

MAYOR OF LONDON

CULTURAL
TOURISM
TOOLKIT

PART 1 OF 3

A CULTURAL TOURISM VISION
FOR LONDON 2015 – 2017

MAYOR OF LONDON

REMEMBER ME

KEY MESSAGES FROM THE LONDON CULTURAL TOURISM WORKSHOP

Create memorable experiences.

“Audiences are changing and they’re demanding more from us. Creating fun experiences and that ‘wow’ effect really stays with people and makes a connection that they didn’t expect.”

Jenny Stewart, Design Museum

People are prepared to travel for great stuff.

“What’s the unique, money can’t buy experience, what’s the thing that they’ll brag about to their friends? What is it that is going to give that memory that they’ll take away? Find out what you can do to create those memorable experiences and people will follow.”

James McClure, Airbnb

Work more creatively with other people.

“Encourage larger organisations to work with smaller organisations that are bringing that risk and creativity and support each other to make sure we have a cultural future in London.”

Alex Rowse, Punchdrunk

Tapping into the fear of missing out.

“The hidden things are what really work for us. The key thing for us is moving away from just being an inspiration platform to making it easier for the consumer to get into it, access it and do it.”

Noel Penzer, Time Out

People want to enjoy their lives.

“We have such a short amount of time on this planet and people are appreciating that more and more. When they go to places they want to meet the people, they want to have an authentic experience that they can feel.” Anna Maloney, Hackney Wicked Festival

Visitors want more than what they can see on a postcard.

“People can find the big stuff themselves, they’ve got Google on their phone, they’ve got a map but people want to find things that they can’t find on their own. They want to explore different things, see how people actually live in a city because that’s an option that’s only been recently available.”

Gary Means, Alternative London Tours

Get visitors to go further out.

“It’s about broadening out the offer, getting people out of zone 1 and 2. There’s so much richness here and experiencing it like a local does is a valuable part of any tourist’s experience.”

James Drury, Londonist

FIND OUT MORE

See the Guardian Culture Professionals article on things we learned from the London Cultural Tourism Workshop.

<http://www.theguardian.com/culture-professionals-network/2015/jul/02/london-cultural-tourism-workshop-roundup>



Airbnb: An online community marketplace to rent out and/or book unique accommodations in over 190 countries.

Key fact:

Established in 2008, Airbnb has hosted over 40 million guests across the world, with over 15 million in 2014 alone. Over the past year, UK inbound Airbnb travel has increased by 137% with over 29,000 listings in London.

Raising your profile via Airbnb?

Airbnb hosts are at the frontline of welcoming international and domestic visitors to London. Guests choose Airbnb because they want to live like a local, immerse themselves in the culture. In fact, 72% of Airbnb listings are located outside the central hotel district. To help visitors, Airbnb have produced 47 Neighbourhood Guides from Balham to Wimbledon. A full list of the 47 guides can be found at: <https://www.airbnb.co.uk/locations/london/>

1. Airbnb Neighbourhood Guides

You can search for a neighbourhood based on the following categories: Artsy; Museums & Galleries; Nightlife; Loved by Londoners; Dining; Touristy; Shopping; Great Transit; Along the River Thames; West End; Peace & Quiet.

Airbnb works closely with their community to create these guides. If you have an Airbnb profile, you can contact Airbnb and share your local expertise. You'll be prompted to do so via their [website](#), at the bottom of each guide.

2. Local Venues and Events

Whether to educate or engage their community of hosts, Airbnb are always on the lookout for great venues to put on events in local areas. This is a great opportunity for local businesses or institutions to gain additional exposure.

Interested in hosting an Airbnb event at your venue – gallery, museum, local pub, café, etc?
Contact meetup@airbnb.com

3. Marketing & Partnership Opportunities

Send your proposal to uk@airbnb.com

What could you do today?

Help your team always feel at home when they travel for work. Sign up for free to Airbnb's new Business Travel today: <https://www.airbnb.co.uk/business/signup>



The Culture Diary: The master list for culture professionals is available online at www.theculturediary.com.

Key fact

In 2014, over 3,000 private, media and public events were added to The Culture Diary by our network of users.

The network

Our network is more than 4,000 organisation strong from small independent organisations to major national institutions across all art forms. Other people checking The Culture Diary include representatives from VisitBritain, Arts Council England and the British Council

How can the Culture Diary help you?

- **See what's on.**
The Culture Diary can help you plan ahead and avoid clashes. Check the events calendar of private, media, industry and public events to find out what's coming up in London or further afield.
<http://www.theculturediary.com/events>
- **Amplify awareness of your event.**
Even if you're still firming up the details, add your press calls, private receptions, exhibition openings and festival launches to The Culture Diary to let the other cultural organisations know what you've got planned. It's an industry-only tool, so you can give the people who need to know the heads up while still keeping it private while you get on with planning.
<http://www.theculturediary.com/node/add/event>
- **Create an organisation profile and get seen.**
The Culture Directory is a who's who of the culture sector. Is your organisation getting noticed? Update your organisation profile with your expertise and ideas you're looking to collaborate on so that others can see and get in touch with you if they're thinking along the same lines.
<http://www.theculturediary.com/organisations>
- **Get resources**
Alongside events and contacts, you can also find opportunities and announcements that other users have shared to help you develop your work. Got a story of your own to share? Log in and add it now.
<http://www.theculturediary.com/node/add/story>

Register for free at www.theculturediary.com

@TheCultureDiary | Info@theculturediary.com



Culture24

Culture24 is a charity that supports the cultural sector to reach audiences.

Network: we work with a network of more than 6500 museums, galleries, heritage sites, historic houses and other arts organisations nationally, helping them to programme events and to effectively promote their offer on digital channels.

Relevant projects and channels: Museums at Night festival; listings aggregation service for partners including visitlondon.com; www.Culture24.org.uk – public-facing, listings- and review-rich website with associated social media channels about arts & heritage; www.show.me.uk – website for children about museums, including family-friendly listings; Let's Get Real – action research projects helping improve digital capacity and understanding for arts & heritage organisations.

How can Culture24 help you?

1. List your events, exhibitions and educational resources for free in the UK's largest cultural listings dataset

Give us your listings and we'll publish them on our sites and share them with a range of publishing partners including Visit London. Find out more about what our network offers here <http://weareculture24.org.uk/network/> and [complete this form](#) to join.

2. Send us your arts and heritage press releases

We're interested in news, features and picture stories from museums, galleries and heritage sites to cover on our public-facing [Culture24 website](#) and through our social media channels. E-mail newsdesk@culture24.org.uk.

3. Take part in the Museums at Night festival

Museums at Night will explode into life on October 30-31 2015 and May 11-14 2016, and we warmly welcome you to take part by running after-hours events. Find out more about the festival at www.museumsatnight.org.uk and [register your events here](#).

4. Find out more about our research projects and how they can help you

Download our [Moving Targets report](#) (2012) on cultural tourism, our [Let's Get Real reports](#) on how cultural organisations can better reach audiences online, and our [digital change resources](#).

What could you do today?

Make sure your venue is registered to enter listings information on our DDE system.

Join our network newsletter for information on our latest news and partnership opportunities at <http://eepurl.com/bpJQ9P>

Find out more about what we do and how we can help you on www.WeAreCulture24.org.uk.

Follow us on Twitter: [@Culture24](#), [@MuseumsAtNight](#)



London & Partners: is the official promotional company for London.

Key fact: *London welcomed 17.4 million visits to the city in 2014 up 3.5% from the previous record of 16.8million visits in 2013.*

Primary goals: Promoting London to attract visitors, businesses, events, congresses and students to the capital. Deliver jobs & growth for London by attracting investment and visitors today and building London's reputation for tomorrow.

The Remit: Leisure tourism promotion (International & Domestic); Conventions; Trade, Investment and Regeneration; Major Events and Higher Education.

How can London & Partners help you?

1. **Get your events listed on the official visitor guide to the capital – www.visitlondon.com.**
Find out how to submit an event listing here www.visitlondon.com/about-us/about-visitlondoncom
2. **Profile your headline activity to the travel trade via the monthly newsletter–** Promote new products by sending press releases to the same email address. The information will be collated into London & Partners' 'What's New' document which lists all the new openings and exhibitions in and around the capital.
E-mail: trade@london&partners.com.
3. **Insights and visitor statistics – keep up to date with latest London specific insights and facts at Londonandpartners.com/travel-trade/our-services/insights-and-stats**
4. **Press and PR opportunities – work with London & Partners to profile your headline exhibitions and performances to international and domestic media.**
Email: press@londonandpartners.com with your press releases.

There is a wealth of information on all of these topics on www.londonandpartners.com or review current visitor information at www.visitlondon.com

What could you do today? Take advantage of one of the free opportunities listed above and familiarise yourself with the London Specific insights that could help your organisation.



What is Londonist?

Covers news, reviews, events, food & drink, culture, the history and future of London, while all the time celebrating the quirks, eccentricities, hidden and surprising bits.

Key fact: Set up in 2004, Londonist now has over 1 million unique visitors per month and 3 million page views, plus over 1 million followers on social media.

Raising your profile via Londonist:

Londonist has a great team of London-loving editors and contributors who are always looking for tip-offs and info on **events, performances, exhibitions, hidden gems, quirky facts and historical oddities** from across the capital. Although they can't guarantee they can include everything, they will consider it ...especially if it is sent to them in the right format:

How to contact Londonist:

Email hello@londonist.com with story ideas, tips, leads, listings and suggestions. Londonist readers are highly curious and love exploring London — see if you can pique their interest!

Remember:

- For **Weekend** and **Free & Cheap** listings, send your enquiry **at least 10 days** before the date of the event
- For the daily **Things To Do in London** listings, send your enquiry **at least 5 days** before the date of the event
- For inclusion in Editorial, put all your key information into the body of your e-mail *not* as an attachment.

Key info:

- i. Date
- ii. Time
- iii. Location of Event
- iv. Brief summary of event
- v. Price and booking information
- vi. Weblink/Facebook event link

Remember: Keep it newsworthy and to the point.

Media Partnerships:

You can take your activity to the next level with Londonist through a media partnership developed on a co-promotional basis underpinned by advertising spend. Successful media partnerships have already been delivered with Museum of London, Barbican, Thames Festival and South Bank London. Email lindsey@londonist.com for more info.

Action point for today: Contact Londonist with details of your key events in 2015.



Time Out: Time Out is a global multimedia inspiration platform that spans 107 cities across 38 countries with a monthly combined audience of over 36 million. Our massively growing online presence, mobile applications, magazines, events and partnerships all inspire people to discover, book and share the best of their city.

Key fact: Established in 1968, Time Out London reaches more than 6.6m unique users through their mobile responsive website, has over 1m social followers and a Magazine with more than 1 million readers from a circulation of 308,579 copies.

Raising your profile via Time Out

There are a number of opportunities available to you to reach Time Out's vast audience in London. To get listed on the Time Out site, you can use the following link to take advantage of their new system Get Listed and Claim Your Listing. These are both free and give you a profile which you can manage via an online dashboard.

<http://www.timeout.com/london/get-listed>

Time Out also offers paid-for Local Advertising for venues across the capital through a product called **Premium Profiles** which does enable you to add additional information about your venue, pictures and special offers.

For event and venue owners who want to drive footfall and revenue Time Out can also offer you the opportunity to provide short-term discounts or exclusive priced offers to its 800,000 active offer purchasers. And for those event and venue owners, who want to have a regular discount or exclusive event access in place Time Out has a membership scheme **The Time Out Card** for its most active users.

For editorial pitches events should contact individual section editors via the listing at

<http://www.timeout.com/london/get-listed>

Getting Involved with Time Out Competitions and Promotions

Across the year Time Out runs a vast array of promotions around getting the most from London, these range from our annual Time Out Love London Awards, where you can get involved by getting your customers and visitors to nominate and then vote for you as their favorite venue in London to the best of Free London, Kids features and London for Londoners. To get involved you can always email us at competitions@timeout.com or hello@timeout.com

Get involved with Time Out new products and initiatives

Time Out recently announced that they will be creating TIME OUT MARKETS in both London and New York in 2017 and 2018 respectively. These permanent markets will create an environment where people can enjoy the best food, drink and culture that great cities have to offer.

And of course, you can always get details of commercial opportunities with Time Out from their European Client Centre at <http://clientcentre.timeout.com>



Transport for London: The local government organisation responsible for the day-to-day to operation of the Capital's public transport network, managing London's main roads and planning and building new infrastructure.

Key fact: Every day around 24 million journeys are made across our network.

Primary goals: Every journey matters to us and we do all we can to keep the city moving, making sure the transport network is safe, reliable and fit for the future.

How can TfL help you?

1. **Join the Visitor Oyster card Special Offers Scheme** – TfL runs a scheme to promote third party special offers and discounts to Visitor Oyster card holders. You can join the scheme by offering discounts or special offers on your products and/or services. We will include your offer in our [Visitor Oyster card special offers booklet](#) - giving your company and your brand international exposure. The booklet is available on the TfL website and on the VisitBritain shops and it's translated into 7 different languages and shared with our network of Travel Trade partners overseas. To find out more please contact Lara Callegari on oystertrade@visitbritain.org
2. **Become an Affiliate and sell TfL transport tickets** – Join our Affiliate Scheme and sell TfL transport tickets (Visitor Oyster cards and Travelcards) via online advertising banners and/or links on your website, newsletters and pre-arrival communications – you'll earn 3% commission on all sales. To find out more, please visit visitorshop.co.uk/trade-opportunities or contact Lara Callegari on oystertrade@visitbritain.org
3. **Integrate TfL transport information on your website** – Help your customers find you more easily by embedding TfL's travel widgets such as Journey Planner, on your website/blog. You can pre-set the destination to your own address so all your customers have to do is enter where they're travelling from to plan their route directly to you. <https://tfl.gov.uk/info-for/open-data-users/widgets>
4. **Tell your customers about our 8 new Visitor Centres** – TfL Visitor Centres provide an official welcome and dedicated service to visitors to London. Visitors can get help planning their visit (where to go, how to get there), buy attraction and show tickets, sign up for sightseeing tours, etc.

Our Visitor Centres are open daily between 08:00 and 18:00 **Visitor Centre locations:**

1. Victoria National Rail station
2. King's Cross St Pancras Underground station
3. Piccadilly Circus Underground station
4. Liverpool Street Underground station
5. Paddington National Rail station
6. Euston National Rail station
7. Gatwick Airport (North Terminal Arrivals)
8. Heathrow T2&3 Underground station (opening October 2015)

You can get in touch with the Visitor Centres directly to ensure they know about your attraction. Please contact Adrian Walters, Visitor Centres Manager, on AdrianWalters@tfl.gov.uk

5. **Contact our Stakeholder Engagement team** – We know transport is a priority for businesses and we are dedicated to supporting your business, large or small. That means helping your customers to reach you, getting your staff to and from work and your goods and services delivered on time across the Capital. If you have any questions, you can contact us on StakeholderEngagement@tfl.gov.uk

What could you do today? Visit tfl.gov.uk/visitinglondon to find out more about all the information we produce for visitors and take advantage of one of the opportunities listed above!



VisitBritain: The National Tourism Agency promoting inbound tourism to the UK.

Key fact: *Inbound tourism is currently worth £24 billion to Britain's economy and tourism is Britain's fifth largest export industry.*

Primary goals: Promoting Britain worldwide; Forging partnerships; Boosting visitor spend.

The Network: Operating from Europe, the Asia Pacific and Middle East region, North America and Latin America. VisitBritain has a network of 23 offices around the globe, focused on 21 markets.

How can VisitBritain help you?

1. **Connecting you to the international travel trade** – No matter what size your organisation, if you want to connect to international visitors, one of the more effective routes is through the travel trade. Gain a better understanding of how to reach them and how to showcase your offer <http://www.visitbritain.org/working-travel-trade>
2. **Offering a digital platform** - register your organisations details for free on the supplier directory and build an itinerary <http://trade.visitbritain.com/en-uk/uk-supplier-directory/supplier-directory/>
3. **Offering a retail platform** – Sell your product to international visitors via the on-line shop. Listing is free of charge with an agreed commission <http://www.visitbritain.org/sell-your-product-online-shop>
4. **Market insights** – VisitBritain offers a wealth of data on international markets (all for free) also in-depth research on segments as well as interests... So for example - if you want to know how to appeal to US students who are interested in Culture... the information is already waiting for you. <http://www.visitbritain.org/markets-segments>
5. **Trend analysis** – Stay one step ahead of the travel trends by accessing regular updates for free - <http://www.visitbritain.org/inbound-tourism-trends>
6. **Press and PR opportunities** – Often the most cost effective way to gain international awareness; become part of the VisitBritain international visiting journalist programme (handpicked journalist who deliver the best coverage) or upload your information to the on-line media centre (All free of charge) <http://www.visitbritain.org/generating-international-publicity>

There is a wealth of information on all of these topics on www.visitbritain.org

What could you do today? Take advantage of one of the free opportunities listed above!

Or **contact us via our website** and one of our team will get in touch.