

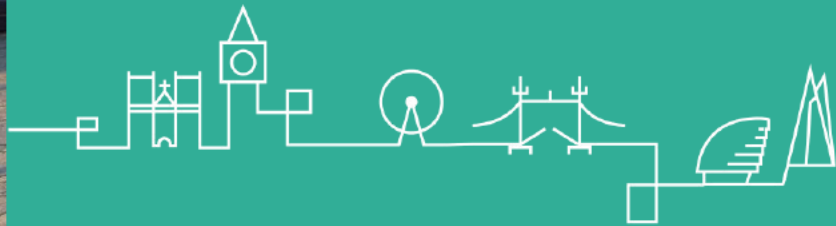
**LONDON**  
& PARTNERS

# LET'S DO LONDON

Campaign performance to date  
20.10.22

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# **UK domestic campaign**



# Levels of campaign recall

(Aggregated data)

- On average across the two waves, a **fifth** could recall the campaign (across any channel).
- Recall was primarily being driven by radio and social media, with a similar proportion recalling seeing or hearing the campaign on these channels.

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## Whether they could recall seeing or hearing the campaign since 4<sup>th</sup> July\*

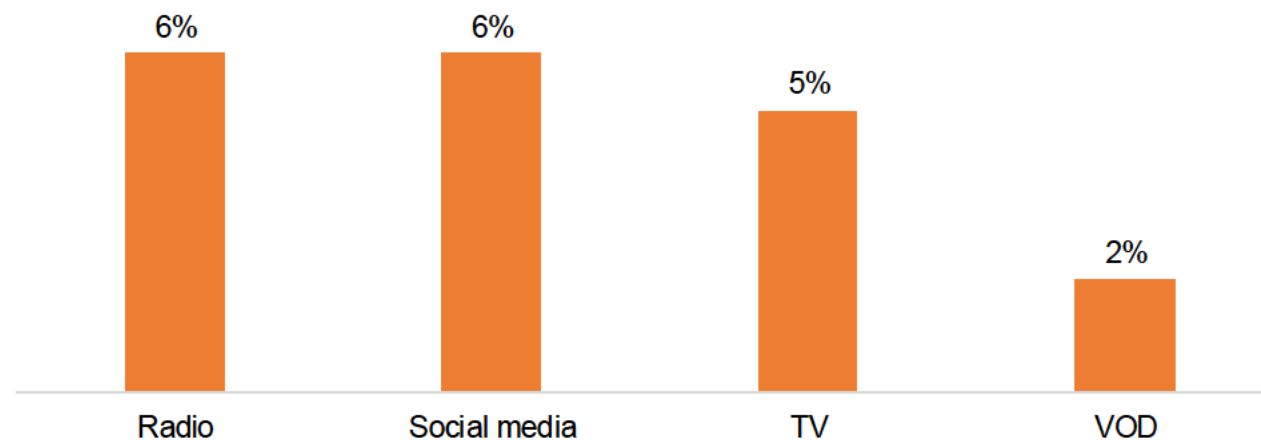
*Data shown: Wave 1: % selected any channel*

*Data shown: Wave 2 and 3: % selected 'Yes'*

# 19%

could recall seeing the campaign (across any channel)

*%: selected each campaign channel*



Wave 1: Where, if anywhere, do you remember seeing or hearing this advertising for this campaign since the 4<sup>th</sup> July 2022? Wave 2: Have you seen or heard this advertising or this campaign since the 4<sup>th</sup> July 2022? Where, if anywhere, do you remember seeing or hearing this since the 4<sup>th</sup> July 2022?

Base: All respondents (n=2585).

# Intent to visit London in the next 12 months

(Aggregated data)

- On average across the two waves, **two-thirds** intend to take a trip to London within the next year.
- **Intent was higher amongst those who could recall the campaign** than those who could not. Three-quarters of those who could recall were intending to do so, compared to two-thirds of those who could not.

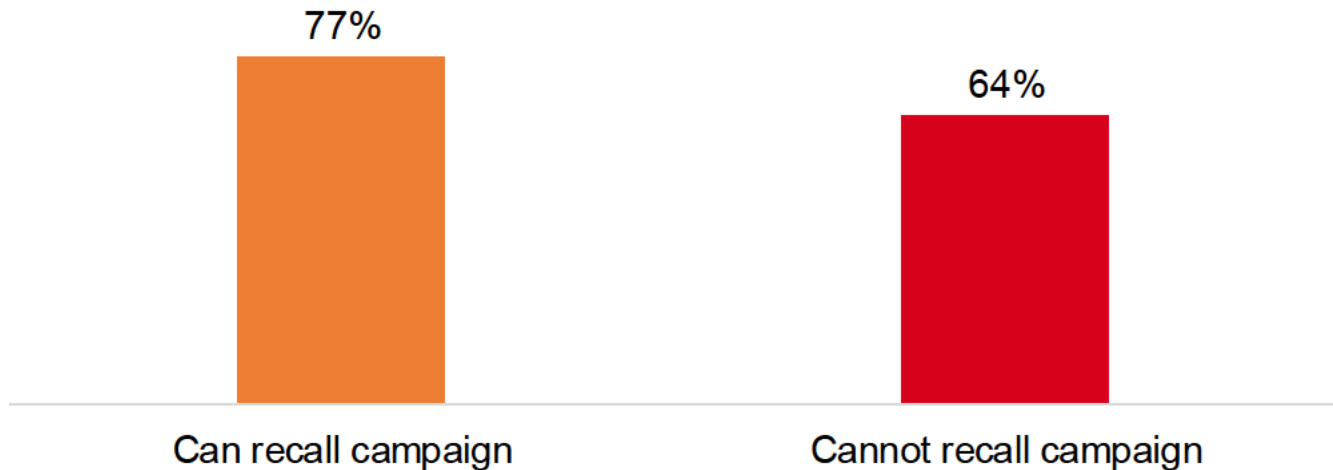
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Whether they intend to take a trip to London in the next year

*Data shown - % Yes*

**66%**

intend to take a trip to London in the next year



Q. Within the next 12 months, do you intend to take a trip to London?

Base: All respondents (n=2585) – those who could recall the campaign (n=474) / those who could not recall the campaign (n=2111).

# Intent to visit London in the next 3 months

(Aggregated data)

- A third intend to take a trip to London in the next three months.
- Intent in the short-term is 13% pts. higher amongst those who can recall the campaign than those who cannot.

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Whether they intend to take a trip to London in the 3 months

*Data shown - % selected 'Within the next month' or 'Within the next 2-3 months'.*

**32%**

intend to take a trip to London in the 3 months



Q. You said you intend to visit London in the next 12 months. When do you intend to visit London for your next trip in the next 12 months? Rebased to all respondents.

Base: All respondents (n=2585) – those who could recall the campaign (n=474) / those who could not recall the campaign (n=2111).

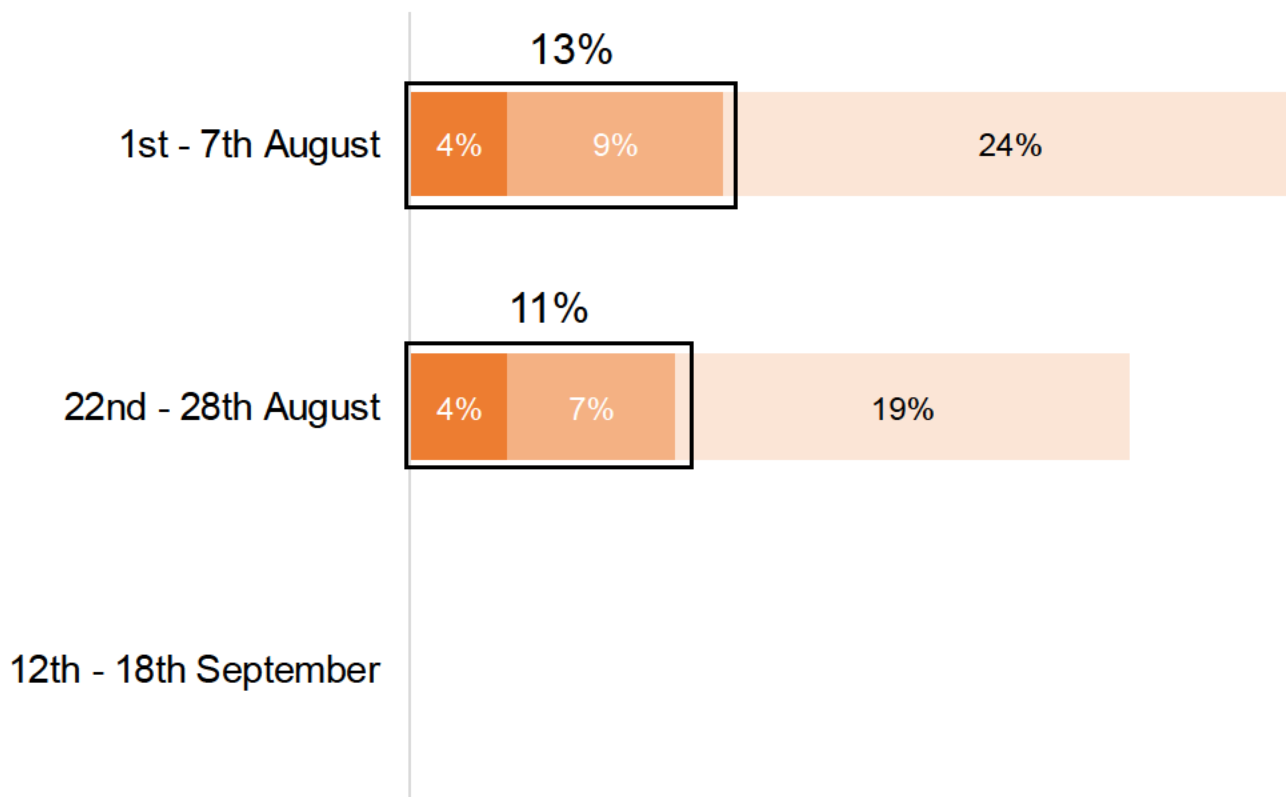
## Campaign impact on intended visits

- Amongst those who could recall the campaign and plan to visit London in the next year, **11% agreed that the campaign had influenced them to plan their trip.** This is consistent with the first wave.
- A fifth said that they were already planning to book a trip, but that it influenced them to extend their stay – down slightly compared to the first wave.

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### Whether the campaign had influenced their plan to visit London *Amongst those who could recall the campaign and intend to take a trip in the next 12 months*

- Yes - I would definitely not have planned to visit London otherwise
- Yes - I would probably not have planned to visit London otherwise
- I was already planning to book a trip, but it influenced me to stay for more nights



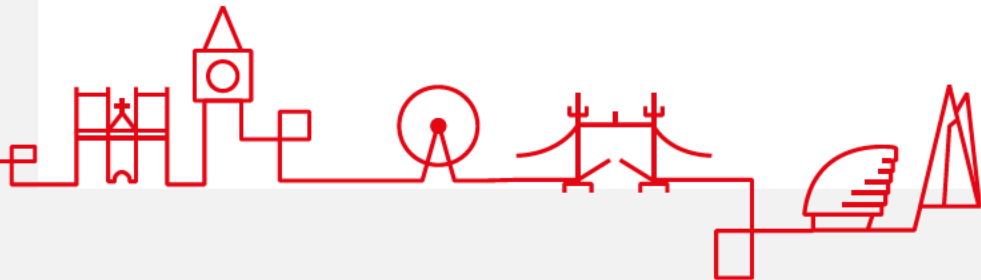
# Campaign Metrics

## UK domestic total

Reach: 38.2m

Frequency: 16.1

**% of target audience  
that have visited London**  
29%



Date: 21 October 2022

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# International campaign



For Internal Use Only – Not For Distribution

# Levels of campaign recall

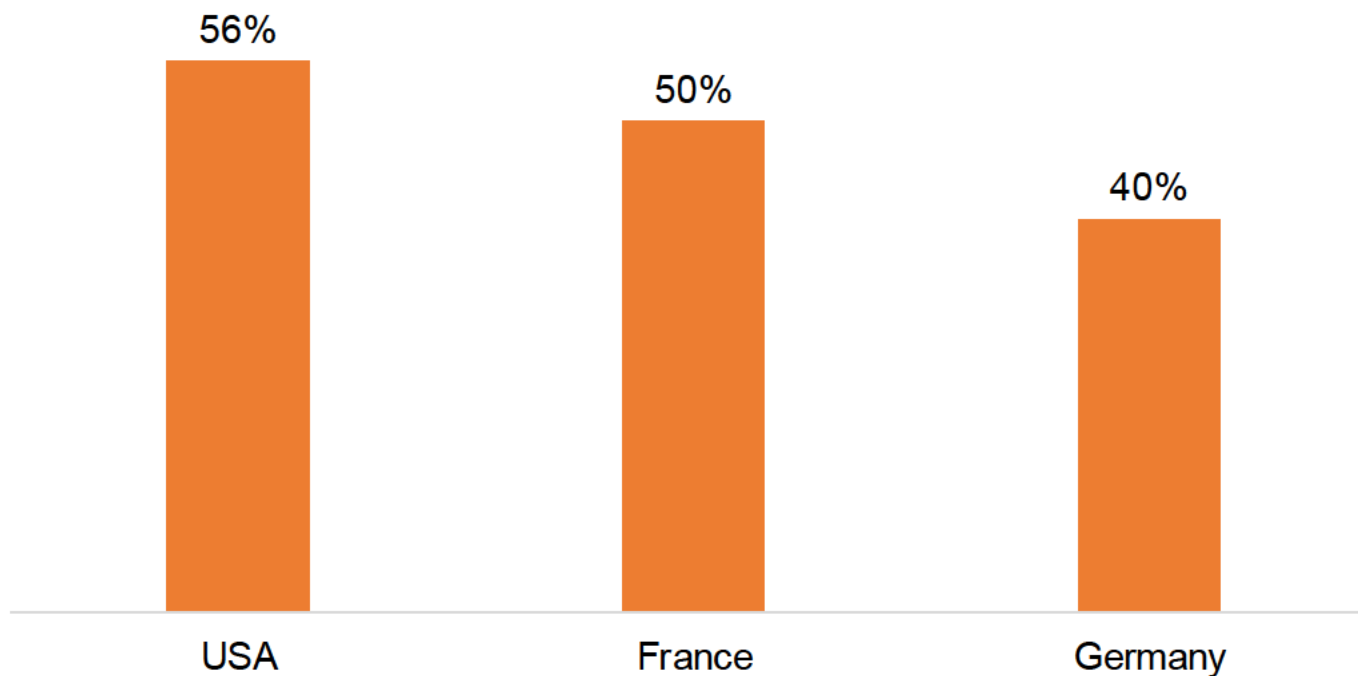
(Aggregated data)

- Campaign recall across all markets is strong, particularly in the USA and France.
- Recall is double that of the domestic 2021 campaign, demonstrating the impact of the bold creative.

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Where (if at all) have you seen or heard any of these adverts, or anything related to this 'Let's Do London' campaign?

*Data shown – % selected any channel*



Q. Where, if anywhere, do you remember seeing this advertising or this campaign before today?

USA base: 25-55 year olds w ho travelled to Europe at least once a year pre-Covid pandemic (n=2019).

France base: 18-45 year olds w ho travelled to other countries in Europe at least once a year pre-Covid pandemic (n=1547).

Germany base: 18-45 year olds w ho travelled to other countries in Europe at least once a year pre-Covid pandemic (n=1551).

# Recent visits to London

(Aggregated data)

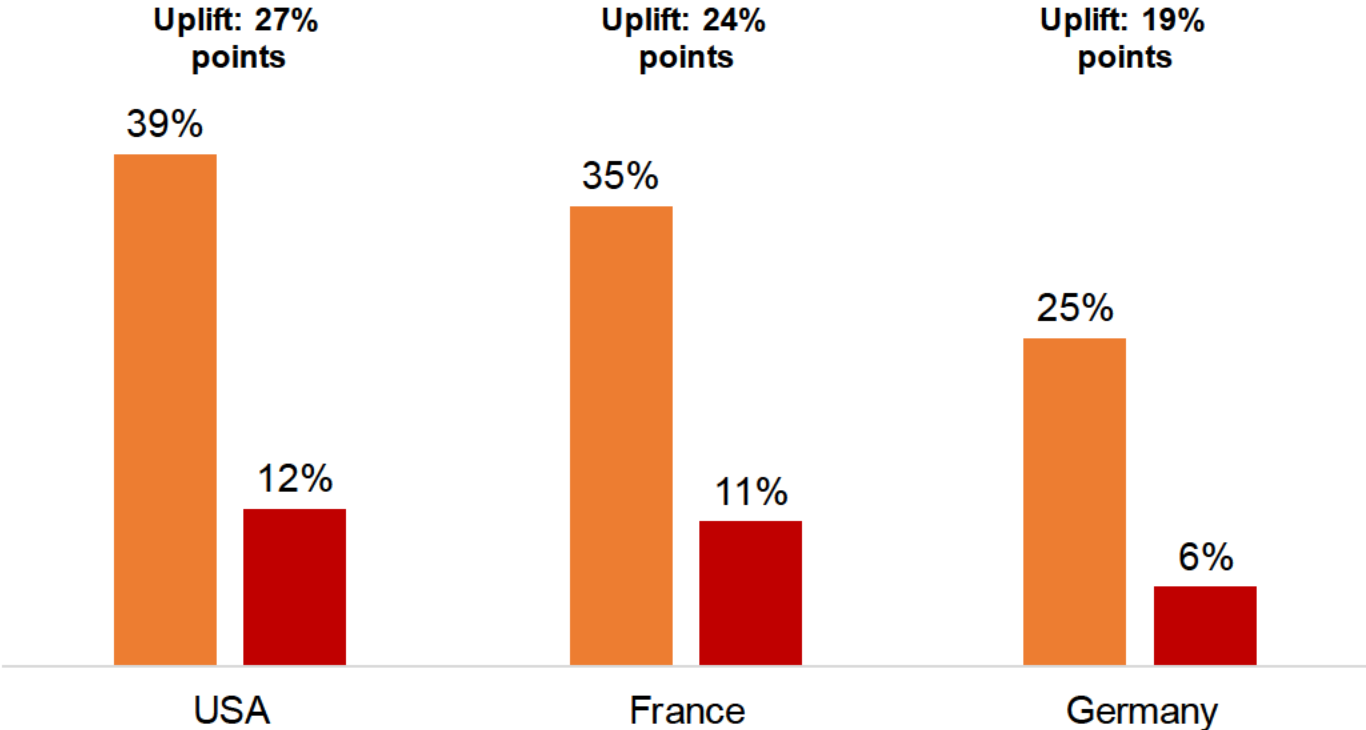
- Impact is particularly strong in the USA and France. In both markets, those who could recall the campaign are around three times more likely to have visited.



## Whether they have taken a trip to London since the 9<sup>th</sup> May 2022

Data shown – Net Yes: ‘Yes, I took my first trip ever to London’ or ‘Yes, and I have also visited London before’

■ Could recall campaign   ■ Could not recall campaign



Q. Have you taken a trip to London, England since 9<sup>th</sup> May 2022?

USA base: 25-55 year olds w ho travelled to Europe at least once a year pre-Covid pandemic (n=2019) – those w ho could recall the campaign (n=1122) / those w ho could not recall the campaign (n=897).  
France base: 18-45 year olds w ho travelled to other countries in Europe at least once a year pre-Covid pandemic (n=1547) – those w ho could recall the campaign (n=769) / those w ho could not recall the campaign (n=778).  
Germany base: 18-45 year olds w ho travelled to other countries in Europe at least once a year pre-Covid pandemic (n=1551) – those w ho could recall the campaign (n=611) / those w ho could not recall the campaign (n=940).

# Intent to visit London in the next 12 months

(Aggregated data)

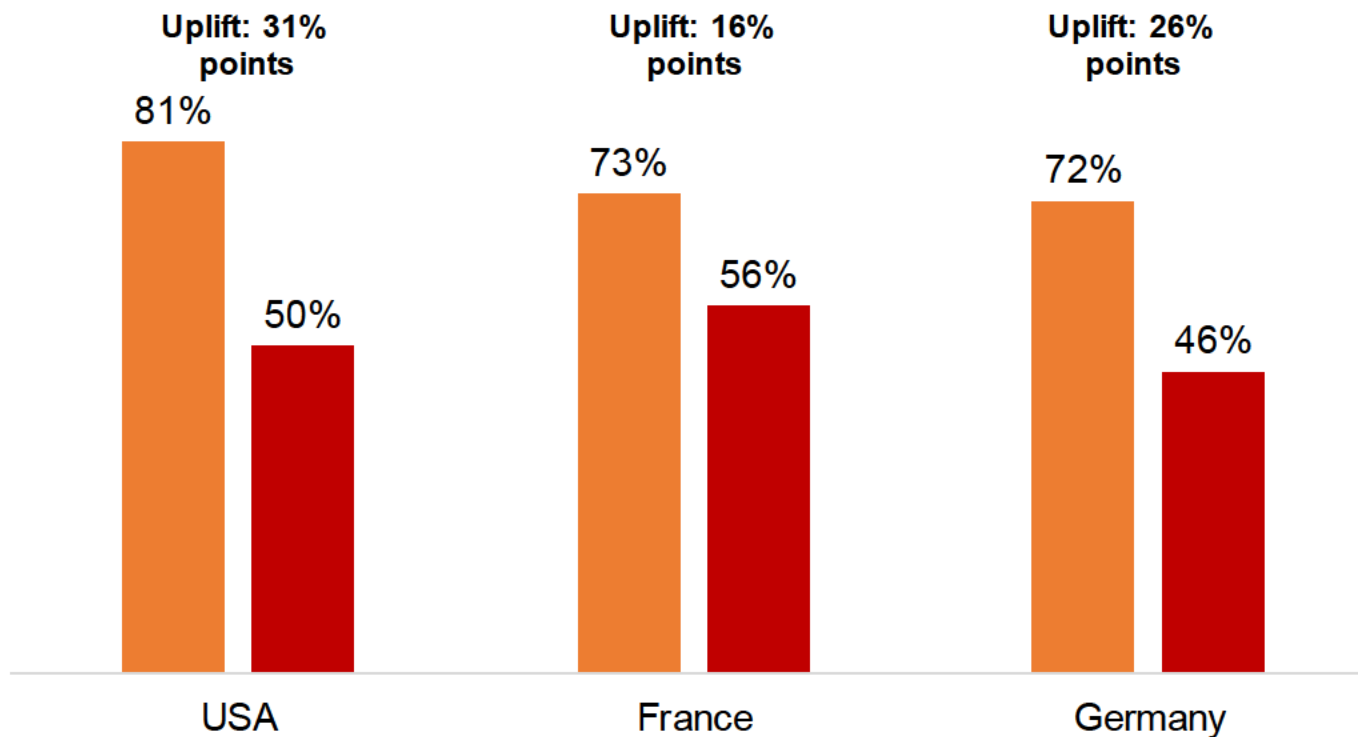
- Impact of the campaign on future intent to visit London is also strong – particularly in the USA.

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## Whether they intend to take a trip to London in the next year

Data shown - % Yes

■ Could recall campaign   ■ Could not recall campaign



Q. Within the next 12 months, do you intend to take a trip to London, England?

USA base: 25-55 year olds w ho travelled to Europe at least once a year pre-Covid pandemic (n=2019) – those w ho could recall the campaign (n=1122) / those w ho could not recall the campaign (n=897).

France base: 18-45 year olds w ho travelled to other countries in Europe at least once a year pre-Covid pandemic (n=1547) – those w ho could recall the campaign (n=769) / those w ho could not recall the campaign (n=778).

Germany base: 18-45 year olds w ho travelled to other countries in Europe at least once a year pre-Covid pandemic (n=1551) – those w ho could recall the campaign (n=611) / those w ho could not recall the campaign (n=940).

# Campaign impact on intended visits

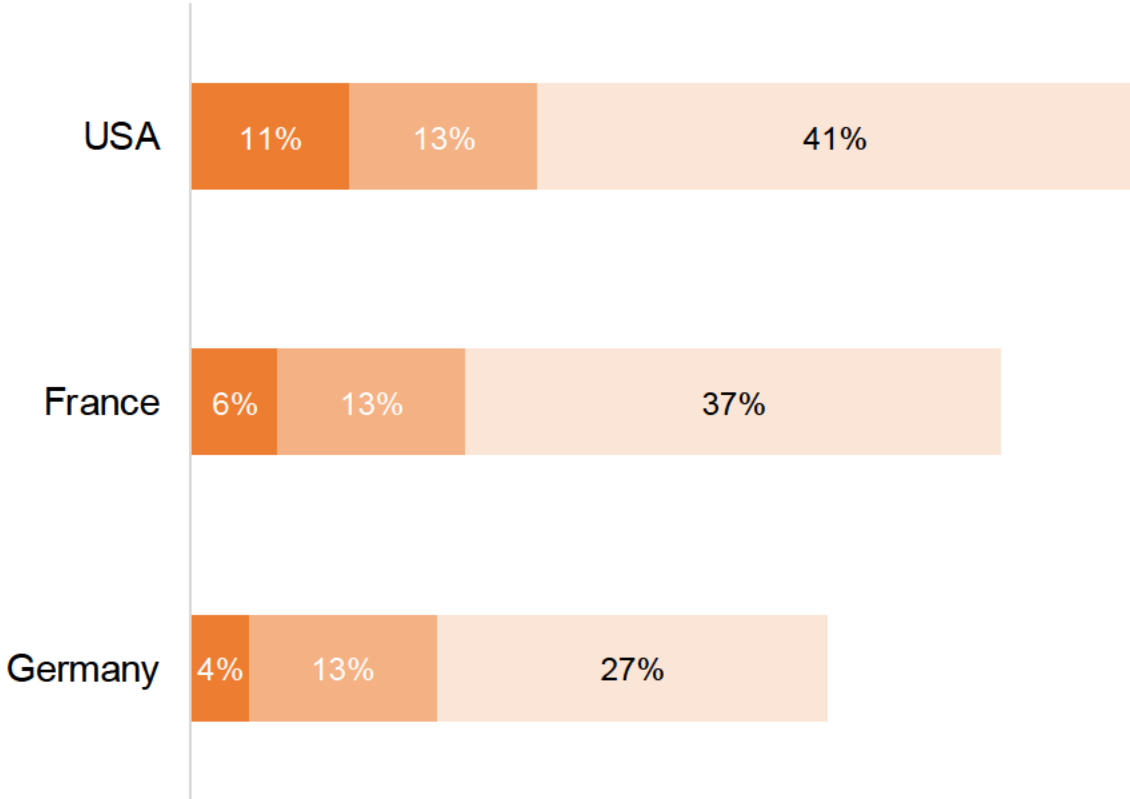
- The impact of the campaign on intent to visit London is further demonstrated by large proportions of those who could recall the campaign saying that it influenced their plans to visit.



## Whether the campaign had influenced their plan to visit London

Amongst those who could recall the campaign and intend to take a trip in the next 12 months

- Yes - I would definitely not have planned to visit London otherwise
- Yes - I would probably not have planned to visit London otherwise
- I was already planning to book a trip, but it influenced me to stay for more nights



Q. You said that you had seen the advertising before today. You also told us that you plan to visit London in the next 12 months. Has this campaign influenced your plans to visit London?  
USA base: 25-55 year olds who travelled to Europe at least once a year pre-Covid pandemic, who said they intend to take a trip to London in the next year, and could recall the campaign (n=906).  
France base: 18-45 year olds who travelled to other countries in Europe at least once a year pre-Covid pandemic, who said they intend to take a trip to London in the next year, and could recall the campaign (n=565).  
German base: 18-45 year olds who travelled to other countries in Europe at least once a year pre-Covid pandemic, who said they intend to take a trip to London in the next year, and could recall the campaign (n=213).

# Campaign Metrics

## International total

Reach: 168.1m

Frequency: 3.41

## USA

Reach: 97.1m

Frequency: 3.1

## France

Reach: 42.7m

Frequency: 4.13

## Germany

Reach: 28.2m

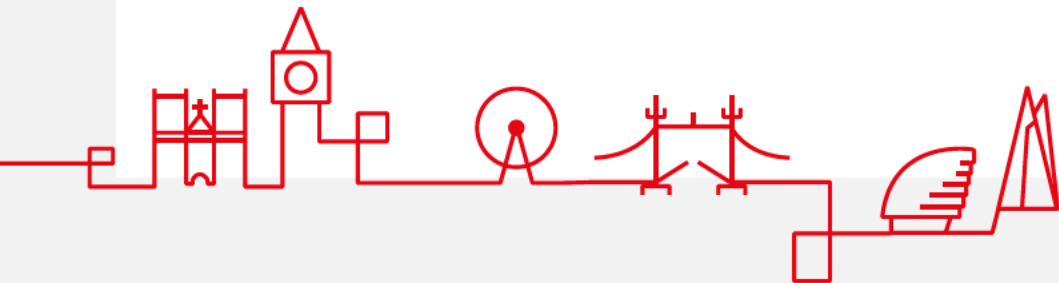
Frequency: 3.33

## % of target audience that have visited London

17%

19%

11%



Date: 20 October 2022 (excludes  
D/OOH as based on impressions only)