

DESTINATION CITY OVERVIEW

July 2023



Destination City is the Corporation's vision for the Square Mile to become a leading leisure destination

Destination City **sets out a renewed vision** for the City of London to be a **leading leisure destination** to drive **sustained economic growth**.

As a world-class financial powerhouse the City's brand is second to none. It is recognised as home to some of London's most important cultural landmarks.

Yet it lacks the wider appeal of other Global Cities when it comes to attracting more diverse audiences and the associated economic benefits they bring.



**Global Cities are
developing their
leisure offer to
drive demand and
market share**



FESTIVALS & EVENTS

Whether it's the festive celebration of Chinese New Year or the roar of Formula 1 cars, there's always a party going on somewhere on the island. Check out top festivals and events in Singapore from January to December.



Vivid Sydney

From 26 May to 17 June 2023, Vivid Sydney will fuse art, innovation and technology in collaboration with some of the most boundary-pushing artists, thinkers, musicians and culinary experts of our time. Under the Creative Direction of "Vivid Sydney, Naturally", this year's festival shines a new light on the city and ourselves.



Meatpacking District

The Meatpacking District is one of Manhattan's most glamorous neighborhoods. The area has come a long way from its slaughterhouse origins, transforming into a luxury destination filled with clubs, stylish restaurants and several of the City's trendiest hotels. Lining the neighborhood's historic cobblestone streets are upscale boutiques and salons, plus the newly relocated Whitney Museum of American Art and the High Line, an elevated park built on an former railway line.



**Neighbourhoods
in London are
doing the same...**

The home of discovery

Covent Garden is one of London's most-loved neighbourhoods, located in the heart of the West End.

Across 9 streets and one historic Piazza, discover the very best of London's dining scene and extraordinary shopping and lifestyle experiences, with something new to enjoy every time you visit. Discover over 200 brands from around the Covent Garden Neighbourhood

Welcome to Borough Market

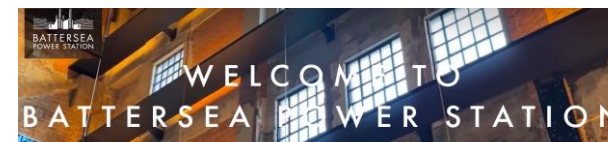
CONNECTING THROUGH FOOD

At Borough Market, we don't just sell good food and drink, we celebrate it. We enjoy how it tastes and the way it makes us feel, but we also appreciate its ability to connect us to the people who produced it and the places it was made.

If all you come with is an appetite, you'll be able to sate it in a thousand ways. But if you care about what you eat and where it comes from, our traders can feed your curiosity too. Here, in this historic setting, you'll find an incredible range of food from all over Britain and the rest of the world – and every item has a story to tell.

WELCOME TO KING'S CROSS

Home to shopping and dining destination, Coal Drops Yard. Discover over 100 shops, bars, restaurants



The iconic Grade II* listed Battersea Power Station is NOW OPEN as London's most exciting new shopping and leisure destination!

This legendary London landmark and surrounding area has been brought back to life as one of the most exciting and innovative mixed use neighbourhoods in the world – a place for locals, tourists and residents to enjoy a unique blend of shops, bars, restaurants, leisure and entertainment venues, parks and historical spaces. A place to shop, eat, drink, live, work and play; here life doesn't feel ordinary, it feels extraordinary.



CANARY WHARF GROUP

IT'S ALL HERE

A destination defined by culture with over 300 shops, cafes, bars and restaurants, a year-round events programme, one of London's biggest roof gardens and an award-winning, free-to-visit, public art collection.

Their aim is to create desirable destination experiences. Data-led consumer marketing and innovative place making is attracting brands and investment...

Outernet: Is London's new media complex the future of urban entertainment?

JAMES WARRINGTON



FRIDAY 19 MAY 2023

Illusionaries, the UK's First Story-Based Multisensory Art Experience – 19.05.23

- Located in Canary Wharf, Illusionaries is a new experiential art hub showcasing story-based digital art never seen before in the UK
- Illusionaries launches with the premiere of Memories of a Dead Poet, an immersive audio-visual experience featuring three galleries
- Experience light, sound and movement in an enchanting journey that challenges reality and illusion



Traveler

Summit One Vanderbilt

The city's latest observation deck atop a skyscraper that towers over Grand Central.



Museum of Shakespeare to open in London next year

© 19 April



The Museum of Shakespeare will open in Shoreditch in spring 2024

Samsung opens Kings Cross hub to showcase innovation

Paul Lipscombe
August 14, 2019



Secret Cinema team to bring Wishmas to Wembley Park

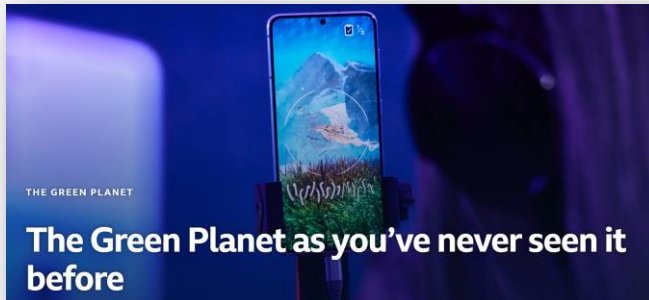
The immersive production opens in November

Theo Bosanquet | London | 09 June 2023



THE GREEN PLANET

The Green Planet as you've never seen it before



At a time of fierce global competition, the City of London has a real opportunity. It can boost its attractiveness and create a self-sustaining cycle of future growth and resilience...



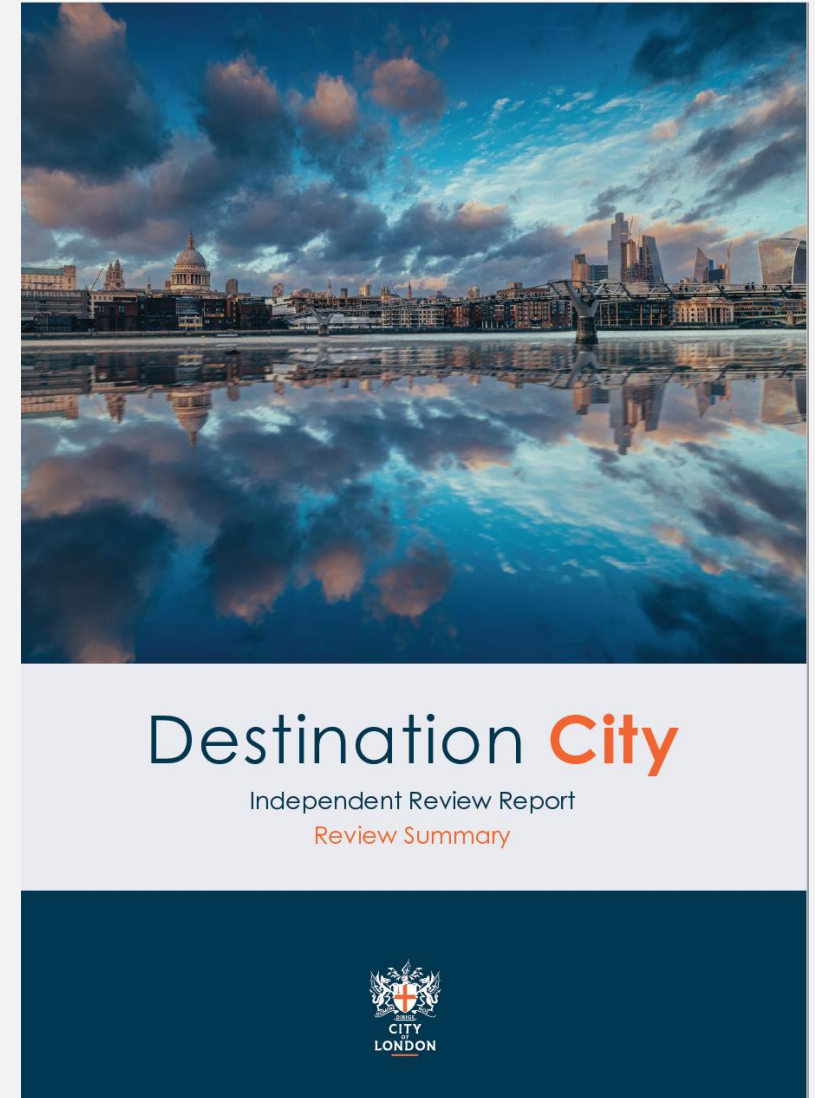
In early 2022, Members agreed Destination City as a flagship policy. This vision was based on recommendations from an Independent Review...

It was led by competitor analysis and stakeholder feedback. Looking at the spend, focus, and ambition of other cities.

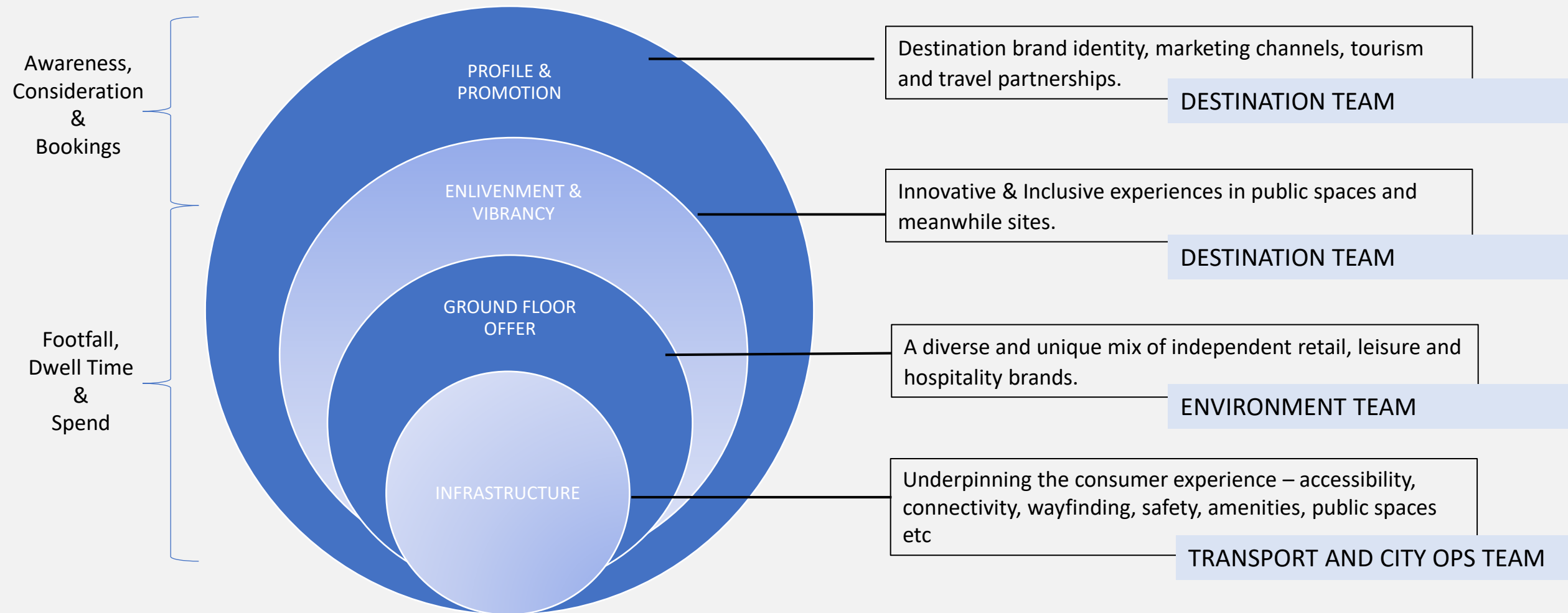
It pulled together and built upon existing strategies:

- Cultural Strategy 2018-22
- Visitor Strategy 2019-2023
- Square Mile: Future City

Upon appointment of the Destination Director last autumn, priority projects were agreed. These will underpin the Destination City programme and drive its success.



Destination City will enhance the City of London’s leisure offer, increasing its appeal to existing and new audiences...





Bringing more money to the City of London's leisure economy through targeted activities that drive footfall and encourage spend...

Indicative Programme Targets*:

- Footfall by 5% from a peak of 21m in 2019 to 22m in 2025
- Spend by 7.5% from £2.1bn to £2.25bn in 2025

*To be reset and ratified once the Destination Insights Programme is established

We are implementing the vision of the Square Mile as a world-class leisure destination through 4 workstreams within the Destination Team...

Strategic Programmes delivered by the Destination Team



**INSIGHTS
&
PERFORMANCE**



**COMMERCIAL
&
BRAND PARTNERSHIPS**



**ENVLIVENMENT
&
VIBRANCY**



**PROFILE
&
PROMOTION**

£2.5m budget to deliver the Core Destination City Programme

A data driven approach to Destination strategies, implementation and impact...

Objective: Build unprecedented data and reporting capabilities on Square Mile performance to power decision making, evaluation and investment.

Current Context:

- Fragmented data sources
- Limited data reporting capability
- Targets set on data sources available at the time

Destination Insights Programme 2023/24 & Beyond (set baselines for all Destination Programmes):

- Square Mile performance data
- Consumer demographics and profiling
- Forward trends and future turnover
- Domestic & international tourism projections
- Economic forecasts and projections
- Benchmarking and target setting
- Programme evaluation





2. COMMERCIAL & BRAND PARTNERSHIPS



A partnership led approach to enhancing the Square Mile offer and experience...

Objective: Deliver the City's Enlivenment Programme through impactful Brand Partnerships.

2023/24 Approach:

- Market Listening exercise to identify barriers and opportunities
- 3 Year Commercial Partnership Strategy: defining the opportunity, criteria, partnership packages, processes and evaluation.
- Go-to-Market: prospecting, procurement and delivery

Benefits:

- Audience reach and conversion
- Increased profile and credibility
- Improved customer offer and experience
- Anchor for future brand partner opportunities

Desired EOY Outcomes (baselines to be informed by Insights and Commercial Strategy):

- Secure 1 new major event partnership deal for 2024
- Secure 2 smaller scale event partners for 2024 seasonal activity
- Secure 1 -2 Pop Up / Meanwhile Use Partner Activations



UK government announces £50 billion funding to support the creative sector

A composite image of St. Paul's Cathedral in London at night. The cathedral's iconic dome and classical architecture are illuminated by warm golden lights. Overlaid on the image are various historical elements: a large clock face on the right tower, several black and white photographs of soldiers in uniform, and handwritten-style text in white and yellow. The text includes names like 'Graham', 'Pamela', and 'John', along with dates such as '11-9-40', '1-25-41', and '3-2-42'. In the foreground, the silhouettes of people are visible, suggesting a public viewing or event. The sky is dark with some clouds, and the overall atmosphere is one of historical remembrance.

Driving demand through innovative, inclusive and 'Distinctly City' activations...

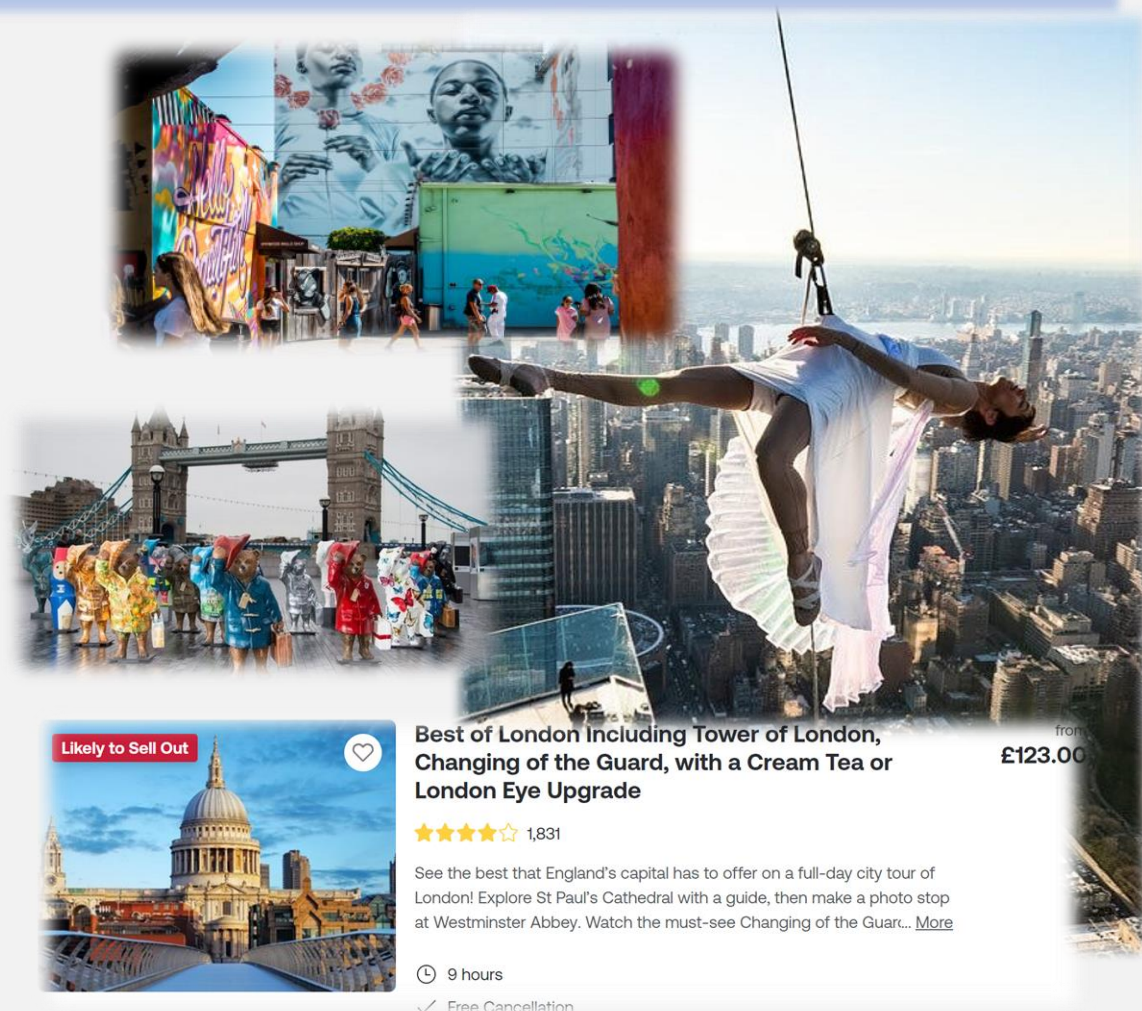
Objective: Concept and deliver durational experiences that increase Destination profile, perception and performance...

2023/24 Approach:

- 1 x durational 'major' event with value-add content partners
- Support delivery of wider art and cultural installations and events
- Build out new and enhanced programme of City tours and packages

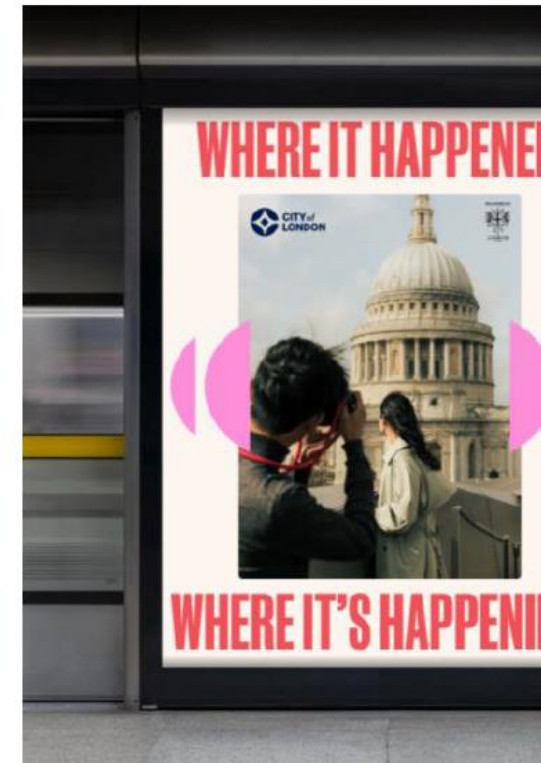
EOY Outcomes (baselines to be informed by Insights and Commercial Strategy):

- Grow desirability and demand – more reasons to visit throughout the year (calendar events, school holidays etc)
- Increased perception, customer and stakeholder satisfaction
- Baseline targets for new bookable products and tours





4. PROFILE & PROMOTION



A customer-centric approach to Destination delivery and promotion...

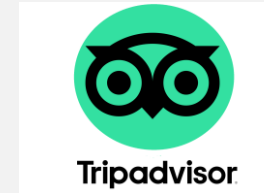
Objective: Increase Destination awareness and consideration to reappraise perceptions and drive demand.

2023/24 Approach:

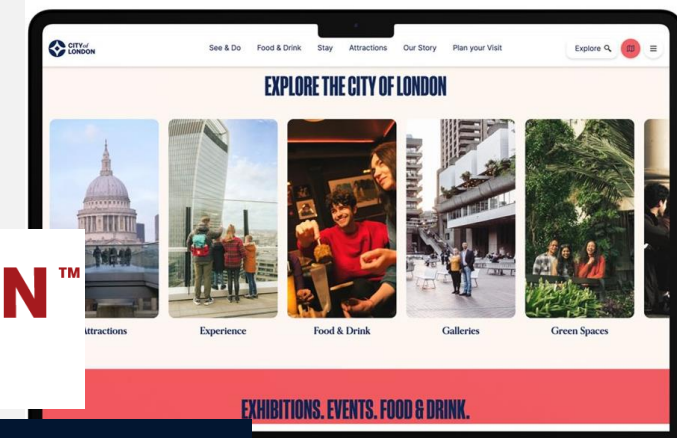
- A new consumer facing Destination brand and marketing channels
- Always On digital content production across 'owned, earned and paid media'
- Seasonal Destination campaigns and calendar event marketing
- Dedicated travel and tourism partnerships programme
- Working with comms team to drive proactive press office

Desired EOY Outcomes (baselines to be informed by Insights, Partner data and channel performance):

- Shift in customer perceptions – seen as a place for all
- Growth in audience reach and engagement
- Growth in destination awareness and influence
- Growth in customer and brand sentiment
- Growth in city partner satisfaction scores and referral performance
- Growth in market share of voice



LONDON™
& PARTNERS



2023/24 Season	June	July	August	September	October	November	December	January	February	March
	Summer			Autumn			Winter			Spring
PROFILE & PROMOTION	Brand Launch	Travel & Tourism Programme Development					2024/25 Marketing Strategy Development			
	Always On Digital Activity*									
	Summer in the City				Christmas in the City					
DESTINATION EVENTS		Duckie Summer Fete		Bartholomew Fair						
		City Beerfest		Open House						
LEARNING & ENGAGEMENT	Second Saturday @ Guildhall Art Gallery									
			The Roman Quest	Mudlarks Exhibition						
Guildhall Art Gallery Exhibitions	Wren at Work - Wren 300									
	The Big City			Treasures of Gold and Silver Wyre						
External Partner Activities	Barts 900 Outdoor Exhibition			Open House		City BIDs Christmas Activations				
	Morph's Epic Art Adventure Trail									
	Corporate Queer Outdoor Exhibition									
	London Festival of Architecture	Unforgotten Lives Outdoor Exhibition								
	Sculpture in the City									
Other City of London Event		Standard Chartered Great City Race Cart Marking	London Triathlon	Vitality Big Half London Landmarks Skyscraper Challenge Sheep Drive	Royal Parks Half Marathon	Lord Mayor's Show	Santa in the City Race			
London Wide Events	London Festival of Architecture Trooping of the Colour	Pride in London	Notting Hill Carnival	London Fashion Week London Design Festival		Remembrance Sunday	New Year's Eve		BRITS London Fashion Week BAFTA	Oxford v Cambridge Boat Race
Celebrations & Holidays	Eid Al-Adha		Summer Bank Holiday		October Half Term Black History Month Halloween	Bonfire Night Diwali Remembrance Sunday	Hanukkah Christmas Day Boxing Day New Year's Eve	New Year's Day Burns Night	February Half Term Chinese New Year Valentine's Day Shrove Tuesday	St David's Day IWD Ramadan Mother's Day St Patrick's Day Easter

*Events and content from key partner organisations, cultural attractions and the City’s leisure operators will be included within the Always On Digital Offer which will be informed by a content calendar throughout the year.

**Developing lasting
partnerships with
key City
stakeholders to
drive our collective
vision forward...**





A photograph of the Tower Bridge in London, viewed from the pedestrian walkway. The bridge's iconic blue and white structure is visible, with the two massive towers rising in the background. The walkway is paved with a pattern of large, circular, blue and white tiles. Numerous people are walking across the bridge, some in the foreground and others further back. The sky is a clear, pale blue. Overlaid on the center of the image is white text.

**With internal departments working
together to deliver the Destination City
vision...**

The Destination City agenda spans the Corporation...



Strategy / Delivery Departmental Leads



Innovation & Growth > Destination Team



Environment > Transport, Planning & Policy, City Operations Teams



Operations > Commercial Team



Town Clerk > Corporate Communications, Corporate Affairs & Media Teams



Corporate Strategy & Performance

So we can be successful in attracting new and diverse audiences to the City of London, whilst retaining and building advocacy across existing audiences...



TARGETING “EXPERIENCE SEEKER”
MINDSETS – MOTIVATED BY WHAT’S
NEW, CULTURE AND COMING
TOGETHER...

NOTE: CUSTOMER SEGMENTATION
PRIORITISATION TO BE INFORMED BY
PARTNER DATA AND INSIGHTS
PROGRAMME



Demonstrating the value of the Destination City programme for years to come...



Destination City 'Core' Programme Performance Framework



Destination City 'Adjacent' Programme Performance Framework



City Corporation Corporate Performance Framework



**THANK
YOU**

