



LONDON™ & PARTNERS

BENEFIT FROM GLOBAL REACH THROUGH A SINGLE PARTNERSHIP

AS LONDON'S OFFICIAL PROMOTIONAL COMPANY, LONDON & PARTNERS
CAN HELP YOU BOOST YOUR BUSINESS WORLDWIDE. BECOME A PARTNER TO:

**RAISE YOUR
PROFILE**

**MAKE
CONNECTIONS**

**ACCESS
INTELLIGENCE**

PARTNER BENEFITS ESSENTIALS

Your partnership package includes the following benefits:



Reach 25million people worldwide with an engaging profile on the official tourism website for London, visitlondon.com.

Visitlondon.com has seen a 20% increase in web visitors year on year and in a recent survey of overseas visitors, who were visiting London, more than 50% cited using visitlondon.com to plan their trip to the city.*

- Your online profile can include descriptions, images, videos, special offers, maps, information about your facilities, pricing and TripAdvisor or Yelp reviews.
- A link to your website from visitlondon.com, which has a high Google domain authority, will help enhance your websites visibility in search engines.
- Keep your profile up to date via our easy to use online partner tool.
- Partners who are relevant for our convention bureau and travel trade audiences also receive a profile on those separate websites.
- Partners are included in our annual printed London Guide for travel trade and event planners, distributed in international markets.

**Survey conducted by Morris Hargreaves McIntyre*



Meet fellow partners and industry leaders, and enhance your knowledge at free to attend, regular business events and informative webinars.

We host a busy diary of conferences, seminars, best practice sessions and informal meet-ups. Join us at:

- 'Meet the expert' events
- Informal 'lunch and learn' sessions
- Briefing webinars
- Annual Tourism Means Business partner event, involving over 250 partners

A VALUABLE PARTNERSHIP.

THESE ESSENTIAL BENEFITS ARE EQUIVALENT TO
AN ESTIMATED £20,000 OF MARKETING SPEND PER YEAR

PARTNER BENEFITS ESSENTIALS

BRIEFINGS AND INSIGHTS

Be the first to learn about industry trends and gain insight to inform your business planning and target the right markets.

- We produce a series of business insight pieces plus industry forecasts. As a partner you receive these free of charge and are invited to webinars to learn more.

Our research includes:

- **London hotel monitor**
Biannual report detailing new hotel openings and development hot spots, helping you identify potential gaps in the market.

- **London attraction monitor**
Quarterly report analysing the visitor levels and trends to London attractions.
- **The London visitor**
Quarterly report examining the historic and predicting the future trends of the London visitor.
- **Tourism report**
Annual report summarizing the type of visitors London receives, including details such as location of origin, transport methods, reasons for visit and spending characteristics. Plus trends, flows and patterns to London's tourism numbers.

COMMUNICATIONS AND NOTIFICATIONS

Stay ahead of the competition and be the first to hear about news and opportunities via our partner communications and timely updates.

- Receive London updates and news via our exclusive partner e-newsletter and social media channels.
- We will keep you informed about opportunities on offer from our wide-ranging London and UK networks, including global sales missions, sponsorship and advertising activities.

PARTNER BENEFITS ESSENTIALS

OFFICIAL PARTNERSHIP LOGO

Boost your credibility and prove your 'official London partner' status by using our exclusive partner logo.

- Usage rights on all marketing and sales materials; high-resolution versions supplied for print.
- Window stickers to showcase the partnership to your clients.

PHOTOGRAPHY

Save your marketing budget with free access to our high-quality London images.

- Download exclusive London-based imagery from our dedicated photography website, available to publish across your channels.



“

Through our partnership we secured two major, high profile events which not only brought in a serious amount of business but also enabled us to generate huge press interest.

”

Susan Holding, Head of Business Strategy, 195 Piccadilly



PARTNER BENEFITS OPTIONS

As a partner you could benefit from these **optional extras**. This will depend on your type of business, content relevance, news and timeliness. Some may incur an additional cost.



BUSINESS LEADS

Access qualified, high-quality business leads, vetted by our award winning convention bureau team.

- We travel the world meeting event planners and buyers, as well as having a permanent team based in New York.
- Last year we referred more than 6,000 business leads to partners, so far resulting in more than 300 events, totalling nearly 150,000 delegates.
- You receive direct leads at 0% commission.*



MEET THE LONDON & PARTNERS TEAMS

Our mission is to tell London's story brilliantly. We do not guarantee coverage or inclusion in our activities but aim to work with partners to try to find stories that fit.

- Showcase your offer to our marketing teams who may be able to include your content in our marketing activities.
- Tell us about your newsworthy content and our PR team could promote your story.
- If your business is relevant to the events market you can meet London's official convention bureau sales team to ensure we can sell your service or product to event planners and include you in familiarisation trips.
- Follow and interact with us on social networks and meet our digital team to gain exposure across our digital channels.

“ Partnership takes us to places that our budgets cannot usually reach. ”

Maria Salvatierra,
Marketing Manager,
Royal Academy of Arts

* Not applicable for group accommodation bookings

PARTNER BENEFITS OPTIONS

INTERNATIONAL SHOWCASE*

Boost your profile and generate sales by joining us at global trade shows or on our sales missions.

- Save time, resource and money by being part of the official London stand at international trade shows. We organise all the pre, during and post-show sales, marketing and logistics to ensure you meet the right people and get the best return from your involvement.
- We organise sales missions and mailing and telesales campaigns. Benefit from a hassle free programme of sales activity that generates business direct to you.

ONLINE ADVERTISING*

Support your own sales and marketing activities by advertising on visitlondon.com, reaching over 25million people a year.

- Receive an exclusive partner discount of up to 20% off on visitlondon.com advertising rates.
- Partners also have the opportunity to advertise on London's official website in China, london.cn.

PARTNER HOT DESK AND VENUE HIRE*

Book our partner hot desk or spectacular conference room overlooking the Thames and Tower Bridge.

- We offer all our partners, free of charge, the chance to work at our newly refurbished offices in London Bridge. Benefit from spending the day with the London & Partners teams, sharing knowledge and gaining a greater understanding of each other.
- We also offer discounted rates to partners to hire our conference room for meetings or events. Impress your clients with a modern space overlooking some of the most iconic views in London.

A VALUABLE PARTNERSHIP.

THESE EXTRA BENEFITS ARE EQUIVALENT TO AN ESTIMATED
£50,000 OF MARKETING SPEND PER YEAR

* At additional cost

LONDON™ & PARTNERS

PARTNERSHIP TEAM

Partners receive access to our dedicated partnership team who will be your main point of call to access all your benefits.

CONTACT US

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