

visit

greenwich



time after time

Programme

12noon

Arrival and registration

12.30pm

Welcome & Introduction

- Sunny Crouch OBE DBAHon, Chairman, Visit Greenwich
- David Maguire, Vice Chancellor, University of Greenwich and Chairman of the Maritime Greenwich World Heritage Site Executive

12.35pm

Launch Presentations

- Sally Balcombe, CEO, VisitBritain/VisitEngland
- Cllr Miranda Williams, Cabinet Member for Culture, Leisure and the Third Sector, Royal Borough of Greenwich
- Barrie Kelly, Chief Executive, Visit Greenwich

1.15pm

Interactive Q&A

1.30pm

Networking and buffet lunch

Join in at
[slido.com](https://www.slido.com) #VGDMP

Royal Borough of Greenwich

Destination Management Plan

2019 - 2023

Wednesday 1 May, 2019





Welcome & Introduction

Sunny Crouch OBE
Chairman, Visit Greenwich

Welcome to Lower Deck

David Maguire

Vice Chancellor, University of Greenwich

Chairman of the Maritime Greenwich World Heritage Site Executive



Future Prospects

Sally Balcombe
CEO, VisitBritain/VisitEngland



The view from
The Royal Borough of Greenwich

Cllr Miranda Williams

Cabinet Member for Culture, Leisure and the Third Sector
Royal Borough of Greenwich



Royal Borough of Greenwich

Destination Management Plan

2019 - 2023

Barrie Kelly

Chief Executive, Visit Greenwich

Running Order

- Context
- Growth Ambition
- Drivers for Growth
- Key Challenges
- How can you help?

Context

Progress to date



31%

economic impact

Context

Progress to date

LONDON
IN THE SKY

140

Commercial partners



Handelsbanken



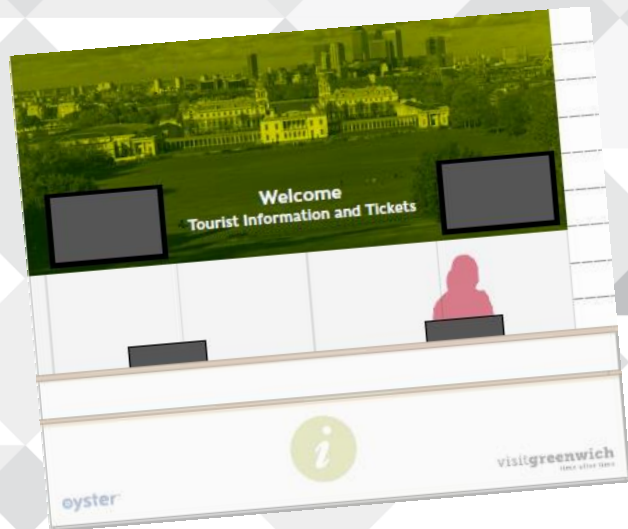
Context

Progress to date



£40m

additionality



Context

London's 2nd Most Instagrammed Borough

- Time Out

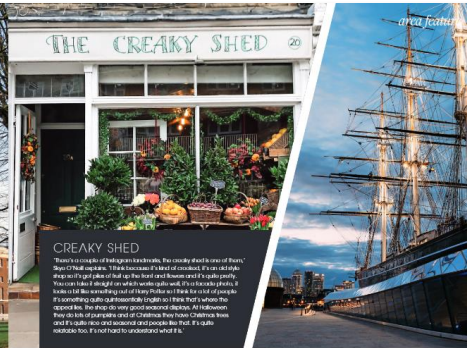


SNAP HAPPY

Discover why Greenwich is one of the most Instagrammed places in London

Words HANNAH LAWRENCE

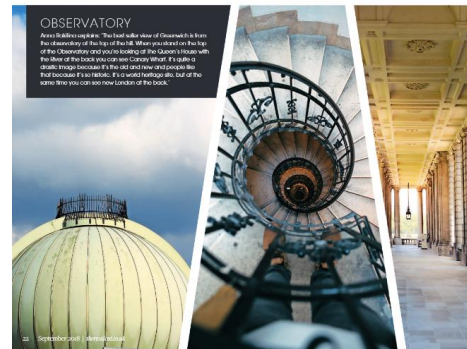
24 September 2018 | [timeout.com](#)



CREAKY SHED

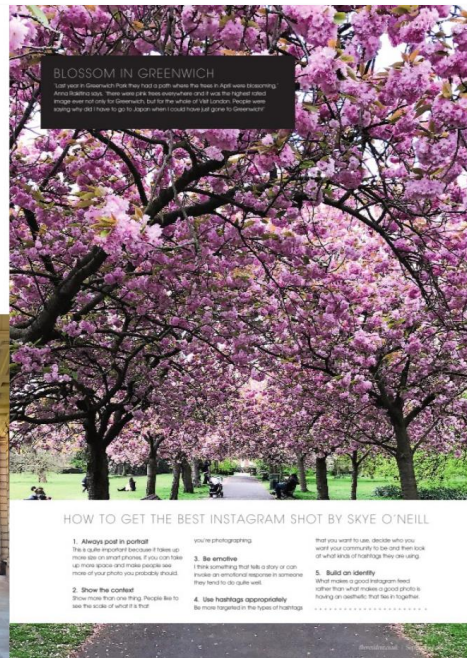
There's a couple of fresh green borrows, the creaky shed is one of them. It's a great place to go to for fresh produce and it's quite handy. You can find fresh produce and it's quite handy. It's a great place to go to for fresh produce and it's quite handy.

We've always known Greenwich was as pretty as a picture, but now it's official: Greenwich has been voted London's second most Instagrammed borough. From the colorful waves of Greenwich market to the sweeping sails of the Cutty Sark, Greenwich is a picture perfect. The borough's appeal? Westminster and Kensington and Chelsea to the post according to recent research by Citrus London Agency, who analyzed the most used hashtags on Instagram in the city of London's boroughs. So, we can't help but want to know exactly why, aside from the obvious that we live in a beautiful neighborhood. What is it about one lovely local area that makes people quite so snap happy? Someone who has spent a lot of time on Instagram, Erica O'Neill, who has made a name for herself with her Greenwich London Instagram that currently has over 135,000 followers. Having featured her work in the year on account of her social media success, who better to get to know about her local area booming on Instagram? A lovely Londoner, O'Neill makes frequent trips to Greenwich and for her the area's history is a big part of what makes it so perfect for Instagram. "There's a lot of things to take photos of there, like houses and the park and the Queen's House," she explains. "Up by the observatory there are lovely views out over London towards the Thames and there's the Painted Hall at the Naval College too. There's quite a few nice historic spots to do with London's Maritime History, and then there's also lots of nice houses and streets around Greenwich Park." O'Neill pin Greenwich's success on Instagram down to its gem with the views that come to London. "I think there's lots of reasons why people go to marketing and handles their Instagram output. For her, Instagram is key to many small business' success. "Instagram is so important as it gives you that instant coverage," she explains. "For the most part, I am told that the most popular shots are sent views out over the whole market, although they do also get a lot of content requests about specific stalls and products that they've seen online. For brands and businesses, social photography that has been taken in a national and personal style is often crucial to their success, so it's a way of showing valuable and meaningful engagement with their customer base."



OBSERVATORY

After Greenwich Park, the best view of Greenwich is from the observatory. It's a great place to go to for a view of the city and the river. It's a great place to go to for a view of the city and the river.



BLOSSOM IN GREENWICH

Last year in Greenwich Park they had a pop-up when the trees in April were blossoming. It was a great event and it was a great success. It was a great event and it was a great success.

HOW TO GET THE BEST INSTAGRAM SHOT BY SKYE O'NEILL

- 1. Always post in portrait**
This is quite important because it takes up more space on your phone. If you can't take all more space and make people use more of your phone, you probably won't post.
- 2. Show the context**
Show more than one thing. People like to see the whole of what it is that you're photographing.
- 3. Be someone**
I think something that tells a story or conveys an emotional response is someone they tend to do quite well.
- 4. Use hashtags appropriately**
Be more relevant to the types of things that you want to use. Decide who you want your community to be and then look at what sort of hashtags they are using.
- 5. Build on identity**
What makes a good Instagram feed is when you have a good product or service that you're selling. It's not just about the photos, it's about the whole experience.



Context

Most Viewed Page on visitlondon.com

of all London Areas pages

The screenshot shows the 'Top 10 things to do in Greenwich' page on the Visit London website. The page features a large banner image of the Royal Observatory Greenwich with the text 'VISIT GREENWICH Find out more >'. Below the banner is a navigation bar with 'English' and a search box. The main navigation menu includes 'Home', 'Tickets & offers', 'Things to do' (highlighted), 'Accommodation', and 'Traveller information'. The breadcrumb trail reads 'You are here: Home > Things to do > Areas > Greenwich > Greenwich activities'. The main heading is 'Top 10 things to do in Greenwich', followed by the sub-heading 'Head for historic Greenwich, an unmissable part of your London adventure.' Below this is a large image of the Royal Observatory Greenwich. A caption reads 'Discover beautiful buildings filled with culture. Image courtesy of Visit Greenwich.' The main text describes Greenwich as a World Heritage Site and mentions attractions like the O2, London's oldest Royal Park, and world-class attractions. It also notes that it's easy to get there from central London by Tube, train, DLR, and bus. On the right side, there is an advertisement for Park Plaza with the text 'Book your London Stay' and 'DISCOVER NOV'. The bottom of the page shows the heading 'Royal Observatory Greenwich' and the start of an image.

Ambition

*“The best destination for
Heritage, Culture and Entertainment
by 2023.”*

Ambition



14%

growth

Drivers for Growth



Shaping the Place



Building the Brand



Enhancing the Welcome



Smart Destination



Spreading the Benefits

Shaping the Place



WHS Masterplan



Greenwich Peninsula



Woolwich Creative District



Shaping the Place

The BIG Idea





Building the Brand



Building the Brand


Percentage of people who have made plans to visit a certain location after seeing user-generated photos on social media:



Building the Brand

Partner Packages



[Buy tickets](#) 

Up at The O2 - Summit Series

8, 10, 16 and 18 April

Want to know more about Greenwich's maritime past or its significance as the home of Greenwich Mean Time?

Find out this Easter with Up at The O2's Summit Series. You'll get extended time on the roof to enjoy the stunning panoramic views, while local experts uncover South East London's history from new heights.

A Summit Series ticket includes entry to Royal Observatory or Cutty Sark, so you can make the most of your trip to Greenwich.

[Buy tickets](#)

Building the Brand

ITB Berlin



Enhancing the Welcome



Enhancing the Welcome



Smart Destination



Spreading the Benefits



Key Challenges

EU Markets

Franglais

VISIT LONDON
GUIDE OFFICIEL DU VISITEUR

Billets et offres **Que faire à Londres?** **Où séjourner** **Informations voyageurs**

Greenwich

Vous vous trouvez ici : [Page d'accueil](#) · [Que faire à Londres?](#) · [london-areas](#) · [Greenwich](#)

Découvrez Greenwich, là où le temps commence. Suivez la ligne du méridien, visitez l'un des quatre sites londoniens classés au patrimoine mondial de l'UNESCO et relaxez-vous dans un des parcs royaux de Londres.

Le meilleur de Greenwich



VISITLONDON.COM
GUIDE OFFICIEL DU VISITEUR

À la découverte de Greenwich

st

un voyage à Londres ? Ne manquez pas de découvrir Greenwich !

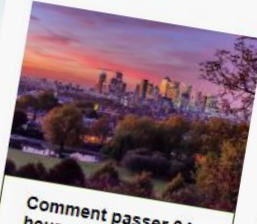
Presque de Londres est non seulement là où le temps tel qu'on le connaît aujourd'hui est né, mais aussi l'un des endroits les plus historiques de la capitale.

du célèbre méridien de Greenwich, montez à bord du voilier Cutty Sark, et découvrez la problématique de l'Old Royal Naval College. Puis baladez-vous dans Greenwich Park, un des lieux les plus imprenables.

généralement facile d'accès : prenez le train à la station London Bridge et soyez-y en huit minutes. Vous pouvez également vous rendre à Greenwich en bus ou en navette fluviale depuis le centre-ville.

Découvrez Greenwich

Notre visite



Key Challenges

Domestic Markets

VISITLONDON.COM

OFFICIAL VISITOR GUIDE



A luxury two-day break in glorious Greenwich

Hello Seedlist

Head south of the river Thames, away from the busy, bustling streets of central London and enjoy a stay in the peaceful, historic neighbourhood of Greenwich as part of a bumper prize package and the ultimate Greenwich experience.

One lucky entrant will win a fantastic prize that includes a one night stay for two at the **InterContinental London – The O2**, tickets for incredible Greenwich attractions including **Cutty Sark**, **The Painted Hall**, **Eltham Palace** and the **Royal Observatory**, a shopping spree at **Greenwich Market**, all day river travel on **MBNA Thames Clippers** and much much more!

Indulge in a delicious afternoon tea under the Cutty Sark's hull, climb to new heights with Up at the O2 and enjoy stunning river views as you travel on the MBNA Thames Clippers, all included in this brilliant prize.

[Enter now](#)

IN PARTNERSHIP WITH

visitgreenwich
time after time

Your Role

Visit Greenwich Partners

visit



Adopt the brand



Think "Destination"



Join our working groups



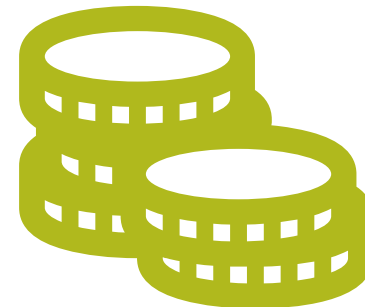
Generate new business leads



Use @visitgreenwich on social media



Employ local people



Pay London Living Wage



Q&A

Join in at

slido.com **#VGDMP**

visit

greenwich



time after time