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Cc: [Philip Graham](#); [Mary Harpley](#)
Subject: FW: Let's Do London campaign - 2022 final results
Date: 10 January 2023 15:53:19
Attachments: [image001.jpg](#)

Fyi – a great outcome!

Alex

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From: Laura Citron <[REDACTED]@londonandpartners.com>
Sent: 10 January 2023 15:49
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Subject: Let's Do London campaign - 2022 final results

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Dear Sadiq,

We've now got the final results from the *Let's Do London* campaign in 2022 (feels a long time ago that we were on Times Square with SIX!).

The campaign was one part of your unprecedented package of support to bring visitors back to London. We've also been winning events, building capability in the industry, creating support networks, sharing insights, and running our VisitLondon channels. All of this has built real confidence in our visitor economy, and in your support for the sector.

The *Let's Do London* campaign generated an additional **£289 million in spend** and an additional **585,000 visitors** to London, with an **ROI of 28:1**. The details are in the table below.

We need to keep up the momentum. Here's the plan:

As you know, the industry came together around a shared **Tourism Vision for 2030**. It's all about making London a brilliant experience for visitors and Londoners alike. Our focus this year is on turning that into a practical strategy that we can deliver, in partnership with industry.

We'll also keep bringing visitors into London through **Let's Do London 2023** and winning more events.

Thank you for your leadership on this and for your confidence in us. And thank you to all the GLA colleagues whose support made this possible.

Looking forward to 2023,

Laura

Let's Do London Summary Impact Final Results

Market	Additional tourism spend, £m	Additional visitors, 000	Campaign costs, £m	ROAS (Spend ROI)	Add. travel CO2, 000 tons	Carbon intensity, Kg CO2/£
USA	126	155	5.2	24:1	204	1.63
France	72	154	1.8	40:1	8	0.11
Germany	61	127	1.5	42:1	13	0.21
UK	29	149	2.0	15:1	2	0.06
Total	289	585	10.5	28:1	227	0.78

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