

LONDON
& PARTNERS

LET'S DO LONDON 2023

**France & Germany
Campaign Report**



Let's Do London 2023 Grant claim

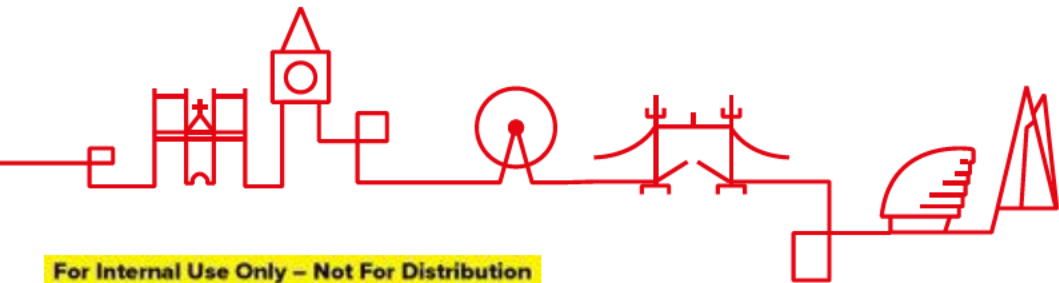
Requirement	Results	
Target market recall	11%	
Intent and consideration visit	<u>Visited</u> DE: 12% FR: 17%	<u>Intend to visit</u> DE: 35% FR: 40%
Total campaign reach (est. unique)	<u>Germany</u> 23,952,362	<u>France</u> 21,948,336
Frequency (overall)	<u>Germany</u> 9.4	<u>France</u> 11
Percentage of audience who visited London	11%	

Campaign Headlines

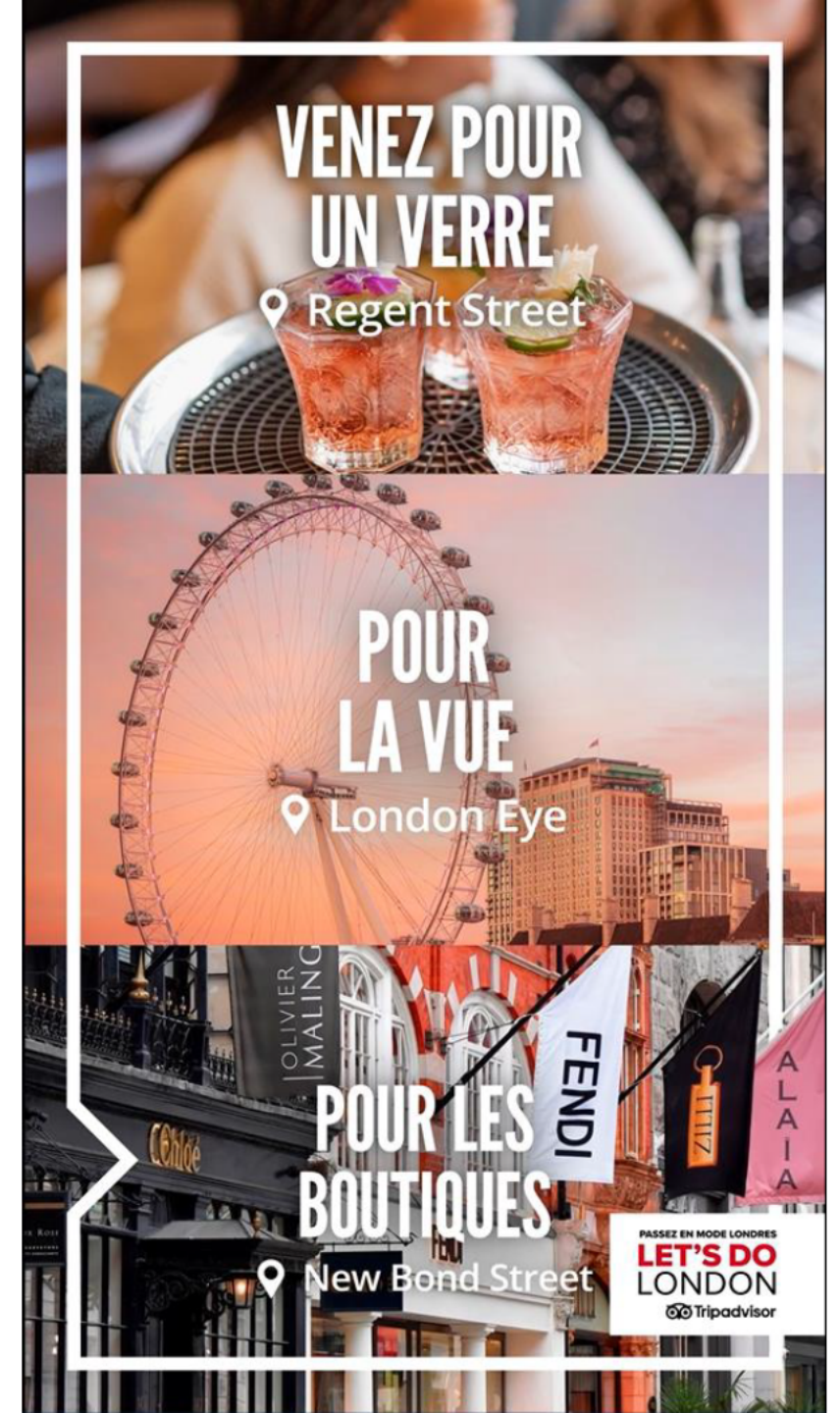
Let's Do London 2023

This is our best-ever performing campaign, with improved campaign recall and influence compared to Let's Do London 2022.

- **£162 million additional visitor spend**
- **308,000 additional visitors**
- **52:1 return on investment**
(Let's Do London 2022 achieved a 41:1 ROI in France and Germany)



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Summary of impact

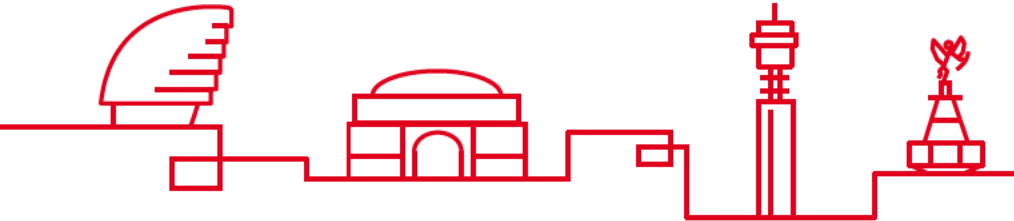
The 2023 Let's do London campaign attracted an additional 308,000 visitors to London, of which 38% were recent visitors and 62% were planners. In total, they will spend £162m in the capital. This corresponds to an additional £52 tourism money for each £1 spent on the campaign.

58% of the spend induced by the 2023 campaign came from German visitors and 42% of the spend came from French visitors.

ROI was marginally higher in Germany.

	Market	Additional tourism spend, £m	Additional visitors, 000	Campaign costs, £m	Spend ROI	Travel CO2, 000 tons	Carbon intensity, Kg CO2/£
2023	France	68	135	1.4	50:1	13.3	0.20
	Germany	94	173	1.7	54:1	32.2	0.34
	Total	162	308	3.1	52:1	45.5	0.28

	Market	Additional tourism spend, £m	Additional visitors, 000	Campaign costs, £m	Spend ROI	Travel CO2, 000 tons	Carbon intensity, Kg CO2/£
2022	France	72	154	1.8	40:1	15.2	0.21
	Germany	61	127	1.5	42:1	25.2	0.41
	Total	133	281	3.3	41:1	40.4	0.30



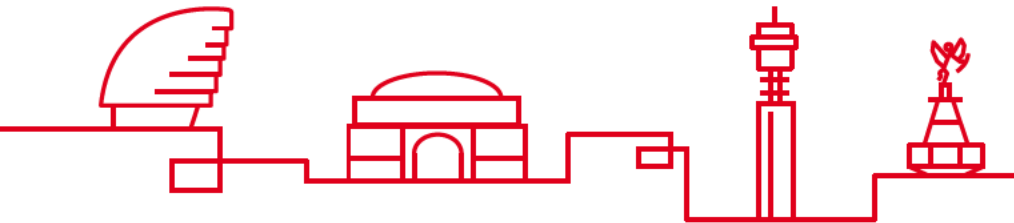
Impact context: 11% of French and German visitors to London in 2022

Visitors to London from France and Germany are yet to reach pre-Covid 2019 levels

The 308,000 international visitors that visited London as a result of the 2023 Let's Do London campaign is equivalent to 11% of all French and German visitors into London in 2022.

This is almost equivalent to 1 in 9 French and German tourists from 2022 visiting London because of the campaign.

Country	Visitors to London in 2019, m	Visitors to London in 2022, m
France	1.8	1.5
Germany	1.5	1.2
Total	3.3	2.7



Impact context: Drivers of impact

2023	France	Germany
Budget*	£1,356,408	£1,745,652
Segment**	6,155,646	11,165,208
Spend per person	£0.22	£0.16
Recall	11%	11%
Campaign influence***	22%	21%
ROI	50	54

2022	France	Germany
Budget*	£1,500,000	£1,100,000
Segment**	6,400,000	13,300,000
Spend per person	£0.23	£0.08
Recall	10%	7%
Campaign influence***	17%	13%
ROI	40	42

*Media spend and PR only.

**18-45 year old French and German population travelling at least one short haul trip a year.

***The weighted campaign influence for planned visitors and those that have already visited

Thank you

