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Value of Heritage for Tourism

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Overview

- Defining 'Heritage'
- The 'Value of Heritage'
- England's Historic Cities
- Enhancing the Value of Heritage
 - 6 approaches
- Measuring Impact
- Conclusion

Heritage Defined

Visit Britain

- Cathedral
- Church
- Abbey
- Historic house
- Stately home
- Castle
- Museum



...or is it?

- People
- Produce
- Stories

‘DNA of a Place’



Value of Heritage

- c £5billion in England
- c 4% whole UK tourism market
14% domestic market
- Education
- Differentiation



Visitrac

“Reasons for visit” to Greenwich

Greenwich = **59%**

59% of £800million is **£472million**

England's Historic Cities



Criteria

- > 5m tourists
- Heritage led
- Not in London, UK



- Benchmarking
- Best practice
- Bulk buying
- Funding
- Discover England Product Development Fund

How to Enhance the Value of Heritage

6 ideas:

- Branding
- Partnership working/clustering
- Packaging
- ICT
- New product development
- Events and conferences

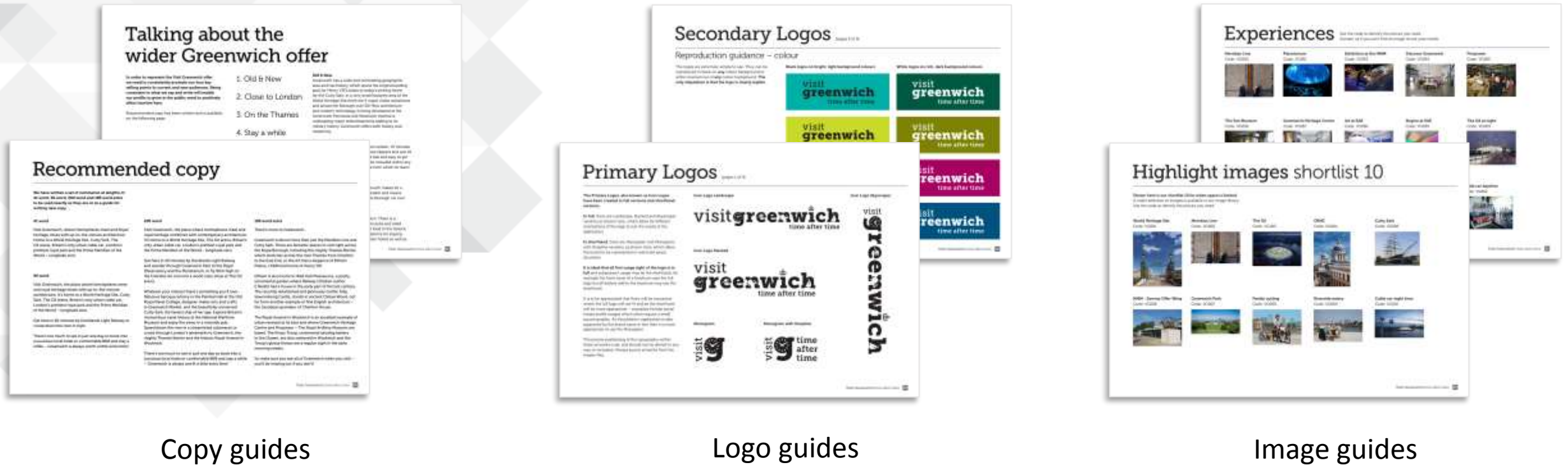
1. Destination Branding

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Marketing Toolkit



2. Partnership Working

- Product training
- Fam visits
- Brand Toolkit
- Networking
- Reciprocation





3. Packaging 'Experiences'

- Tour operators
- Ticketing
- Itineraries
- 'Old and New'





Day 1 Morning: Explore Royal Museums Greenwich

Greenwich has a rich maritime history, and in fact Maritime Greenwich is one of London's four **World Heritage Sites**, so travel there by boat along the river Thames. There are many river boat services to Greenwich from Central London. Catch a **City Cruises** (kids travel for free with two paying adults on the River Red Rover ticket), or MBNA Thames Clippers boat from Westminster, Waterloo and Tower piers, and see **Big Ben**, the **Coca-Cola London Eye**, **Tate Modern** and **Tower Bridge** along the way.

Day 1 Evening: Family Dinner in Greenwich

After watching the sun dip below the memorable London skyline, there are a number of local restaurants in Greenwich to enjoy as a family.

Rivington Greenwich is within walking distance from the museum quarter and the restaurant has its own children's menu, including classics such as fish and chips. Visit Monday to Saturday before 7pm and your kids will eat for free.

For a dramatic dinner setting, head for **Frankie & Benny's**, **Zizzi**, or **Sail Loft**, for riverside terrace views across the Thames. All these restaurants also have bespoke kids' menus.



Day 2 Afternoon: Climb and Drive at The O2

Keep the adrenalin pumping by climbing the roof of the world's most popular entertainment venue at **Up at The O2**. The views from the top are unrivalled. Children need to be at least 10 years old and 1.2m tall for this experience.

For lunch, head down inside The O2 and stock up on some carbs to keep you going for the rest of the day. Tuck into a pizza at **Pizza Express**, or opt for pasta dishes at **Zizzi** or **Frankie & Benny's**, all of which have plenty of family-friendly options.

Stop off at the **Nissan Innovation Station** to put your driving skills to the test. Find out if you or a member of your family is the next racing champion on the GT Academy simulator. Enter the fun photo booth together so you can take your experience home with you.



INTERCONTINENTAL
LONDON - THE O2
Live the InterContinental life.



EXPLORE GREENWICH
THIS EASTER

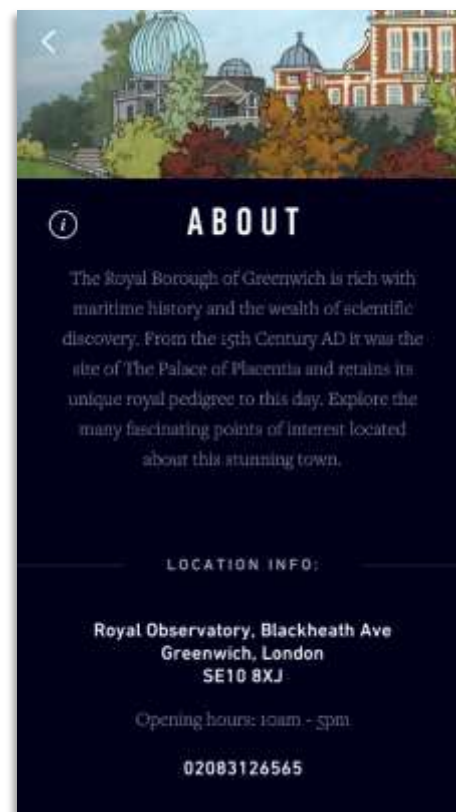
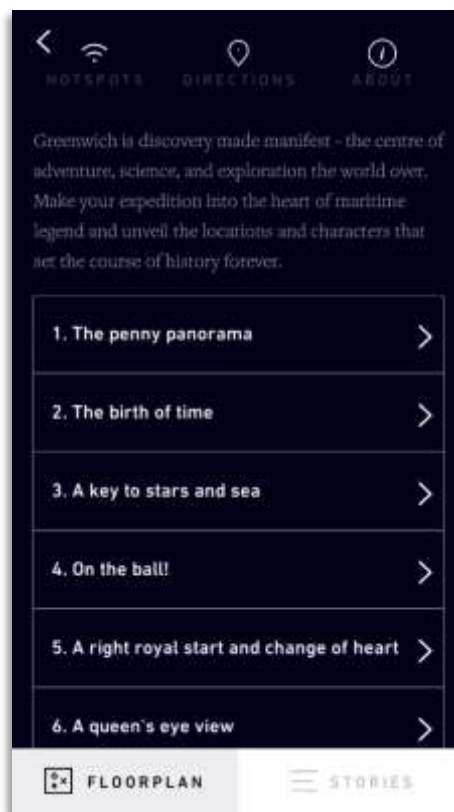
DISCOVER OUR FAMILY PACKAGE ►

4. ICT

- Augmented reality (AR)
- Virtual reality (VR)
- Mobile friendly websites
- Apps



EHC App



5. New Product Development

...the hard bit!

- DMP Vision
- Lobby for new product development



London City Cruise Port



The O2 Retail Outlet



InterContinental London – The O2

6. Events/Conferencing

- Utilise capacity
- Bid for events that 'fit'
- Subvention



Greenwich Music Time



Christmas



Ceiling Tours of The Painted Hall

Measuring Impact

- Perceptions
- Performance
- Economic impact

KPIs

ATTRACTIONS

All top performing attractions:



▼ 1%

Down on 2015



▲ 4%

December 2016 v December 2015

HOTEL PERFORMANCE



▼ 15%

Occupancy



▲ 10%

ADR (Average Daily Rate)



▼ 6%

RevPAR (Revenue Per Available Room)

GREENWICH TOWN CENTRE FOOTFALL

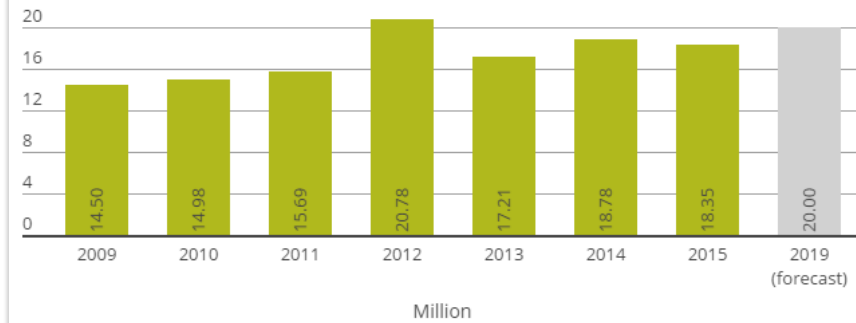


▲ 1.5%

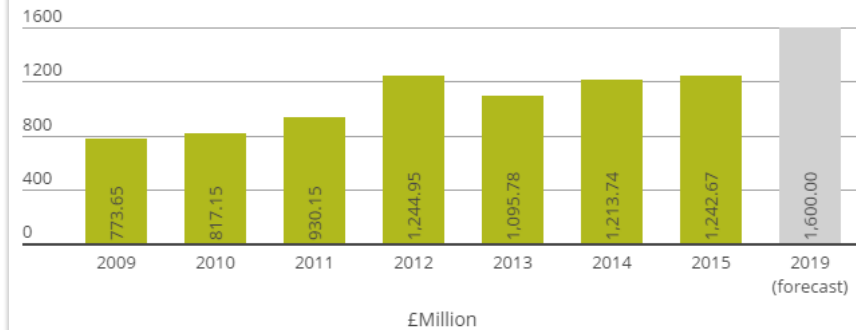
Up on 2015

ANNUAL VALUE & VOLUME

Visitor Numbers



Economic Impact



Employment



15,036 Jobs

supported by tourism in 2015

Economic Growth, 2008-2019



28% economic impact

26% employment = 3,300 jobs

Projected Growth

Actual Growth

Conclusions

- Understand the power of heritage
- Take a wide view of what your 'heritage' is
- Build experiences with other products and services that fit
- Animate through storytelling/ICT
- Lobby for new product development
- Build effective partnerships



Questions?

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