



**The Power of Destination Promotion**  
**Paul Gauger**





**VisitBritain®**

- National Tourism Agency
- Funded by Department of Culture, Media & Sports
- Responsible for promoting Britain worldwide and developing its visitor economy
- Mission is to grow the value of inbound tourism to Britain



## London 2012: How we saw the opportunity?

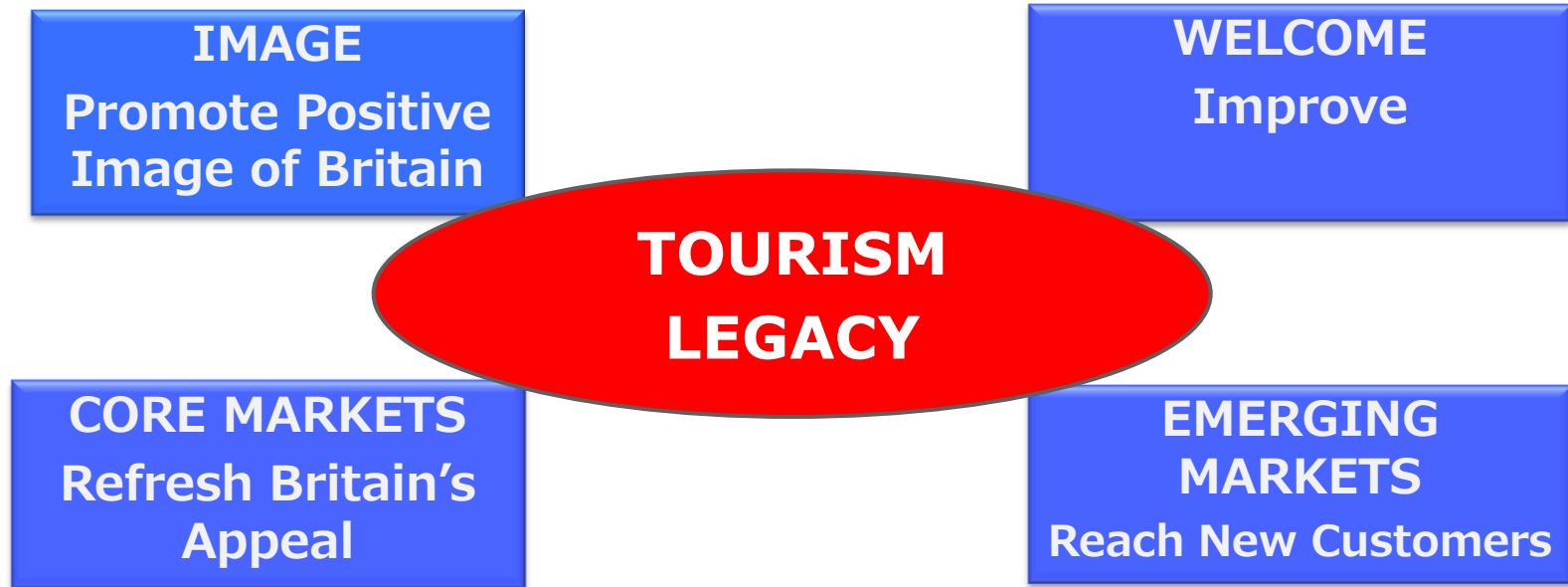


“Britain will be on the front page of every single newspaper in every single country in the world for three weeks. And not just the front pages, but the back pages, the middle pages and the supplements. There are not many other opportunities which guarantee you such exposure five years’ in advance.”

*Michael Payne  
IOC Director of Marketing & Broadcast Rights,  
1983-2004*



# Tourism Objectives



# Olympic Strategy (Tourism)



**Pre Games**

Build Image &  
Relationships

**Games  
Time**

Showcase  
Britain

**Post Games**

Deliver the  
Legacy



# Lesson Learned - Best Practice





## **Sydney 2000**

- Head of Olympic Games Media - Tourism Australia (formerly Australian Tourist Commission)
- Additional funding with a focus on advertising and Media from 97
- Lessons learned from Barcelona in 92, Atlanta in 96 & Nagano 98
- Broadcasters were key
- First time in Olympic history – non accredited media centre – Sydney Media Centre
- Empty rooms/high prices
- Legacy – 9/11 in 2001 and SARS in 2002
- Gay Games 2002 and Rugby World Cup 2003





## **Beijing 2008**

- Media Mission – introduce VisitBritain & services
- Cautious & restrictive -Challenges with bureaucracy
- Beijing Media Centre – Mainly Chinese
- Press conference with London & Partners
- Empty rooms



## **Vancouver 2010**

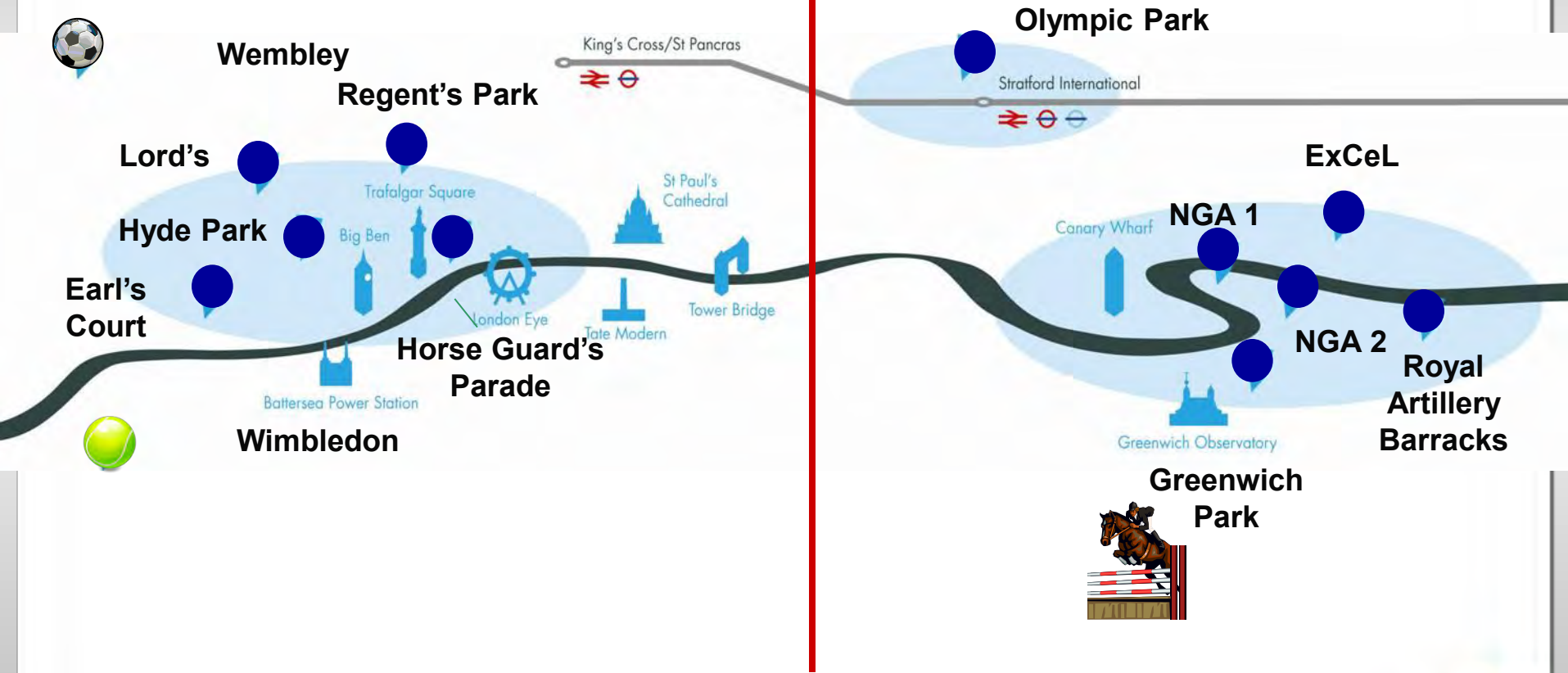
- Canadian Tourism, Tourism Vancouver, Tourism BC
- Media Savvy
- Dedicated team members to key broadcasters
- Daily “War Room”
- Non accredited media centre
- Britain media event for over 500 – Visa a sponsor
- Short films
- Focus on key markets – USA
- Focus on legacy – half the funding was post Games



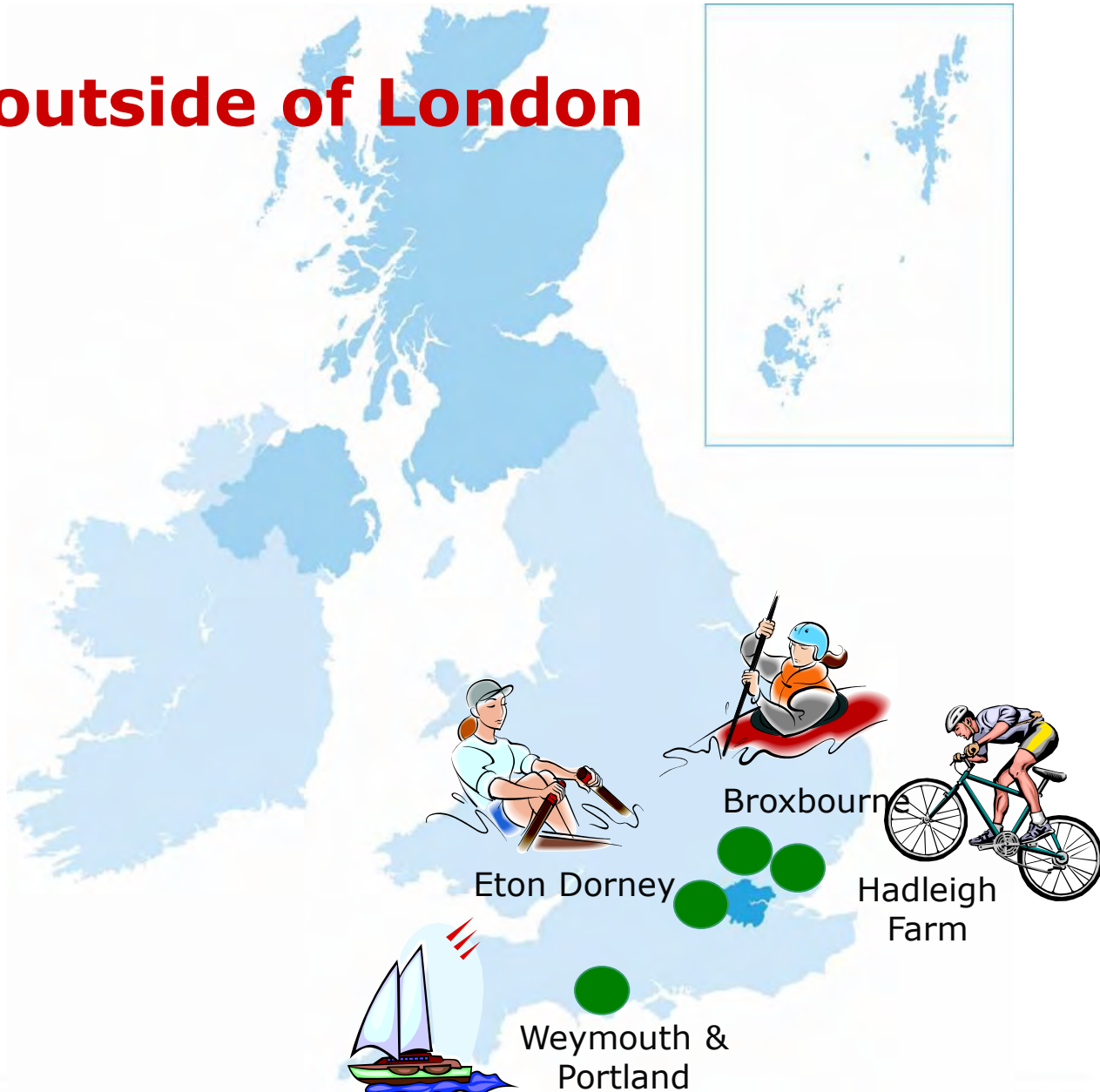
# Seizing the London 2012 Opportunity



# London Venues



# Venues outside of London



## Map of Britain Venues



**Glasgow**



**Newcastle**



**Manchester**



**Coventry**



**Cardiff**



**Wembley**



# Transport

- Excellent transport links made it easy for visitors staying in central London to get to the 2012 venues
- The Javelin service made the journey from King's Cross/St Pancras to the Olympic Park in just **seven minutes**.
- Spectators had a Travelcard included with their event ticket
- 11 rail lines served the Olympic Park
- Volunteers were one of the key success examples of the Games especially at transport hubs like venues and tube stops etc..



## **Nations of Regions of Britain**

- Training Camps
- Torch Relay
- Cultural Olympiad
- PR/Media
- Media Centre





## Torch Relay

- Arrived 18<sup>th</sup> May 2012
- 8,000 Torchbearers
  - 70 days
- 95% of the country
- Logistics and transport were key



# **Cultural Olympiad - London 2012 Festival**

- 12-week finale  
21<sup>st</sup> June – 9<sup>th</sup> Sep 2012
- 1000+ events all over the UK
- An alternative to sport and spread  
across the city/country
- 7 million people attended events
- 200 million by broadcast and online



**PR IS**

**GREAT**

**BRITAIN**



## The World Will Be Watching

- Unprecedented media opportunities – once in a generation
- Over 28,000 media during Games time alone
- Accredited Media
- Broadcast Rights Holders
- Non accredited media



## London 2012 – Broadcast Rights Holders

- Official broadcasters who have paid for the rights to showcase these events
- NBC, Record, France 2, SVT Sweden, CH 9, SKY, CCTV, Media Corp
- 2 years on the road with pitch meetings
- Influence their editorial – travel/lifestyle stories
- During Games time and before where possible



## London 2012 Accredited Print Media

- Major newspapers and online outlets
- Primarily Sports writers
- Photographers
- Some will cover destination stories
- Main Press Centre



## **Our targets:** Non accredited media

- Print and Broadcast Media
- Limited access
- Major outlets that can't be ignored
- Hungry for stories – good and bad!
- London Media Centre



## **London Media Centre**

- Media centre for both accredited & non-accredited press
- Central London location – 1 Great George St
- 8am-Midnight
- Britain Desk with strategic partners
- London specific information and UK wide profiles
- Press Conferences, Media Briefings and Events
- Over 8,000 registration
- Tours around the country
- Film Permit across London





 Visit Britain

**LONDON™**  
**& PARTNERS**





## **London & Britain Media Information Centre - Olympic Park**

- Shared presence with London and Partners
- “High Street” between MPC/IBC
- Same content as London Media Centre
- Accredited media
- 8am - 8pm
- Merchandise
- Paralympics
- Lessons learned



## A co-ordinated media programme

**Briefings**

**Image bank**

**B roll footage**

**Broadcast vignettes**

**Locations'  
Guide**

**Spokespeople**

**Special offers**

**Itineraries**



# Broadcast Tools



## **Britain Film Locations Guide**

- A guide highlighting the best destinations/attractions for television
- Iconic Britain and a time to expand horizons
- Games Related venues/locations
- The “money” shot that gives the viewer the “wow”
- Stand up positions
- Fees and Permits



# BRITAIN FOR BROADCASTERS including Northern Ireland



## **B-Roll – Broadcast Quality Footage**

- Key requirement by broadcasters
- Ground and Aerial footage
- Sweeping vistas/iconic locations
- HD in most markets – some still want SD
- We can house your footage too





## **A Roll - Short Films**

- Following from Vancouver 2010 and the Canadians
- 1-3 minute stories with a script.
- Key 2012 locations and major tourism icons
- Distributed via our media centre and direct to broadcasters
- Available to all broadcasters and online media



# People to Interview



## People of Britain

- Interesting people to interview/meet – **characters**
- Insightful stories from a range of fields that can promote destinations and attractions.
- Athletes – past and present
- Aristocracy



## Country Specific Story Lines

- International Faces
- Local connections to a country
- Born in another country but UK is now “home”
- Current or Historical
- Communities



## **Top 12 for 2012**

- Host cities
- Countries
- Themes
- Press Releases
- 12 reasons



# **Itinerary Modules**

- Sample itineraries
- Olympic related
- Cities
- Countries
- Thematic



 VisitBritain

# Media Offers



## **2012 Media Offers**

- Welcome to Britain
- Exclusive offers to media around the UK
- Discounted and complimentary min 50%
- A range of product and experiences e.g. Tours, Places to stay, attractions, eating establishments
- Offers subject to availability
- Validity – 3 months
- 750 offers
- Great exposure & free opportunity
- Some partners were inundated.





## **Visiting Journalist Program**

- Global Press trips
- Paralympics Press Trip
- Individual
- Groups
- Strong focus
- Milestones
- Not during Games time
- Ticket allocation for VIP's



## Online Media Centre

English

Search Search media centre

Media Centre Home 2012 Games Royal Britain News releases Images Video B-Roll Media Contacts Story Ideas Corporate

Welcome to our media centre Access Images, video and News releases. Keep updated by registering

SHARE

**GREAT**  
BRITAIN  
*You're invited*



[media.visitbritain.com](http://media.visitbritain.com)



### On your marks, get set... go!

14 May 2012 16:55 | [Britain Calling](#) | [Global](#)

At 07.08 on Saturday 19 May the Olympic torch will begin its epic 70 day relay around Britain from Land's End, Cornwall. But what – and where – is Land's End?

[full story](#)

1 2 3 4 5

### Featured Video : GREAT Britain 60 second advert

[More videos](#)



### News Releases

[See all latest news](#)



03 May 2012

#### NEW 'CITIES' RESEARCH RELEASED REVEALS UK WIDE INTEREST FOR INTERNATIONAL TOURISTS

Britain's largest industrial cities have firmly positioned themselves as the UK's most popular tourist destinations for international visitors in the latest full year 2011 survey(1). As the bank holiday approaches these industrial cities will look to capitalise on the renewed interest they now have on the global stage.

[More](#)

### Social Media

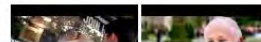
[Twitter](#) Follow @VisitBritain

[Flickr](#) Follow us on Flickr



[Facebook](#) Become a fan

[Our YouTube channel](#)



Register  
2012 Section  
Story ideas/Press  
Releases  
Imagery  
B-Roll  
Contacts  
Social Media feeds



"Modern Olympics is not merely a sporting event. It is also a platform to showcase the destination. London has presented its great culture and heritage, splendid countryside and the inspiring sporting events in front of the world by capitalising on the opportunity."

China, CCTV

"The Olympics is but one of a series of otherwise regular spectacles that abound in the land that gave the world cricket, Shakespeare, James Bond and the Queen"

Australia, Sydney Morning Herald

"It must be said that the British are the friendliest people on earth"

Germany, Suddeutsche Zeitung

"My perception has been changed because the food was much better and British people were much more friendly and supportive to the Japan team"

Japan, Nikkan Sports

"Amazingly funny and stylish - Britain at its best."

Sweden, TV4

"You have shown the world the best of British hospitality"

Jacques Rogge, IOC President

"Can we have London hosting all future Games?"

Sweden, Svenska Dagbladet

**"You have showed  
the world the best  
of British  
hospitality"**

***Jacque Rogge, IOC  
President 12 August  
2012***



# And the journey continued.....

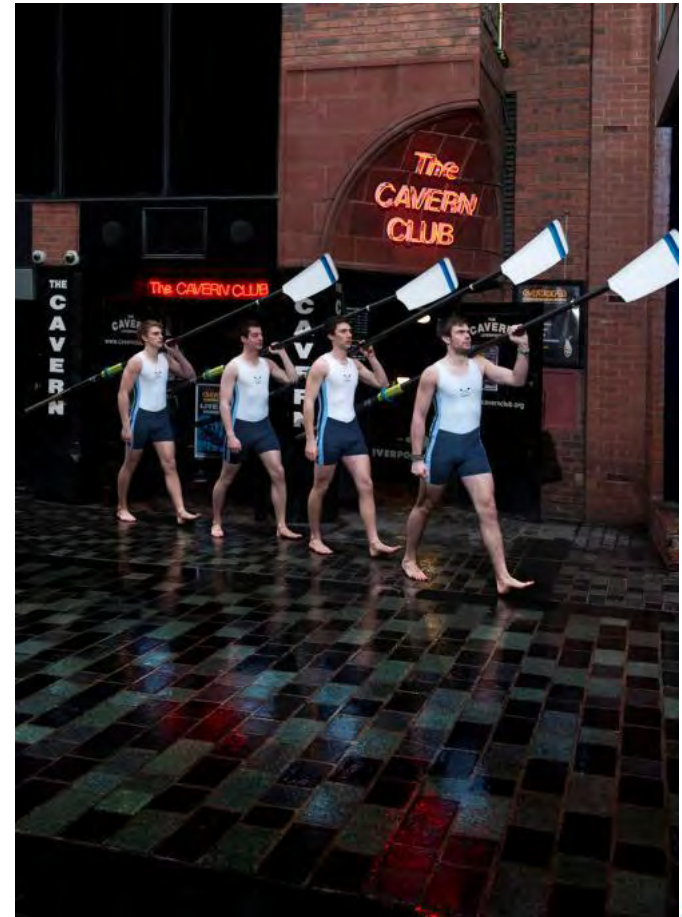
**Post Games**

Deliver the Legacy



## Keeping up the momentum

- Media saturation?
- The show moves on
- No big story...
- What's new?
- Events?
- Anniversaries?
- New Accommodation
- Significant Refurbishment
- Restaurants/Chefs



# GREAT Campaign Phase II



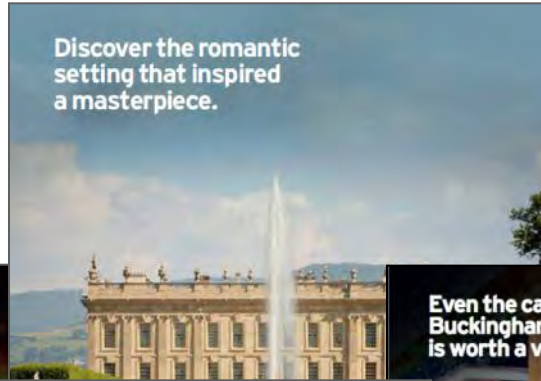
# Post-Games marketing push

It's nature's way of saying welcome.



Explore rolling Lothians settle down with breathtaking Scottish seas & air.

Discover the romantic setting that inspired a masterpiece.



Observatory, temple, prehistoric calendar, or burial site? Still surrounded by mystery.



HERITAGE IS GREAT  
BRITAIN  
You're invited

visitsbrtain.com

名探偵でなくても温かいもてなしが見つかります。



パブ「シャーロックホームズ」は、ロンドン・チリングワリス街からたった5分、かの名探偵の家を再現しています。イギリスに誇れる最も豪華なパブの中でも、「復讐」する中絶のある山脈あるパブです。

カルチャー  
どい  
GRE  
BRITAIN  
You're invited

visitsbrtain.com

Discover why the Lonely Planet Guide 2012 called this 'The best region on Earth'.



COUNTRYSIDE IS GREAT  
BRITAIN  
You're invited

The lighthouse on Llandyrn Island is one of thousands of discoveries to make along the breathtaking Wales Coast Path. With short walks and long hikes to explore, you're never far from a friendly local pub.

visitsbrtain.com

Even the car park at Buckingham Palace is worth a visit.



HERITAGE IS GREAT  
BRITAIN  
You're invited

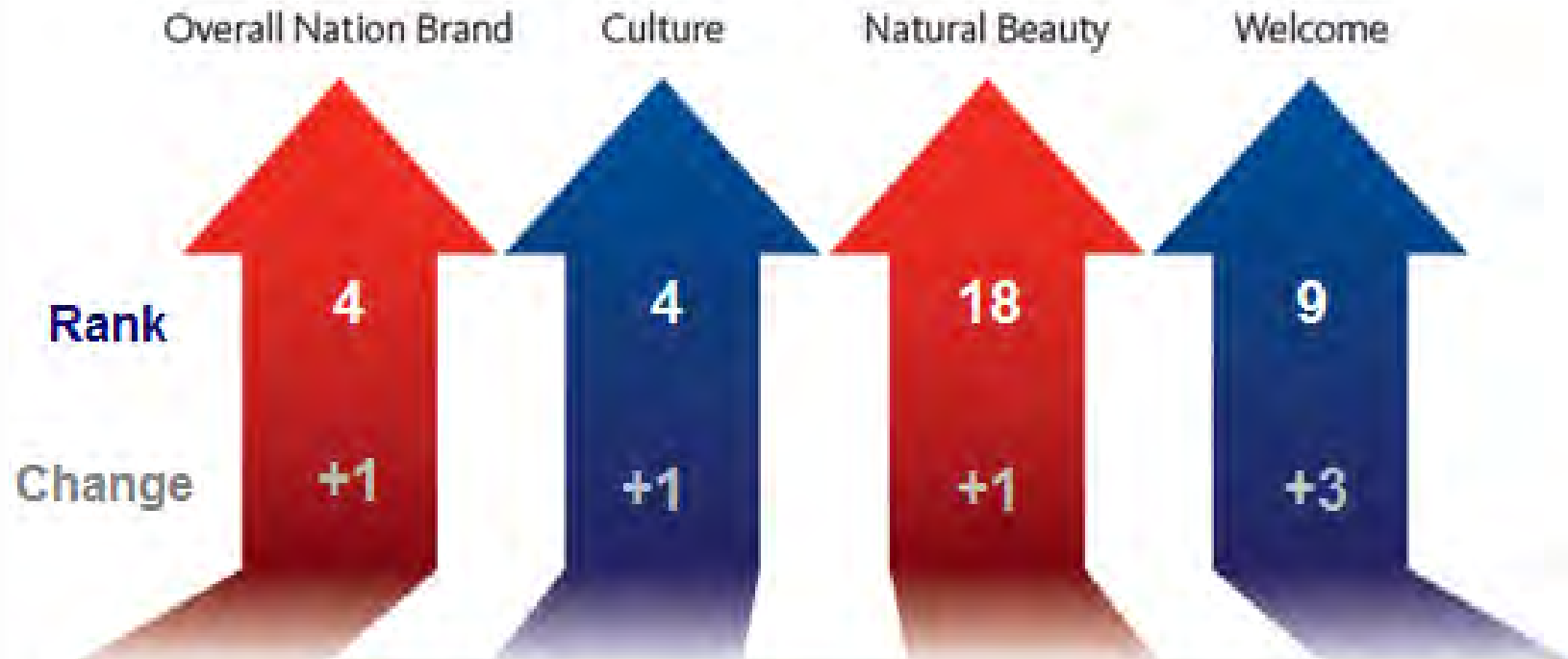
visitsbrtain.com

Explore Buckingham Palace and the Royal Mews. And discover the splendour of the State Rooms, royal coaches, wedding carriages and working stables.





# Impact on Britain's image around the world



**63%** said the Olympics has increased interest in visiting in UK

**75%** agreed they now want to see more than London

*Anholts Nations Brand Index Survey*



## Inbound Tourism 2013

*Best Inbound Tourism Year in History*

**33m** visitors → **£21b** spend



## **Figures and targets**

- Games as a springboard to attract 40 million tourists
- In 2015 - 36 million visits up 5%
- On track to meet the 2020 target



## Rugby World Cup 2015

- Sporting Legacy and another major event
- Same strategy used as the Olympic & Paralympic Games
- Lessons learned
- Media Centre
- PR and Digital



## #RWC2015 on Social in Japan

- VB Japan Promoted and achieved engagement with region where the Rugby World Cup 2015 was held through VB Japan social channels.



VisitBritain Japan  
@VisitBritain JP

"ブライトンの奇跡" #RWC2015 2日目に英南部ブライトンで行なわれた日本VS南アフリカ戦では、日本代表が2度のW杯優勝を誇り、世界ランク第三位の南アフリカに34-32で競り勝ち大金星！英メディアは「W杯史上最大の衝撃」と報道。



540 リツイート 408 気に入る



Love GREAT Britain (JP)さんが新しい写真4枚を追加しました  
作成者: Tomoko Hsaki (7) 9月24日 16:38 編集済み · 非公開

昨日英国でも注目された日本vsスコットランド戦が開催された英国南西部の歴史ある町、グロスターへ赴いていた陣営スタッフからのレポートによると、試合前にはスコットランド人も日本人もグロスター聖堂前で、祈りはどちらも「勝利」また、ピーターラビットの絵の中にもでてる『グロスターの仕立て屋』のフラッグは、中立の立場でイングランド、ニューエインという名の古い旅館には、スコットランド人と日本人が泊まっていたそうで、スタジアム以外でもあちこちの（ブ、ファンゾーンでラグビー観戦がされたそうです。 <http://jamba.toril.jp/757>

とても良い雰囲気、観戦を楽しんでいるファンの様子が伝わってきます。ラグビー・ワールド・カップは10月31日まで開催されています。この機会に英国を訪れてみてはいかがでしょうか？




リーチ10,892人 投稿の広告を出す





# Twitter #RWC2015 JAPAN

- In total of 46 #RWC2015 post from @VisitBritain\_JP account in Sep.  
Result : 33,763,856 reach, 139,994 engagement and 3,903 retweet

VisitBritain Japan  
@VisitBritain\_JP

”ブライトンの奇跡” #RWC2015 🇬🇧 2日目に英南部ブライトンで行なわれた日本VS南アフリカ戦では、日本代表が2度のW杯優勝を誇り、世界ランク第三位の南アフリカに34-32で競り勝ち大金星！英メディアは「W杯史上最大の衝撃」と報道。



540  
リツイート

408  
お気に入り

**Brighton**  
Reach: 1,825,623  
Engagement: 6,883  
Retweet: 540

VisitBritain Japan  
@VisitBritain\_JP

#RWC2015 🇬🇧 で盛り上がる英国・ロンドンのテムズ河沿いの大観覧車「コカ・コーラ・ロンドン・アイ」が、ラグビーワールドカップ2015の特別デザインに変身! 10月31日まで [amba.to/1Kq2X0s](http://amba.to/1Kq2X0s)



135  
リツイート

105  
お気に入り

**London Eye**  
Reach: 1,335,991  
Engagement: 1,402  
Retweet: 135

VisitBritain Japan  
@VisitBritain\_JP

23日に日本対スコットランドの舞台となるグロスターは、ラグビーが盛んな町。スクラムプティというラグビーボールのゆるキャラを公募デザインで20体も作って飾ったり、町をあげて #RWC2015 🇬🇧 歓迎ムード! #JPN 🇯🇵 #JapanWay 🇬🇧



142  
リツイート

95  
お気に入り

**Gloucester**  
Reach: 1,079,321  
Engagement: 2,382  
Retweet: 142



# Twitter Campaign #RWC2015 JAPAN

- Retweet & Follow campaign

– 23 – 29 Sep 2015

 VisitBritain Japan  
@VisitBritain\_JP

フォロー＆RTで応募／#RWC2015  で  
今話題沸騰の英国からお土産プレゼント！  
#RWC2015  公式マグカップを抽選で1  
名様にプレゼント！⇒ [amba.to/1L57WdM](http://amba.to/1L57WdM)  
#JPN  #JapanWay 



253  
リツイート

26  
お気に入り



## #RWC2015 on Social in Japan

VisitBritain Japan @VisitBritain\_JP

昨日世界中に衝撃を与えた #RWC2015 の舞台『ブライトン』は、ロンドンから電車で気軽に行ける英南部の海辺の町。ショッピングや、アート、グルメなどが楽しめる、人気の避暑地です。 [amba.to/1LpWrfm](http://amba.to/1LpWrfm)

128 ツイート 165 共有

VisitBritain Japan @VisitBritain\_JP

【祝】日本代表チームが見事サモアに26対5で勝利を飾りました！次回アメリカ戦は10/11(日)28時から！ #RWC2015 #JapanWay

163 ツイート 90 共有

VisitBritain Japan @VisitBritain\_JP

スコットランド人も日本人もグロスター大聖堂詣で、祈りはどちらも今日の勝利。今日はキルト姿の男性が町に大挙しそうです！スコットランドのおじさんと、昨日満面の笑みを交わしました。私が日本人とわかってました！やる気満々！ #RWC2015

96 ツイート 51 共有

VisitBritain Japan @VisitBritain\_JP

今夜生放送！ #RWC2015 第二戦【日本vsスコットランド】日本テレビ系列にて22:15～生中継。両チームの健闘を祈ります！ @ntv\_rugby #JPN [bit.ly/1OPVSN8](http://bit.ly/1OPVSN8)

250 ツイート 128 共有

VisitBritain Japan @VisitBritain\_JP

聖地トウィッケナムスタジアムが8万人の観衆で沸いたイングランドvsウェールズ戦はなんと28-25でウェールズの逆転勝利！ロイヤルファミリーも観戦していましたね。両チームの素晴らしい健闘に拍手！ #ENGWAL #RWC2015

108 ツイート 52 共有

VisitBritain Japan @VisitBritain\_JP

『ブライトンの奇跡』 #RWC2015 2日目に英南部ブライトンで行なわれた日本VS南アフリカ戦では、日本代表が2度のW杯優勝を誇り、世界ランク第三位の南アフリカに34-32で競り勝ち大金星！英メディアは「W杯史上最大の衝撃」と報道。

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フォロー＆RTで応募！ #RWC2015 で今話題沸騰の英国からお土産プレゼント！ #RWC2015 公式マグカップを抽選で1名様にプレゼント！ → [amba.to/1L57WdM](http://amba.to/1L57WdM) #JPN #JapanWay

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142 ツイート 95 共有

Love GREAT Britain (JPN)さんの新しい写真4枚を公開しました。

【写真】Tomoko Hoshi 氏 6/22/2015 13:00 頃

【さらば青春の地】舞台『ブライトン』 先日RWC2015対南アフリカ戦での日本の勝利は、世界に衝撃を与え、日本のラグビー界の歴史を変えました。その勝利となった、英産地郡のリート地『ブライトン』はザ・フーの『ロック・オン!』を収録したカセット名作『さらば青春の地』のロケーションとしても、とても人気があります。キラキラとしたスーパースタディオのポップ＆モッズのカルチャーは今でも人気があります。

写真『さらば青春の地』ウォーキングツアー <http://bit.ly/1Zm1t>

11 ツイート 0 共有





## PR: Destination coverage – Brighton

- Winning of Japan Team in Brighton increased coverage of RWC2015, Japan Rugby Team & city.
  - Brighton was remembered as the “miracle of Brighton” in Japan by not only Rugby fans but also people in general
  - Nippon TV featured Brighton in “Tuesday Surprise”, a variety show



## PR: Destination coverage – Gloucester

- Gloucester had two opportunities as the host city of the Japan Team
- All major TV companies filmed at the Fanzone and Stadium
- Nippon TV featured Gloucester Cathedral
- Mr Tachi, a well-known actor and the official supporter of RWC2015 for Nippon TV visited the cathedral

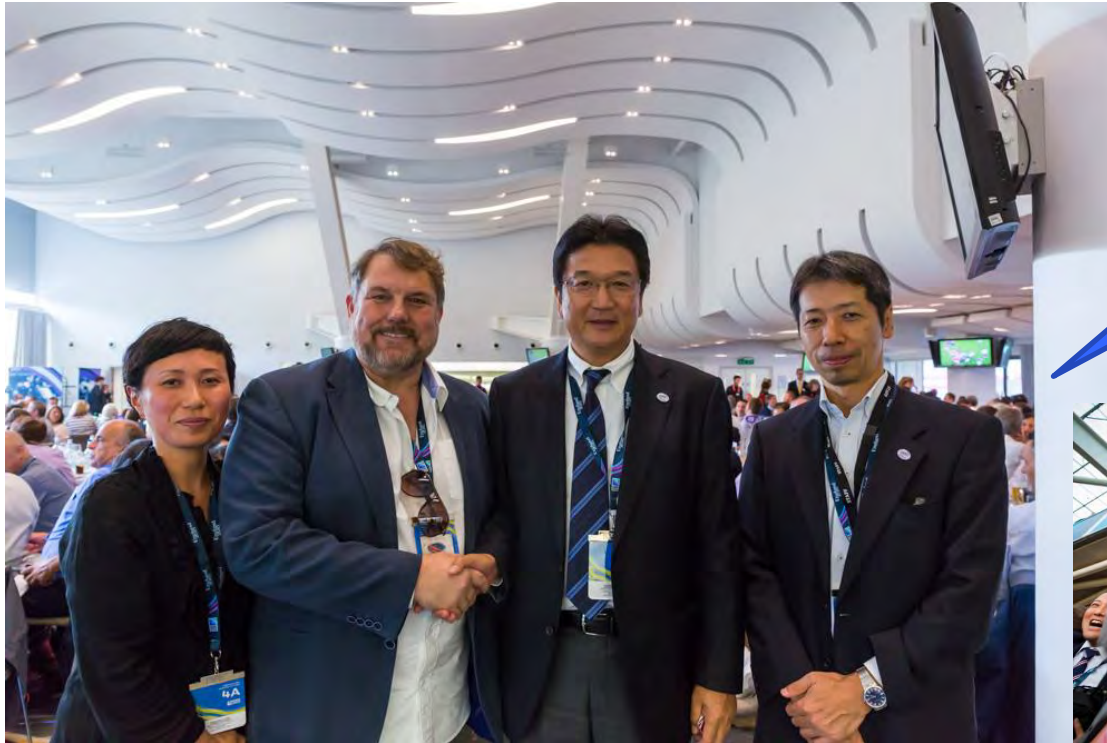


## PR: Destination coverage – Warwick (Camp of Japan Team)

- Approx. 70 media attended the press event at Warwick Castle
  - Warwick was mentioned many times as the camp venue of the Japan Team by media
  - Major Japanese TVs and more than 10 online media featured the event at Warwick Castle, especially the kick by Goromaru
  - Local tourist board's PRs were connected with the Japan Team at the venue



## B2B: Co-operation with JTB, official travel agency of RWC2015



Mr Takahashi, CEO of JTB (centre) in Brighton (Japan vs South Africa)



# Happy to help



- Paul Gauger: E: [paul.gauger@visitbritain.org](mailto:paul.gauger@visitbritain.org)

