.8 MILLION**
GROSS VALUE ADDED

GENERATED **£22.3 MILLION**
ADDITIONAL SPEND



Beyond the **statistics we...**

Focused on China

- China is a key target market, and the hit Saturday night Chinese TV show Happy Camp proved a creative and entertaining route to our target audience. We invited presenters of the show to film the best of London during the Queen's Diamond Jubilee celebrations, securing flights and accommodation through our partners and taking the group to cultural attractions and flagship universities such as King's College London and Central Saint Martins. The campaign generated a This is London Showcase which was broadcast to 100 million people in China, and engagement through Sina Weibo, China's micro-blogging website, that reached 65 million.

Formed active partnerships with 16 universities

- We have formed a new partnership with 16 key education establishments, including King's College London, University of the Arts London and Brunel University. The London Universities International Partnership (LUIP) launched online campaigns to China, India and the US. This is a first for London and has helped us reach record visits to our studylondon.ac.uk website.

“

The London Universities International Partnership (LUIP) has established a great working relationship with London & Partners. In 2012 we delivered campaigns in India and China, aimed at international students and education media, that promoted London as the best study location in the world.”

Dr Heather Forland, Director of Kingston International and Chair of LUIP China Group

Targeted the digital generation

- We've shifted our marketing efforts to further focus on digital channels, the natural home of our target audience. Our website has attracted more than one million prospective international students, an increase of 41% on last year, and we communicate regularly with our 100,000 subscribers.



Busted myths in India

- We discovered that changes in the student visa system were deterring Indian students from applying to London universities. We therefore invited the education correspondents from the Times of India and Financial Express to come to London to help dispel the myth that Indian students could no longer study in the UK. Our outreach resulted in six positive pieces in the Indian press dispelling the myth that it was difficult to get a student visa to study in London.

Find out more by visiting:

studylondon.ac.uk

[facebook.com/studylondon.official](https://www.facebook.com/studylondon.official)

[Sina Weibo: thisislondon](http://weibo.com/thisislondon)

OUR SUCCESS IN PARTNERSHIP

We owe this year's achievements to our many successful partnerships across the private and public sector.

More than 1,000 private sector companies work with us, benefiting from our marketing reach, business networks, and our influence and connections.

We also work with numerous government agencies and public sector organisations across London and the UK including the Mayor of London, UK Trade & Investment,

VisitBritain, Tech City Investment Organisation, London universities and many more to promote London.

Our work in attracting overseas businesses, visitors, events and students to London is effective due to our strong partnerships and relationships across a variety of sectors and built up over many years.

We're working with our partners in a more efficient way: understanding their objectives and priorities and seeing how we can work with them most effectively. For example, we are looking at opportunities to boost hotel bookings during the quiet month of January. It's a more strategic relationship.

Oliver Leeds, Commercial Director, London & Partners

The Games allowed us to build relationships with partners and attract key players such as international businesses and major events to the city. And we shall continue to work with the Mayor and the London Legacy Development Corporation to secure a lasting economic legacy by attracting business and creating new sporting and cultural events for the Olympic Park.

Gordon Innes, Chief Executive Officer, London & Partners

Partnership working

In the last 12 months:

- We have referred more than 2,900 event enquiries to our partners across London throughout the year, covering every type of event from major conferences to dinners, and incentive programmes to accommodation.
- We have passed on to our business partners more than 2,000 enquiries from overseas companies who want to set up in London, including clients looking for professional services, office space, IT solutions and networking opportunities.
- We provided detailed analysis of markets, trends and sectors to our partners to assist with campaign planning and company strategy. Overall we answered around 300 requests for statistics during the year.
- Our partners were able to take advantage of hundreds of opportunities to raise their profile and benefit from media exposure via our London Media Centre over Games time.
- We listened to partners looking for more promotion opportunities. For example, when restaurant partners were seeking more profile in our activities, we included a food themed week in our London: Now See it for Yourself tourism campaign. We have also planned a shopping month in September 2013 with retail partners Westfield, New West End Company, Shaftesbury and Heart of London, as well as many other opportunities over the coming year.
- We convened an Olympics Working Group representing all areas of our partner base, providing a forum for the exchange of information on trading conditions, predictions and highlighting specific issues affecting visitor demand during 2012.
- During the Games, we set up a partner panel of attractions, restaurateurs, pub chains and retailers that provided invaluable feedback on day-to-day trading conditions. One of the results from this

partnership work was our quick response promotions to reposition London hotels and the West End as open for business during the Games. We also brought Olympic stars into the West End, creating opportunities for photo calls to increase media coverage and create a social buzz for our partners and the area.

- We worked with new and existing partners across all areas of London to bring to life our Mayor of London 2012 Business Programme and support the attraction of business and events to the city.

“

London & Partners' potency goes from strength to strength. Its presence over Games time in particular - the once-in-a-lifetime chance to promote the capital's investment credentials - was formidable; they really stepped up to the plate. In addition, their collaboration with Newham to entice hi-tech investment into the Royal Docks Enterprise Zone made the past year one of substantial partnerships and progress.”

Clive Dutton, Executive Director, Regeneration & Inward Investment, London Borough of Newham

Our partners

We are a not-for-profit public private partnership, funded by the Mayor of London, our commercial income and network of partners.

Our partners enable us to attract overseas companies, events, students and visitors to the capital, creating additional jobs and economic growth for the city.

Leisure and business tourism partners

Our leisure and business tourism partners work with us to promote London as the world's number one visitor city and the best place to host an event.

Premier partner

Radisson Blu Edwardian, London

Platinum partners

| | |
|-------------------------------|--|
| Accor Hotels | City of London Corporation |
| Covent Garden London | ExCeL London |
| Guoman & Thistle Hotels | Heart of London Business Alliance |
| Hilton Hotels, London | InterContinental Hotels Group |
| Merlin Entertainments | New West End Company |
| Post Office Bureaux de Change | The Royal Parks |
| Shaftesbury PLC | Superbreak |
| Travelodge | Warner Bros. Studio Tour London – The Making of Harry Potter |
| Wembley Stadium | Westfield |

Business - Foreign Direct Investment partners

Our foreign direct investment business partners work with us to facilitate the set up and expansion of overseas companies in London and promote London as the world's best city for business.

| | |
|--|--------------------------------|
| Alliotts Chartered Accountants and Business Advisors | Aptivation Limited |
| Avanta Managed Offices Ltd | BDO LLP |
| Blick Rothenberg | Bureautech Digital Limited |
| Central Working | Consort Group Ltd |
| DoyleClayton | Druces LLP |
| Ecovis Wingrave Yeats | First Tiger |
| Fitzgerald and Law | Gregory Rowcliffe Milners |
| GVA | Hanlon Bennett Consulting |
| Harrow Green | HR Revolution LLP |
| HSBC Bank PLC | Instant Ltd |
| Interim Management Answers | ITRM |
| JMB Partnership | Joelson Wilson LLP |
| Jones Lang LaSalle | Kingston Smith |
| Knight Frank | La Playa Ltd |
| Laytons Solicitors | M Moser Associates |
| Maine Tucker Recruitment Limited | Newland Chase |
| Osborne Clarke | Oury Clark |
| Penningtons Solicitors LLP | People First (Recruitment) Ltd |
| Platform Interiors | Progress Furnishing |
| Propel London Limited | Rochester PR Group |
| RSM Tenon | Sayers Butterworth LLP |
| Smith Stone Walters | Springboard Marketing Ltd |
| Taylor Wessing LLP | The Organisers |
| Touchstone Growth | V3 Limited |
| Workspace Group | |

For more information and to see the full list of our partners, please visit:
> londonandpartners.com/partners

Partner list accurate as of May 2013

How do we measure **the difference we make?**

We measure London & Partners' additional economic impact: defined as the extra benefits generated as a direct result of our intervention, compared to what would have happened without us. Our claims, which exclude all other influencing factors and take account of possible displacement of economic activity and over-optimism by those surveyed, have been confirmed by third party economists as 'best practice'.

Our key performance indicators for measuring economic benefit to the city are gross value added (GVA) and jobs created or supported. We also estimate the additional spend of leisure tourists, business delegates, major events-goers and additional sales made by overseas companies.

In this report, all economic impact figures are expressed in terms of GVA (economic wealth) unless otherwise stated.

Gross value added (GVA) – economic wealth

GVA is the economic added value created when producing a good or providing a service. It is the difference between the price paid for a good or service and the cost of inputs used in its production.

GVA measures profits and wages of London-based businesses and London's employees. By measuring our impact on increasing GVA we are reporting our economic contribution to London.

Jobs supported and jobs created

Jobs created are new paid positions within a business, in line with the Greater London Authority's definition in the Mayor's manifesto to create 200,000 new jobs. By attracting foreign direct investment, we generate new jobs for the London economy that we track and record.

For all the other areas of London & Partners, it is the spend of tourists, business delegates, major events spectators and students that we attract that support jobs in London. We cannot track these jobs directly but we can estimate the number of jobs that our promotional activities support. These jobs can be either new jobs or existing jobs that are safeguarded through our audiences' spend.

Measurement of additional GVA

We measure our 'additional gross value added' – the portion attributable to London & Partners' activity – mainly by surveying a representative sample of our audiences and extrapolating. This year we surveyed more than:

- 30,000 tourists.
- 2,600 students.
- 1,000 spectators across major events.

And

- 40 event organisers and 60 business delegates.
- 380 travel trade operators.
- all our foreign direct investment successes: 223 companies.

Find out more by visiting:

➤ londonandpartners.com/measurement



We have worked closely with London & Partners on numerous investment projects from India as well as on high level visits to the country, including from the Mayor of London. It is a relationship that brings benefits to both sides and is very successful.”

Dave Moore, Deputy Head of Mission and Head of UK Trade & Investment for Western India

londonandpartners.com/remarkableyear

LONDON  **N**™
& PARTNERS