

BLUE SAIL ►

VISITORS PLACES DESTINATIONS

# Marketing Culture to Visitors Workshop Presentation 18 November 2009



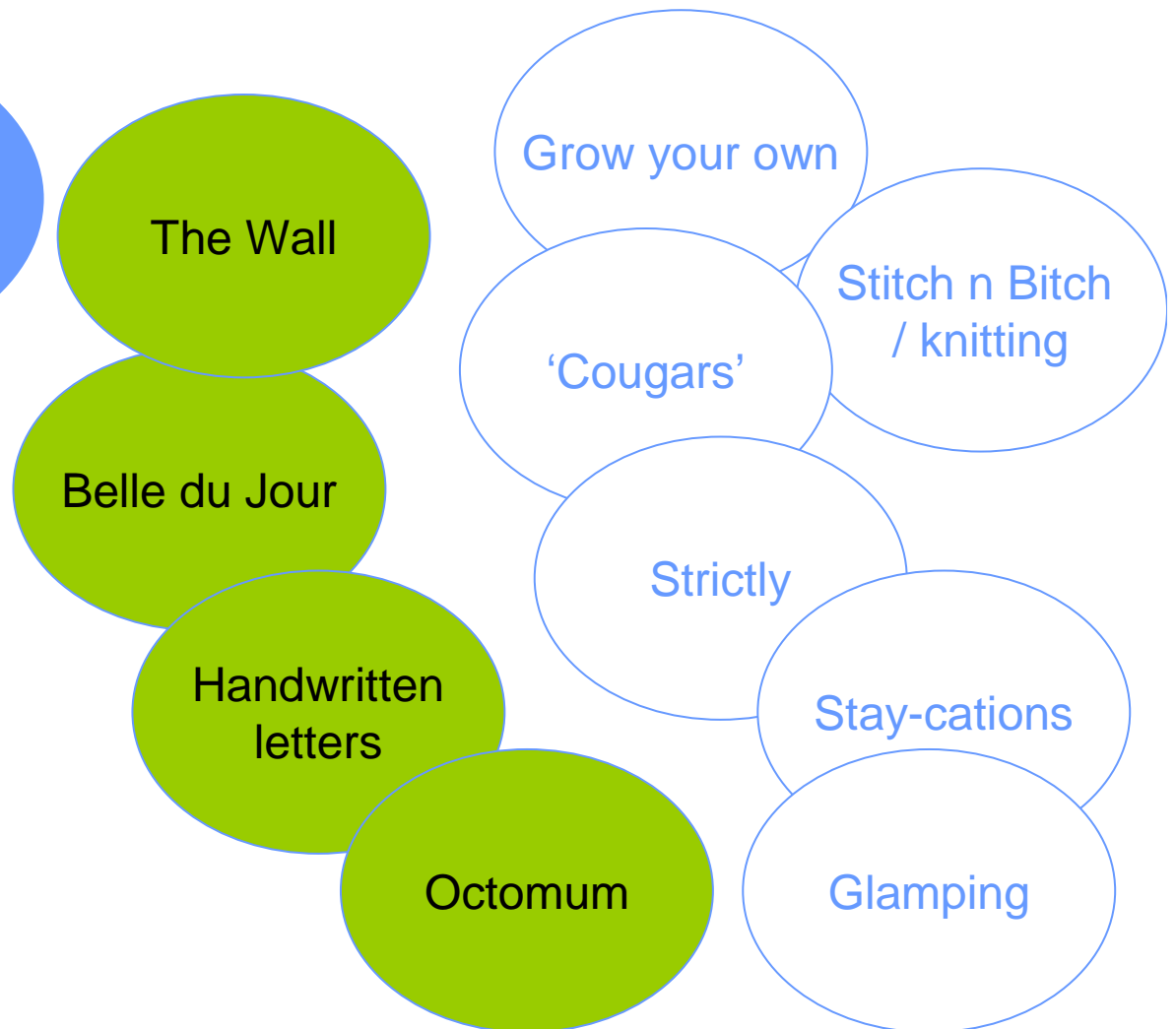
# Making News

# Making news ...

Shared references ...



Trends / Zeitgeist ...



# You can make news ...



Some techniques ...

An event

A photo opportunity

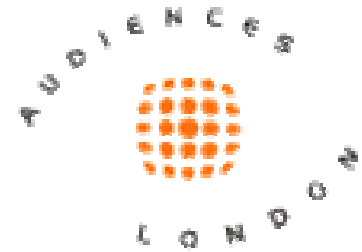
A celebrity quote

A piece of research

A discovery

A quirky connection

A superlative ...



# Audiences London



Sarah Boiling  
Strategic Projects Director

# Outline



- ◆ Audiences London
- ◆ Case study: from data to engagement – working with Local Authorities

# Audiences London



## Aims

- ◆ Increase size and diversity of audiences for culture in London
- ◆ Enable and support arts and heritage organisations
- ◆ Inform regional policy: ACE partner, Local Authorities

## Delivered through

- ◆ Audience research
- ◆ Organisational development and marketing consultancy
- ◆ Community engagement
- ◆ Broker and project facilitator

# Our approach

Context, analysis, benchmarks

Interpretation, training, discussion

OD, consultancy, collaboration

>> Inform arts policy and practice



**Data**



**Information**



**Knowledge**



**Audience  
Development**

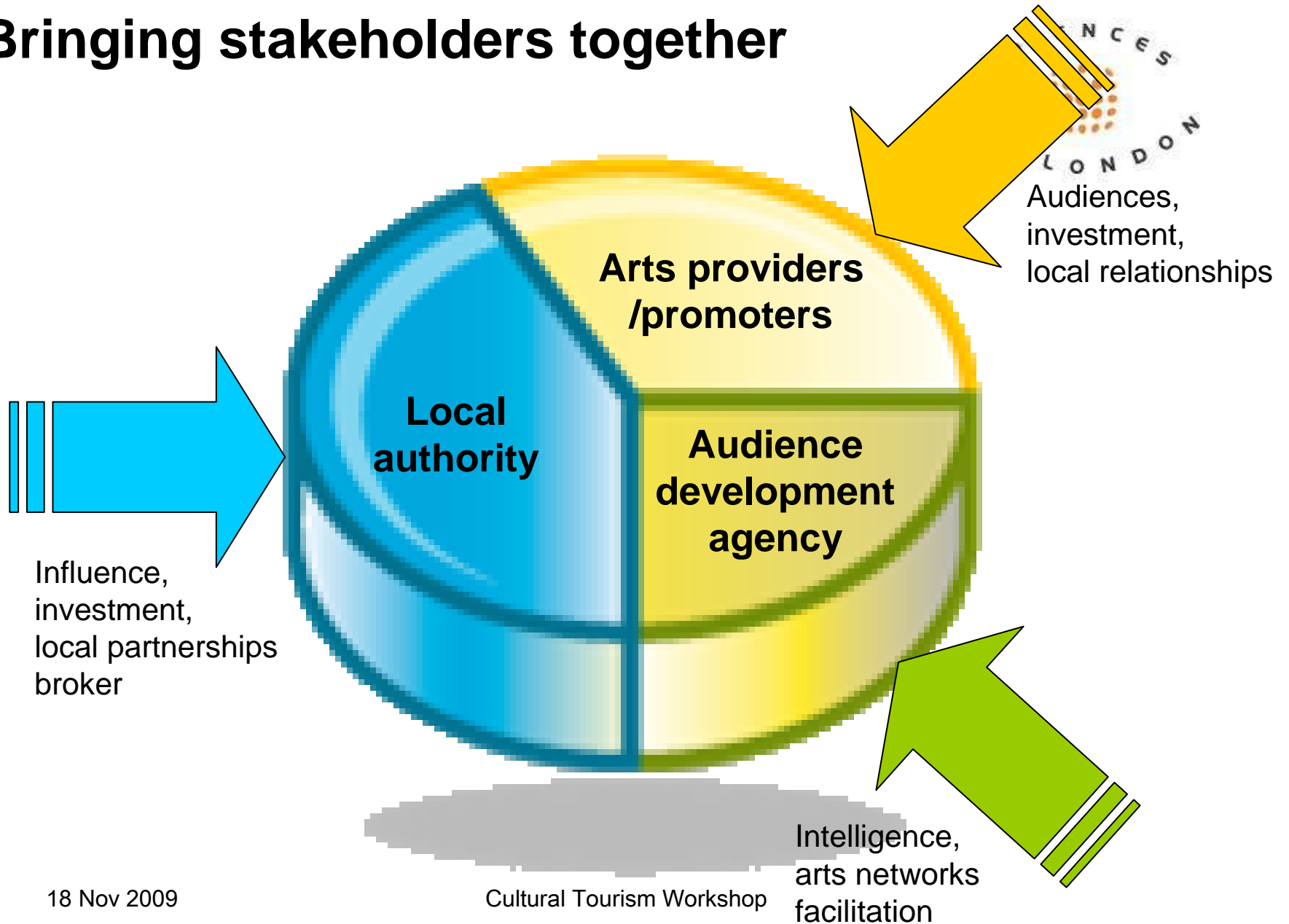


A decorative graphic consisting of numerous orange circles and ovals of varying sizes arranged in a loose, circular pattern around the central text.

# Case Study

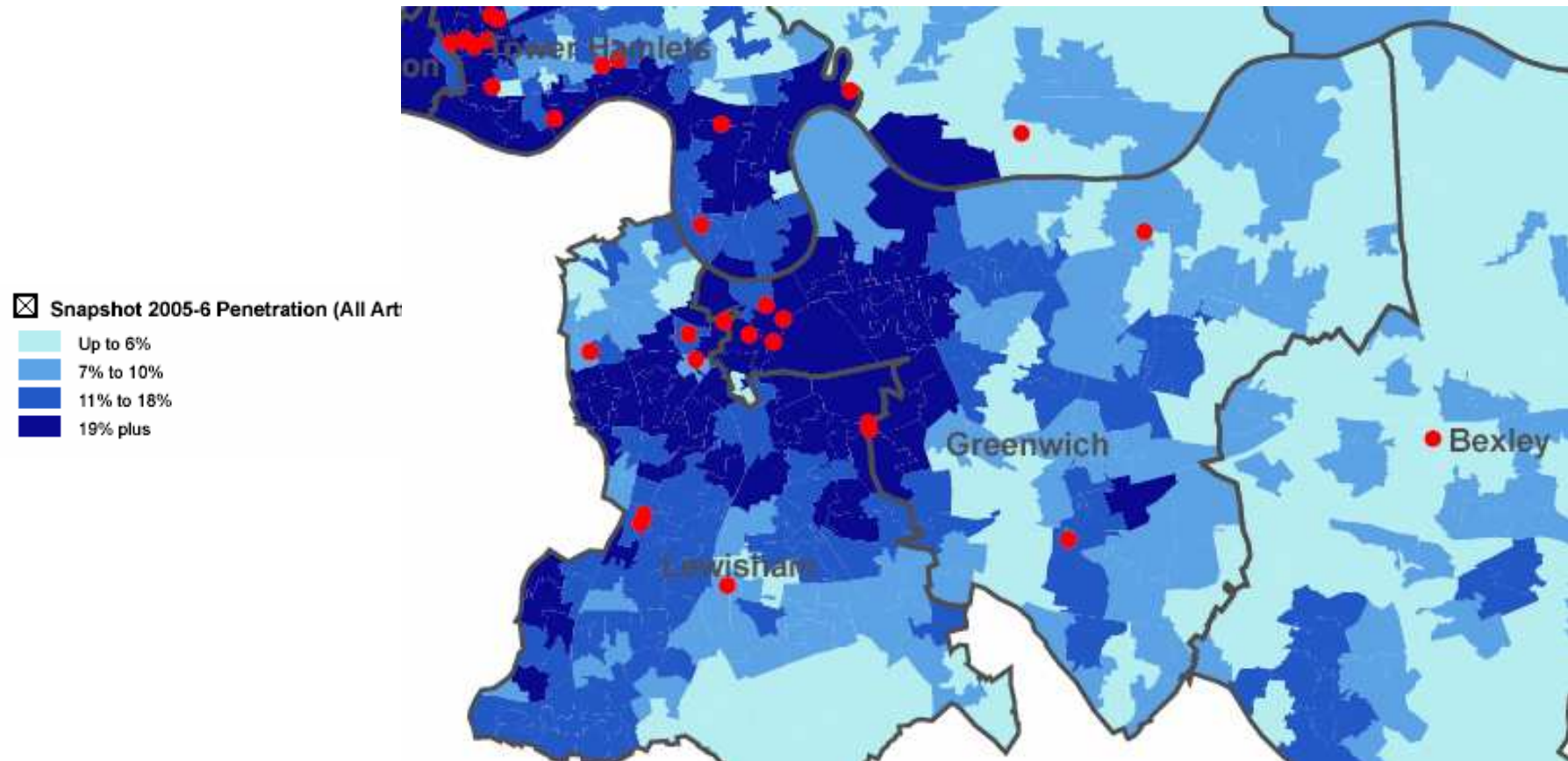
From data to engagement  
Local Authorities and NI 11

# Bringing stakeholders together



18 Nov 2009

# AI primary data – arts attenders + venues



18 Nov 2009

Cultural Tourism Workshop

From  
[www.culturemaplondon.org](http://www.culturemaplondon.org)

# Mosaic Lifestyle profiles

Metro Multiculture




Dinner & A Show

## ACE Arts Audiences Insight


18 Nov 2009

Cultural Tourism Workshop


# Putting it all together... in Greenwich



**Highly engaged**



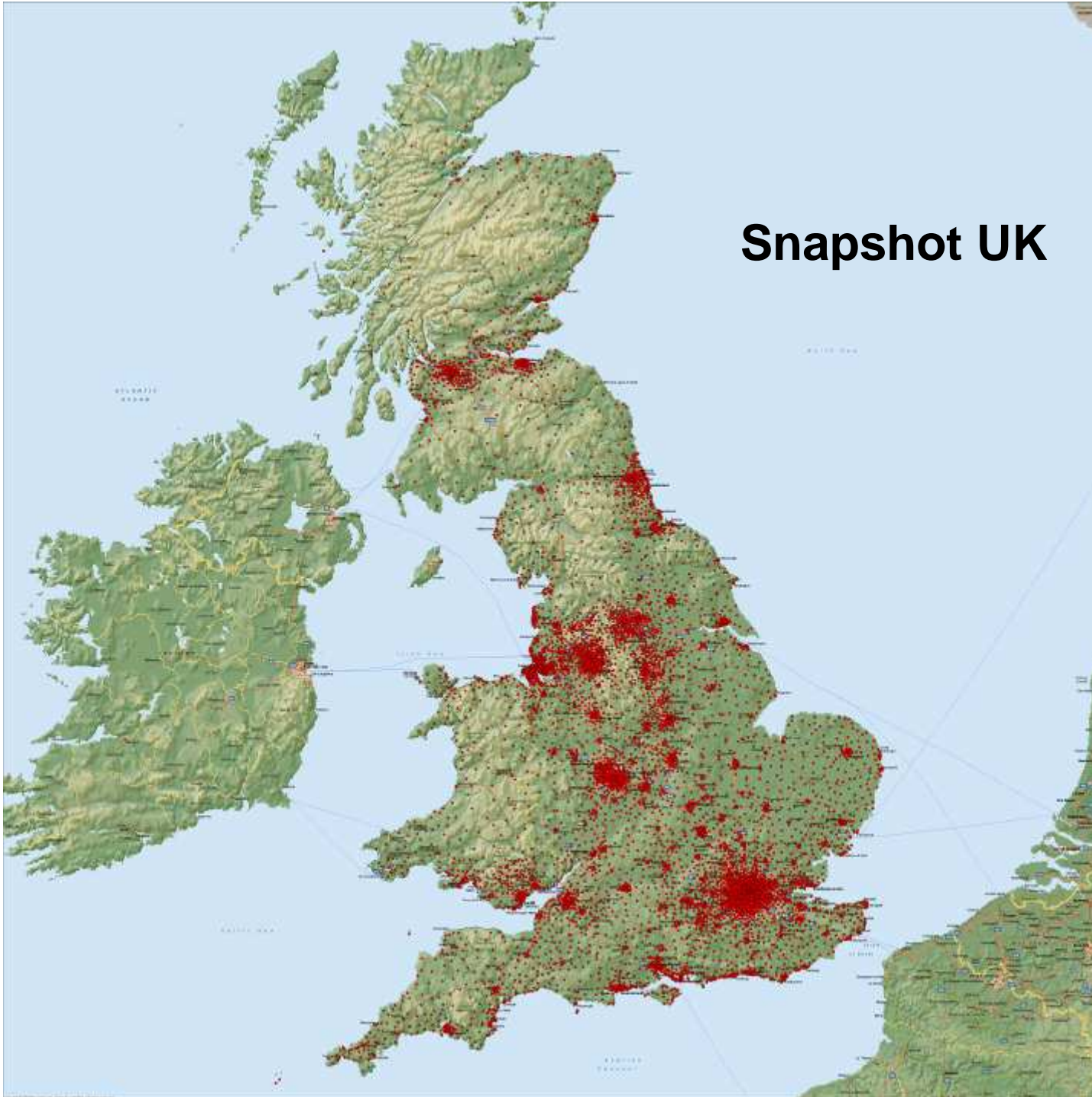
**Some**



**Non engaged**



# Snapshot UK





**Thank You**

**[www.audienceslondon.org](http://www.audienceslondon.org)**

**[sarah@audienceslondon.org](mailto:sarah@audienceslondon.org)**

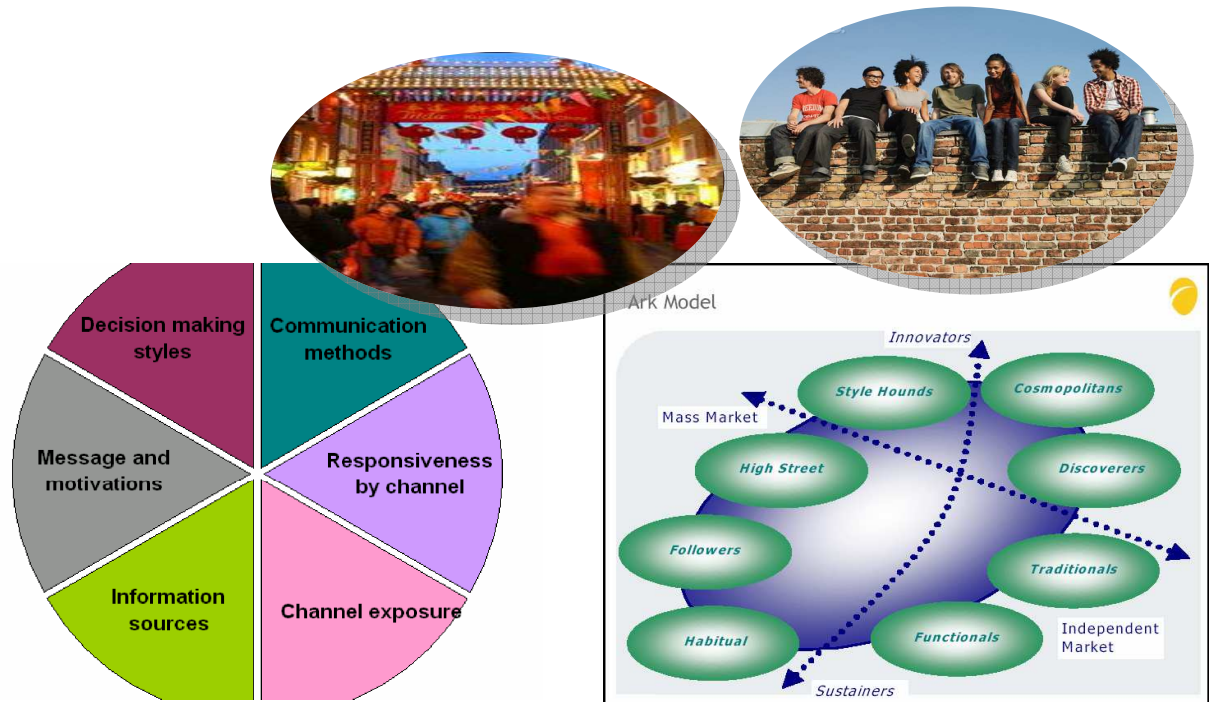
**020 7407 4625**

**Who are the visitors?**



# Know your visitor market

- ▶ Segmentation
- ▶ Current visitors to London
- ▶ Visitor target markets

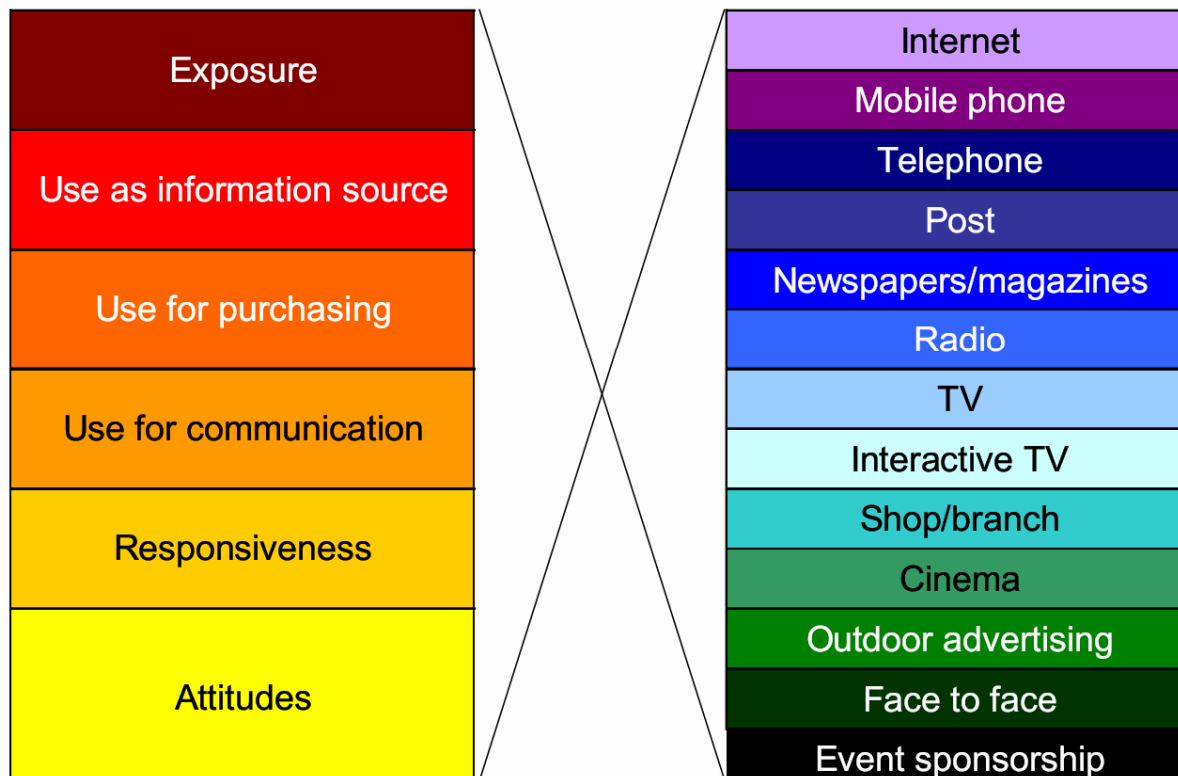


# Mosaic UK groups and types

This latest version of Mosaic UK classifies consumers in the United Kingdom into one of 67 types and 15 groups.

Group	Description	% ↑	% ↓	Type	Description	% ↑	% ↓
A	Alpha Territory	4.28	3.54	A01	Global Power Brokers	0.32	0.30
				A02	Voices of Authority	1.45	1.18
				A03	Business Class	1.83	1.50
				A04	Serious Money	0.68	0.56
B	Professional Rewards	9.54	8.23	B05	Mid-Career Climbers	2.90	2.30
				B06	Yesterday's Captains	1.80	1.84
				B07	Distinctive Success	0.48	0.48
				B08	Dormitory Villagers	1.81	1.29
				B09	Escape to the Country	1.41	1.31
				B10	Parish Guardians	1.14	1.00
C	Rural Solitude	4.84	4.40	C11	Squires Among Locals	1.01	0.85
				C12	Country Loving Elders	1.32	1.31
				C13	Modern Agribusiness	1.61	1.36
				C14	Farming Today	0.53	0.53
				C15	Upland Struggle	0.36	0.34
D	Small Town Diversity	9.21	8.75	D16	Side Street Singles	1.21	1.17
				D17	Jacks of All Trades	2.60	1.99
				D18	Hardworking Families	2.87	2.63
				D19	Innate Conservatives	2.53	2.96
E	Active Retirement	3.41	4.34	E20	Golden Retirement	0.52	0.67
				E21	Bungalow Quietude	1.42	1.79
				E22	Beachcombers	0.57	0.60
				E23	Balcony Downsizers	0.90	1.29
F	Suburban Mindsets	13.16	11.18	F24	Garden Suburbia	2.82	2.14
				F25	Production Managers	2.31	2.63
				F26	Mid-Market Families	3.75	2.70
				F27	Shop Floor Affluence	2.82	2.73
G	Careers and Kids	5.34	5.78	F28	Asian Attainment	1.45	0.98
				G29	Footloose Managers	1.11	1.67
				G30	Soccer Dads and Mums	1.34	1.34
				G31	Domestic Comfort	1.24	1.09
				G32	Childcare Years	1.46	1.52
H	New Homemakers	3.99	5.91	G33	Military Dependents	0.19	0.17
				H34	Buy-to-Let Territory	1.08	1.79
				H35	Brownfield Pioneers	1.13	1.38
				H36	Foot on the Ladder	1.48	2.37
I	Ex-Council Community	10.60	8.67	H37	First to Move In	0.30	0.37
				I38	Settled Ex-Tenants	2.08	2.06
				I39	Choice Right to Buy	1.90	1.72
				I40	Legacy of Labour	3.46	2.68
J	Claimant Cultures	4.52	5.16	I41	Stressed Borrowers	3.15	2.20
				J42	Worn-Out Workers	1.82	2.30
				J43	Streetwise Kids	0.90	1.05
K	Upper Floor Living	4.30	5.18	J44	New Parents in Need	1.80	1.80
				K45	Small Block Singles	1.26	1.77
				K46	Tenement Living	0.62	0.80
				K47	Deprived View	0.36	0.50
				K48	Multicultural Towers	1.09	1.11
L	Elderly Needs	4.04	5.96	K49	Re-Housed Migrants	0.97	0.99
				L50	Pensioners in Blocks	0.89	1.31
				L51	Sheltered Seniors	0.67	1.12
				L52	Meals on Wheels	0.51	0.86
M	Industrial Heritage	7.39	7.40	L53	Low Spending Elders	1.98	2.69
				M54	Clocking Off	2.18	2.25
				M55	Backyard Regeneration	2.40	2.06
N	Terraced Melting Pot	6.54	7.02	M56	Small Wage Owners	2.81	3.09
				N57	Back-to-Back Basics	2.50	1.97
				N58	Asian Identities	1.06	0.88
				N59	Low-Key Starters	1.60	2.72
O	Liberal Opinions	8.84	8.48	N60	Global Fusion	1.38	1.44
				O61	Convivial Homeowners	1.74	1.68
				O62	Crash Pad Professionals	1.41	1.09
				O63	Urban Cool	1.25	1.10
				O64	Bright Young Things	1.36	1.52
				O65	Anti-Materialists	1.12	1.03
				O66	University Fringe	1.10	0.93
				O67	Study Buddies	0.87	1.14

Experian's new  
Segmentation tool  
*True Touch*



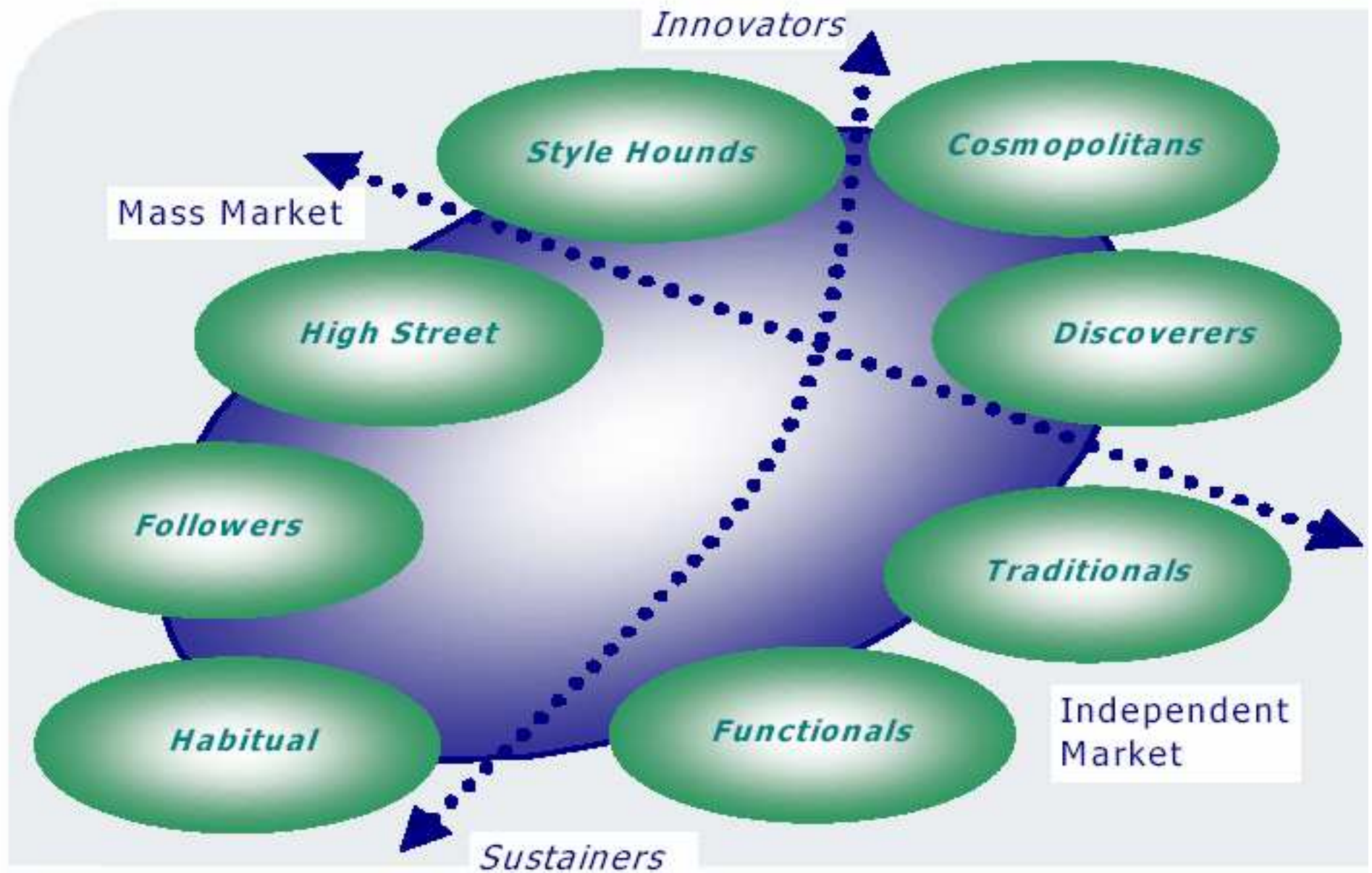
# TrueTouch Chart

TrueTouch classifies individuals in the United Kingdom by allocating them to one of 22 types and 6 groups.

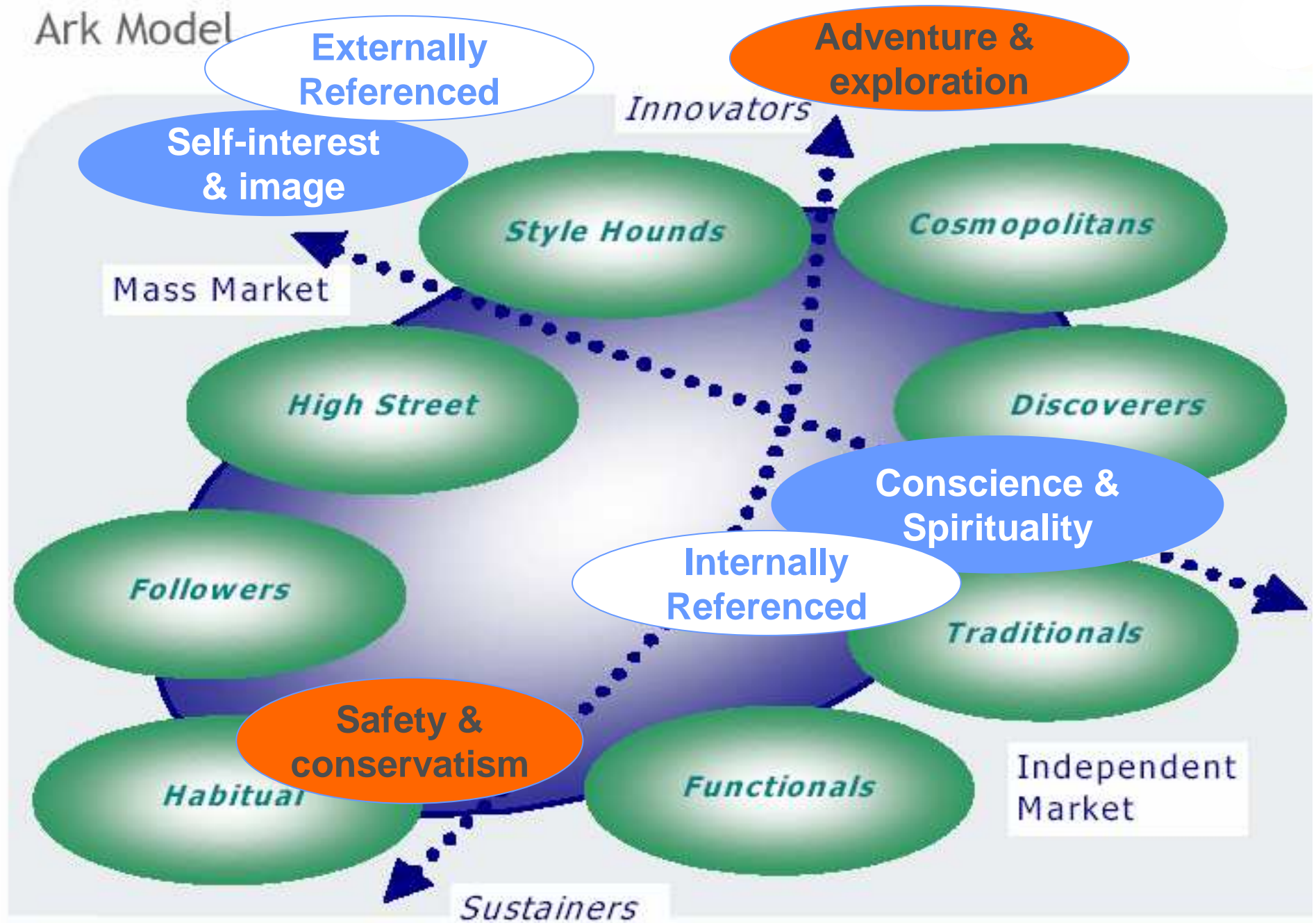
Group			Type		
	Group Name	% People		Type Name	%
<b>A</b>	<b>Experienced Netizens</b>	<b>20.92</b>	<b>A01</b>	Information@speed	2.90
			<b>A02</b>	Practical Surfers	8.71
			<b>A03</b>	Remote Info-junkies	5.97
			<b>A04</b>	Intellectual Digerati	3.34
<b>B</b>	<b>Cyber Tourists</b>	<b>25.09</b>	<b>B05</b>	E-tail Explorers	4.98
			<b>B06</b>	Cautious E-converts	8.23
			<b>B07</b>	Internet Dabblers	6.97
			<b>B08</b>	Web Connectors	4.91
<b>C</b>	<b>Digital Culture</b>	<b>8.89</b>	<b>C09</b>	Gadget-mad Technophiles	4.16
			<b>C10</b>	Real-time Friends	1.54
			<b>C11</b>	Catalogue Conventionals	3.18
<b>D</b>	<b>Modern Media Margins</b>	<b>15.39</b>	<b>D12</b>	Plug-and-Play	4.65
			<b>D13</b>	txt m8s	1.92
			<b>D14</b>	Techno-trailers	3.44
			<b>D15</b>	Catalogue Conventionals	5.38
<b>E</b>	<b>Traditional Approach</b>	<b>19.69</b>	<b>E16</b>	Paper-based Opinions	3.00
			<b>E17</b>	Ad-averse Listeners	3.82
			<b>E18</b>	Local Shoppers	5.50
			<b>E19</b>	TV Influence	3.61
			<b>E20</b>	Personal Preference	3.75
<b>F</b>	<b>New Tech Novices</b>	<b>10.02</b>	<b>F21</b>	Virtual Experimenters	3.40
			<b>F22</b>	Borderline Online	6.62



## Ark Model



# Ark Model



# Visitors to London...

- ▶ Staying – overseas & UK – some for a long time
- ▶ Day - UK and London
- ▶ Arts, culture, museums motivate visits
- ▶ History & heritage particularly strong
- ▶ Repeat visitors – and long-stay - travel further afield
- ▶ UK visitors more likely to repeat
- ▶ 40% overseas – SFR
- ▶ 55% UK – SFR
- ▶ Around 1/2 stay in central London
- ▶ Primarily visit – Westminster, Tower Hamlets, Camden, Lambeth, Southwark, Ken & Chelsea
- ▶ UK day visits – above + Richmond





# Visitors to London...

- ▶ Sources of info
  - ▶ Previous knowledge
  - ▶ Guide books
  - ▶ Internet
  - ▶ Friends & relatives
  - ▶ TICs
- ▶ Satisfaction with museums & galleries v. high





# Visit London targets...

- ▶ Long-haul: USA, Canada, Australia, NZ, Japan
  - ▶ Europe: France, Germany, Italy, Spain, Netherlands
  - ▶ Domestic: UK, London
  - ▶ Emerging: India, China, Russia
- 
- ▶ Focus (dep. on market): young people, high spenders, gay & lesbian, empty-nesters



# Sources of information

- ▶ Visit London
  - ▶ [www.visitlondon.com](http://www.visitlondon.com) – info & resources inc.
  - ▶ Visit London Sales & Marketing Opportunities
  - ▶ Annual visitor survey
- ▶ VisitEngland
  - ▶ [www.enjoyengland.com/corporate](http://www.enjoyengland.com/corporate)
  - ▶ Stats & market research
  - ▶ Market profiles
  - ▶ Target segments
- ▶ VisitBritain
  - ▶ [www.visitbritain.org](http://www.visitbritain.org)
  - ▶ Stats & market research
  - ▶ Market profiles
  - ▶ Insights & intelligence



**Through the eyes of the visitor**

# Creating clusters ...

- ▶ A reason to make that trip
- ▶ “Someplace different from home”
- ▶ Pooling resources – greater impact
- ▶ Reaching further afield
- ▶ Attracting new targets
- ▶ Visitors stay longer, spend more

# Group work

- ▶ *Nominate a team captain*
- ▶ *Sketch a rough map of your joint areas*
- ▶ *Mark on the map the cultural attractions*
- ▶ *Include the cultural experiences that make these areas **special and different** to visit*
- ▶ *Draw pictures, use stickers, draw colour shapes etc*



# Target segments?

## UK

- ▶ Empty-nester couple from Cheshire - late 50s, ABC1, well-educated, well-travelled, discerning
- ▶ *Couple from Midlands (no kids), mid-thirties, 'early adopters', looking for something new and different*
- ▶ Family on day trip to London from Kent, children under 12, looking for education which is entertaining
- ▶ *Group of friends in their late 20s – professionals living in London, highly educated, 'early adopters', looking for new experiences*

## USA

- ▶ Family with 2 young teenage children, parents in well-paid professional jobs, live in Chicago, have visited other Euro cities, been to London once before

## Russia

- ▶ *Couple in late thirties, live in Moscow, wealthy and well-travelled, looking for luxury*

## Spain

- ▶ Young professional couple in their late 20s on a weekend city break to London, looking for authentic experiences to talk about back home
- ▶ *Three friends (same gender) early 20s, studying in London for one year – looking for the 'real London'*

# They said ...

We chose to  
come because ...

We found out  
about it from ...

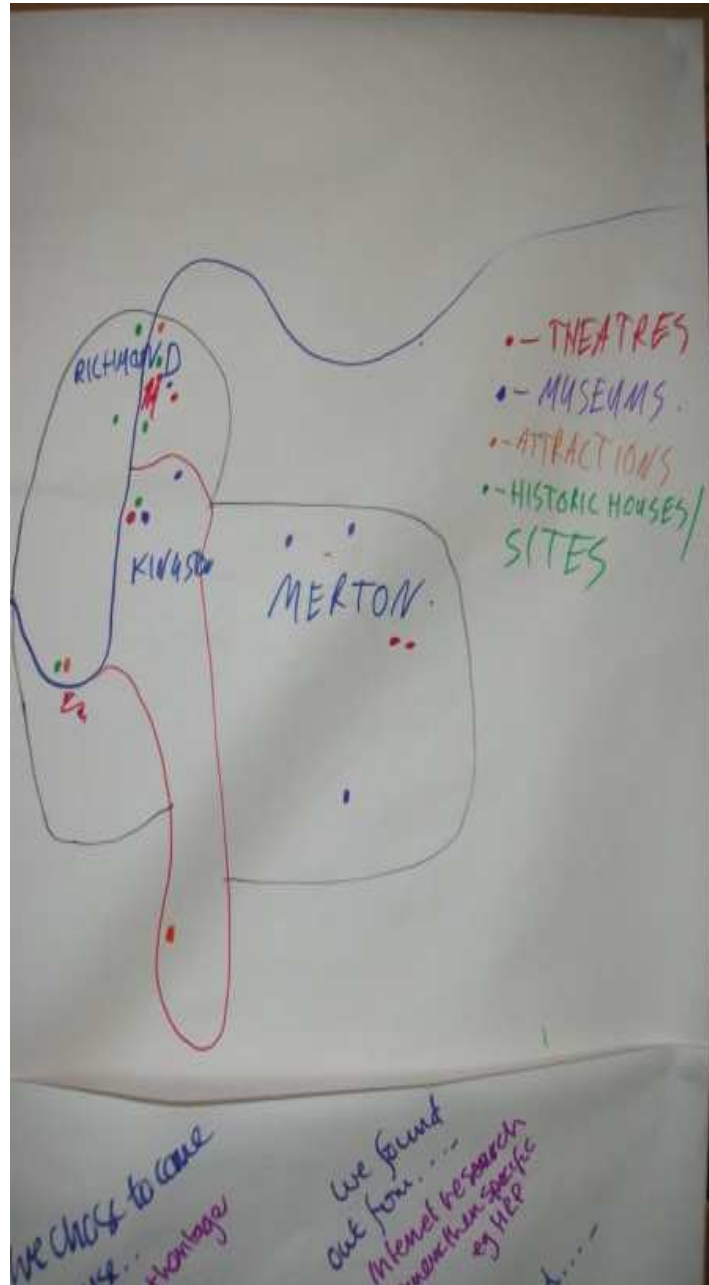
We went  
to ...

We  
loved ...

We'll be back  
because ...



## RICHMOND/KINGSTON/MERTON



### Clusters

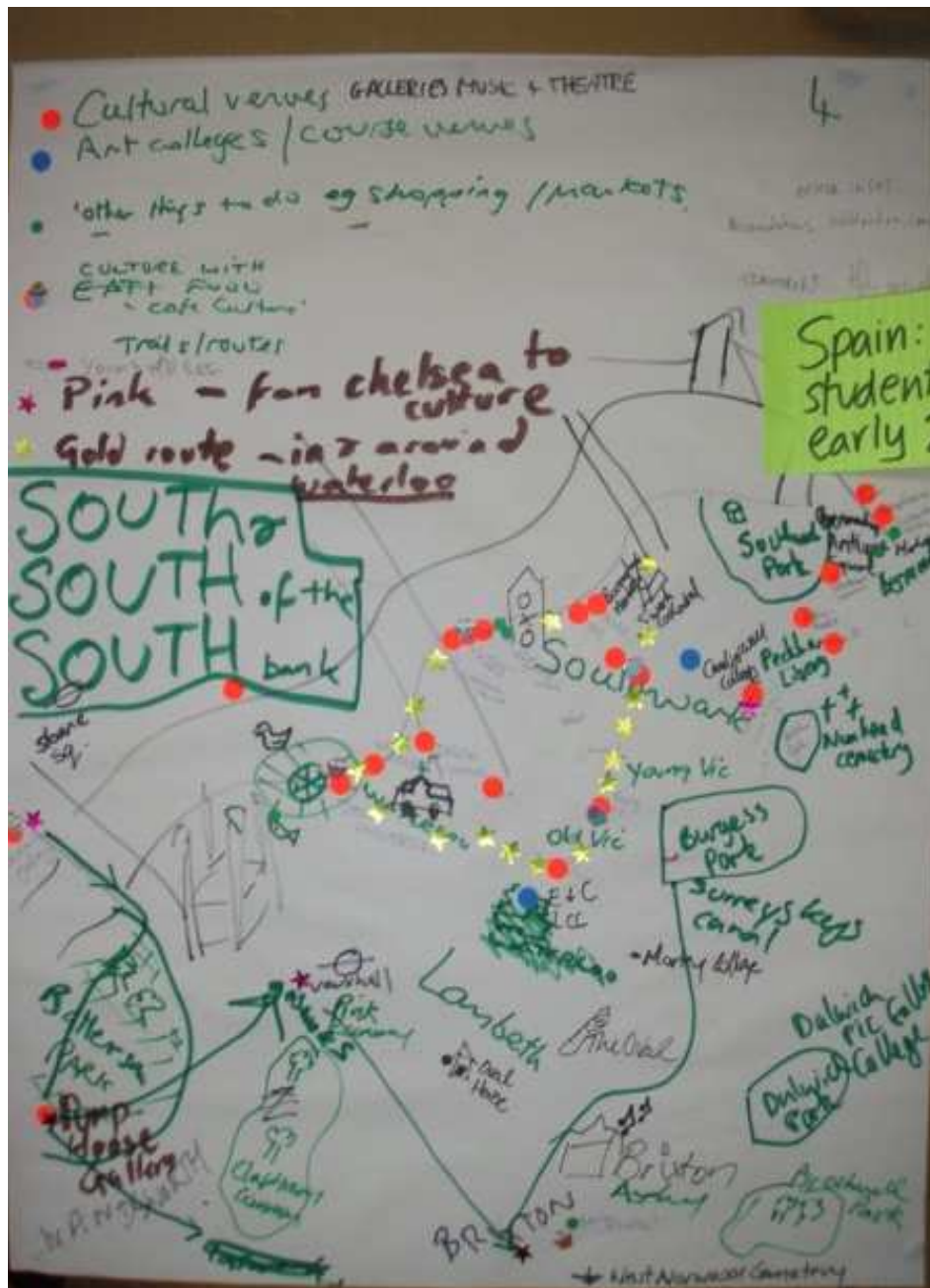
- ▶ Theatres, Museums, Attractions, Historic Houses / Sites

### Segment: UK Empty Nester couple - Cheshire

- ▶ *We chose to come because:* of the history & heritage
- ▶ *We found out about it from:* internet research, generic then specific eg HRP
- ▶ *We went to:*
  - ▶ Hampton Court
  - ▶ Richmond Park
  - ▶ River trip
  - ▶ Stop off in Kingston
  - ▶ Theatre
- ▶ *We loved:*
  - ▶ The variety – green / history / culture / shopping
  - ▶ The choice – the small town 'villagey feel'
- ▶ *We'll be back because:*
  - ▶ It's beautiful
  - ▶ No time for everything – lots in small area
  - ▶ 'Our kind of place'
- ▶ *We'll bring the grandkids* – with a different itinerary – for Chessington, Wetlands Centre, Sports



## SOUTH & SOUTH OF THE SOUTH BANK



### Clusters:

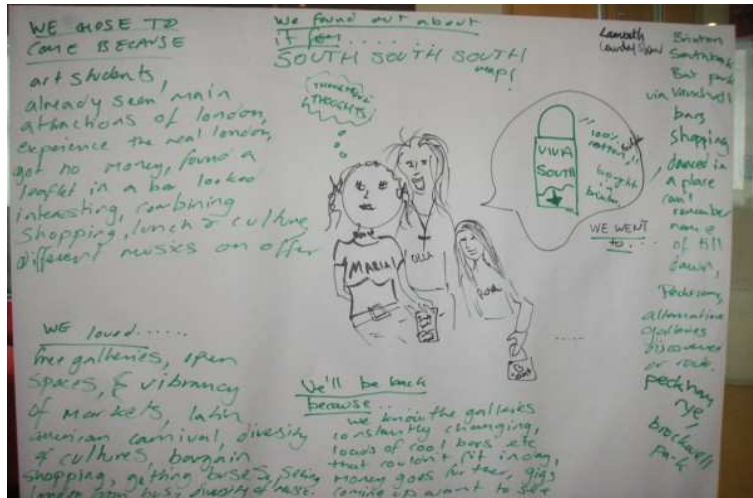
- ▶ Cultural venues - galleries, music & theatre
- ▶ Art colleges / course venues
- ▶ Other things to do – e.g. shopping / markets
- ▶ Culture with food – ‘Café Culture’

### Trails, routes:

- ▶ Young, South & Free
- ▶ From Chelsea to Culture
- ▶ In & Around Waterloo

Attractors: Tower Bridge – Bermondsey Antique Market Square – Design Museum – Pumphouse – Surrey Quay Farm – Southwark Park – Shortwave Cinema – Peckham Theatre – Peckham Library – Area 10 – South London Gallery – Peckham Rye – Nunhead Cemetery – Camberwell College – Southwark – Borough Market – Southwark Cathedral – Globe – Tate – Oxo Tower – Gabriels Wharf – BFI – National Theatre – Southbank Centre – Topolski Century – IMAX – RIB Voyages – Dali Universe – Saatchi Gallery – Sloane Square – Young Vic – Old Vic – E&C LCC – Waterloo – Burgess Park – Surreys Keys Canal – Morley College – Lambeth – The Oval – Oval House – Dulwich Picture Gallery – Dulwich Park – Dulwich College – Brockwell Park – West Norwood Cemetery – Brixton – Brixton Academy – Brixton Market – Vauxhall – Pink Economy – Clapham Common – Bettersea Park – Pump House Gallery – Wandsworth

## SOUTH & SOUTH OF THE SOUTH BANK



### Segment: Spain – 3 students – studying in London for a year – early 20s:

#### *We chose to come because:*

- ▶ Art students
- ▶ Already seen main attractions of London
- ▶ Experience the real London
- ▶ Got no money
- ▶ Found a leaflet in a bar
- ▶ Looked interesting – combining shopping, lunch & culture
- ▶ Different musics on offer

#### *We found out about it from:* South South South! Map

#### *We went to:*

- ▶ Brixton
- ▶ Southbank
- ▶ Battersea Park via Vauxhall
- ▶ Bars
- ▶ Shopping
- ▶ Danced in a place till dawn (can't remember the name!)
- ▶ Peckham
- ▶ Alternative galleries discovered en route
- ▶ Peckham Rye, Brockwell Park

#### *We loved:*

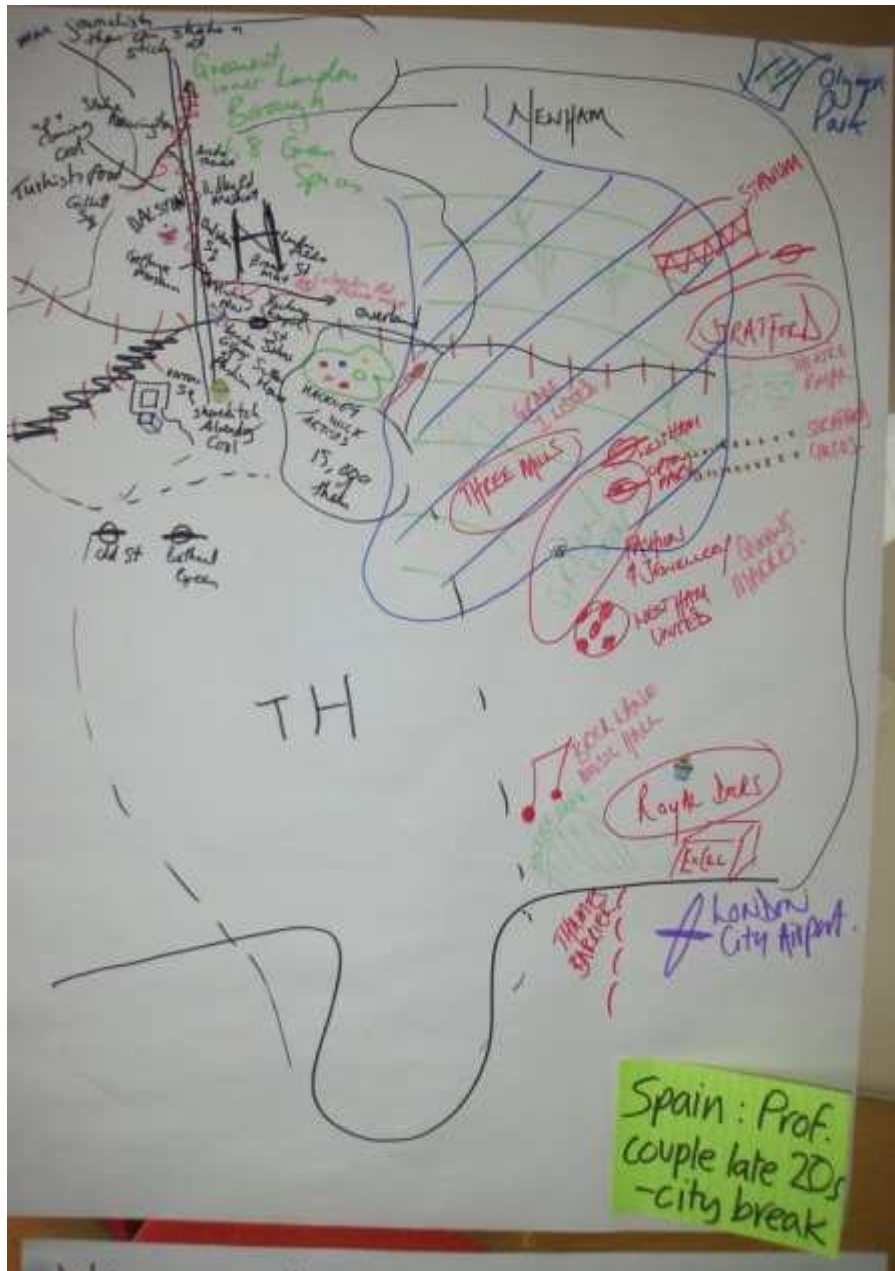
- ▶ Free galleries
- ▶ Open spaces
- ▶ Vibrancy of markets
- ▶ Latin American Carnival
- ▶ Diversity of cultures
- ▶ Bargain shopping
- ▶ Getting buses – and seeing London from the bus
- ▶ Diversity of music

*We took home:* a 100% cotton Fairtrade “Viva South” bag, bought in Brixton

#### *We'll be back because:*

- ▶ We know the galleries are constantly changing
- ▶ Loads of cool bars etc – that couldn't fit into one day
- ▶ Money goes further
- ▶ Gigs coming up we want to see

## NEWHAM/HACKNEY/TOWER HAMLETS

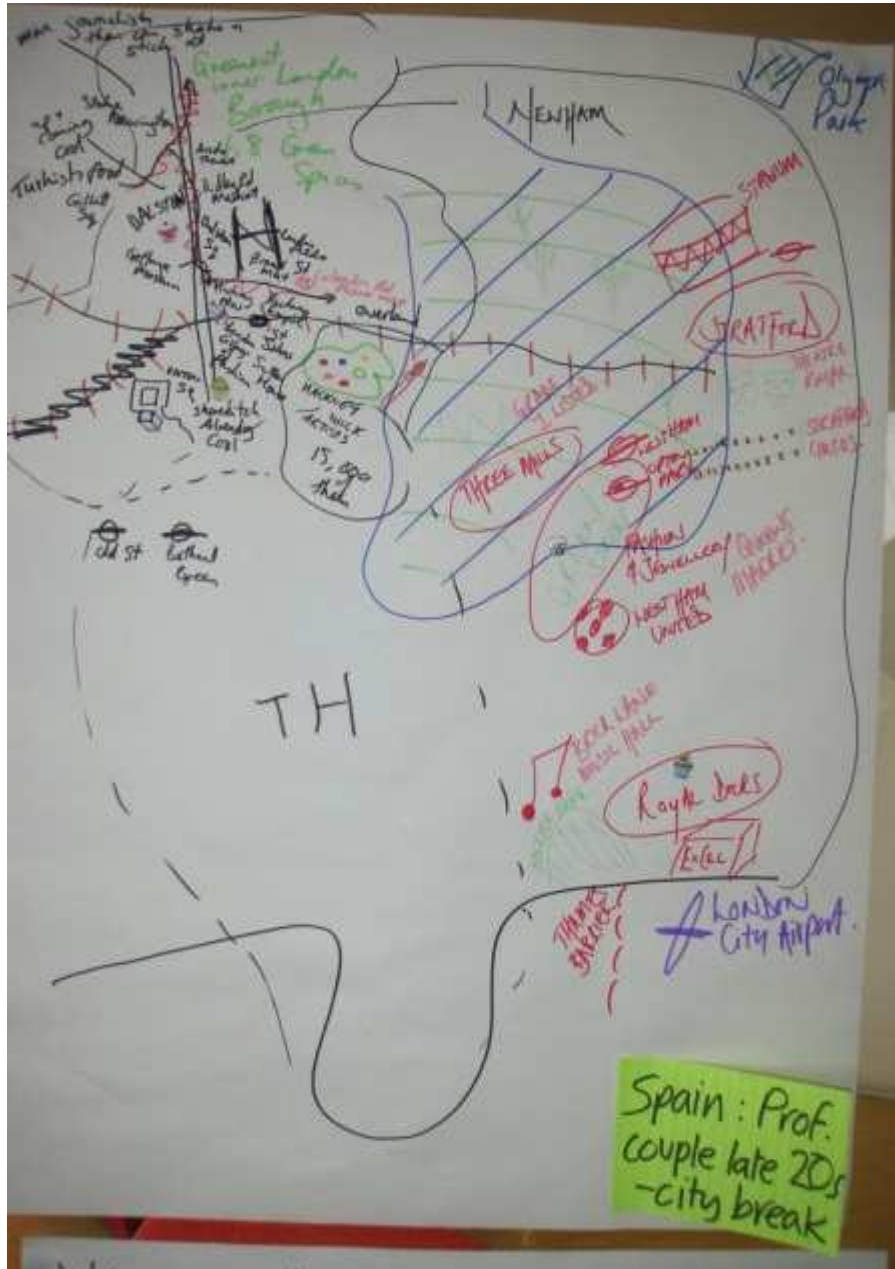


### Attractors:

Greenest Inner London Borough – 68 green spaces – more journalists than you can shake a stick at – Stoke Newington – Dalston – up & coming cool – Turkish food – Gilbert Sq – Geffrye Museum – Arcola Theatre – Ridley Road Market – Dalston Sq – London Fields – Broad St Market – Columbia Rd flower market – Hackney Museum – Hackney Empire – St Johns - London College of Fashion – Hoxton Sq – Shoreditch, already cool – Old St – Bethnal Green - Sutton House – Hackney Wick Artists (15,000 of them) - Stratford – Olympic Park - Stadium – Theatre Royal – Stratford Circus – West Ham United– Upton Park – Green Street – Fashion & Jewellery – Queens Market – Three Mills – Grade I listed – Brick Lane Music Hall – Thames - Barrier Park – Royal Docks – ExCeL - London City Airport



## NEWHAM/HACKNEY/TOWER HAMLETS



Segment: Spain – professional couple, late 20s – city break:

*We chose to come because:* we can experience cool, new London – next up and coming area

*We found out about it from:* Time Out, VL website, (new) technology

*We went to:*

- ▶ Flew into City Airport
- ▶ Boutique Hotel
- ▶ Hackney Wick
- ▶ Green Street
- ▶ Concert at O2
- ▶ Ate Caribbean

*We loved:*

- ▶ The diversity
- ▶ Urban cool atmosphere
- ▶ Gritty
- ▶ Telling friends we'd done something different
- ▶ The world in one place

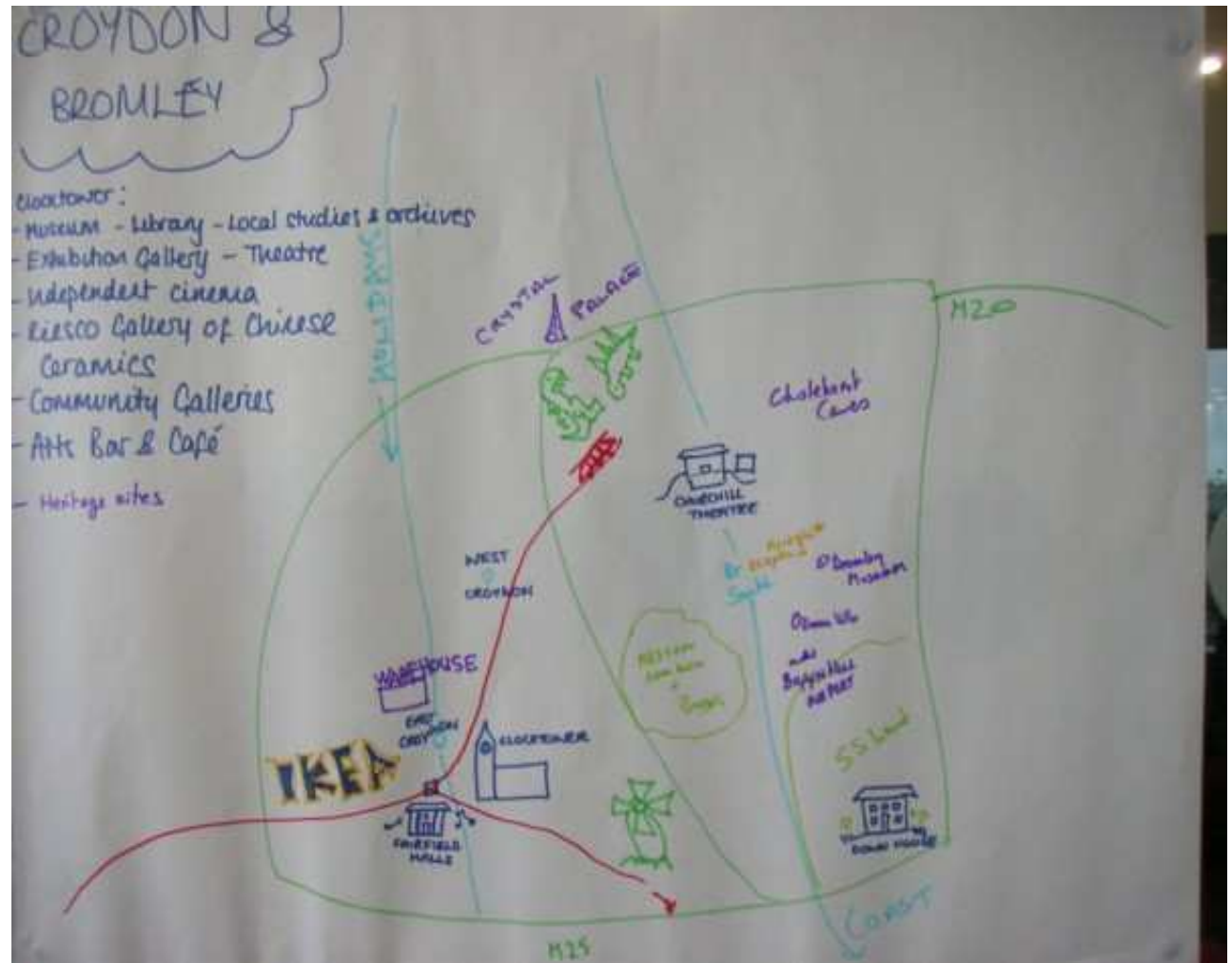
*We'll be back because:*

- ▶ So much more to see – e.g. Games in 2012!!
- ▶ So easy via LCA.
- ▶ Loads to look forward to in the future

## CROYDON & BROMLEY

### Attractors:

Places etc: East Croydon -  
 Clocktower - Ikea - Fairfield  
 Halls - Warehouse - West  
 Croydon - Crystal Palace -  
 Churchill Theatre - Bromley  
 South - Chislehurst Caves -  
 Bromley Museum - Roman  
 Villa - Biggin Hill Airport -  
 SS Internt - Down House -  
 Keston Common & Ponds



Rail & Roads – M20, M25 / Holidays, Coast

Clocktower: Museum – Library – Local studies & archives – Exhibition Gallery –  
 Theatre – Independent cinema – Riesco Gallery of Chinese Ceramics –  
 Community Galleries – Arts Bar & CafeC

## CROYDON & BROMLEY



### Segment: UK Family – Children under 12

*We chose to come because:* Grandma & Granddad live in Crystal Palace

*We found out about it from:* the map with London's largest boroughs in it – and website

*We went to:*

- ▶ Little Theatre in Bromley on Friday night
- ▶ Saturday a.m. – Dinosaurs in Crystal Palace
- ▶ Onto Museum of Croydon workshops and fun stuff!
- ▶ M & D Michelin \* Restaurant
- ▶ Down House then Biggin Hill

*We loved:* Bromley & Croydon, the dinosaurs, the food, the workshop

*We'll be back because:* there's so much to do (and we've heard about the Summer Festival!) & David Lea

## ENFIELD/HARINGEY/BARNET/BRENT/B&D



Clusters: Heritage, Music, Arts, Food

Attractors: Boogaloo - BGAC - J.Lane - Ally Pally - Kings Head - 1929 Hardware - Choc Factory - Bruce Castle - Opus - WG - Edmonton - Winchmore - Palmers Green - Forty Hall - Capel Manor - Chickenshed - Moda - Mill Field - Brent Museum & Archive - Welsh Harp - Gladstone Park - Trobridge Houses - Wembley Stadium - Tricycle Theatre - (food) small is beautiful!

## ENFIELD/HARINGEY/BARNET/BRENT/B&D



### *We loved:*

- ▶ Bruce Castle 16th Century Manor House – saw the ghost
- ▶ The famous wall paintings at Eastbury House
- ▶ Bumping into Pete Doherty & Shane McGowan at the Boogaloo
- ▶ Seeing U2 at Wembley Stadium

### *We'll be back because:*

- ▶ There's nowhere like it
- ▶ Authentic food at unbelievable prices
- ▶ Easy to reach on public transport
- ▶ So much to see and do
- ▶ We really felt: North London Rocks!

## Segment: Group of friends – late 20s – from London

*We chose to come because:* we saw the amazing Arts Map

*We found out about it from:* the Visit London website

### *We went to:*

- ▶ The most exciting, real London
- ▶ Wembley Stadium Rock Concert
- ▶ Breakfast at amazing Muswell Hill Café
- ▶ Looked across London from Ally Pally – unrivalled view
- ▶ Followed the Art Trail
- ▶ Drank in the scenery at Forty Hall
- ▶ Saw a show at the newly refurbished Millfield Theatre
- ▶ Following night – went to Broadway Theatre, Barking
- ▶ At the weekend – went to the world-famous Tricycle Theatre



**Only in London...the essence of  
a place**



25 reasons to book your ticket

25 reasons to quit your job

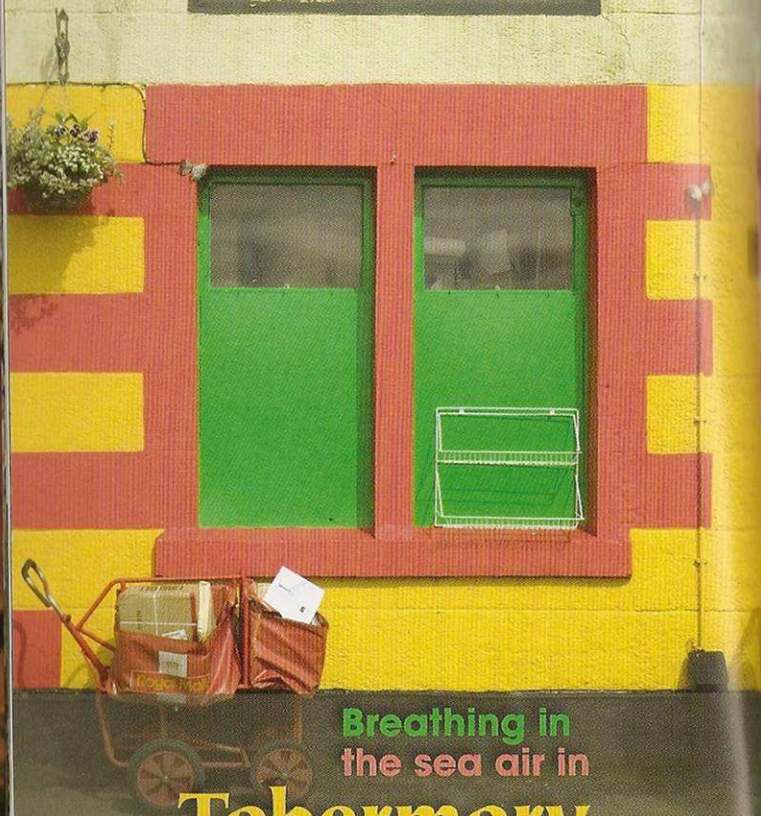
25 reasons to look for your passport

25 reasons to stop whatever you're doing and go



10

## POST OFFICE



Breathing in  
the sea air in  
**Tobermory**

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On the old stone fishing pier in Tobermory on the island of Mull, a very affordable indulgence is available: queue at the fish'n'chip van and order a scallop supper. It'll be served in brown paper, just like the classic (but more mundane) takeaway fish'n'chips, and you'll probably have to perch on the harbour wall to eat them, but you get a meal of steaming chips and sweet, tender scallops gathered from the surrounding waters a few hours previously, as well as free views across the prettiest port on the west coast of Scotland.

Close by, fishing boats are tied up at the pier, pyramids of lobster creels piled up in their sterns. Out in the bay yachts sit on their moorings, while large inflatable boats with deep-throated outboard engines circle near the jetty, ready to take passengers on an evening spin out to the surrounding waters to look for seals, porpoises, dolphins, basking sharks and, quite possibly, minke or killer whales.

Along the waterfront prominent tall houses are painted in vibrant blue, pink, yellow, red or gleaming white. No matter what the weather, they're an uplifting, if slightly garish, sight. The rest of the village – the grand castellated hotel, cosy guesthouses, the arts centre with its warm coffee and CDs of lilting Gaelic songs – is perched on a hillside which rises sharply up from the water. Toil up the short but steep switchback roads of the upper village and you'll be treated to increasingly impressive views of the bay, the wave-creased Sound of Mull and empty hills beyond. Venture even further, across the heathery golf course on the fringes of the village, and dramatic glimpses of the strewn islands and ragged coast to the north and west begin to appear. It's not a bad way to walk off supper.

**need to know**

You can get to Mull by taking the train from Glasgow to meet a ferry at the west-coast port of Oban. Once on Mull regular buses run to Tobermory. The village is the main settlement on Mull, with a good range of places to stay, eat and drink.

27

On the old stone fishing pier  
in Tobermory  
on the Island of Mull,  
a very affordable indulgence  
is available: queue at the fish 'n' chip van  
and order **a scallop supper**.  
It'll be served in brown paper,  
just like the classic (but more mundane)  
takeaway fish 'n' chips,  
and you'll probably  
have to perch on the harbour wall  
to eat them,  
but you get a meal of steaming chips  
and sweet, tender scallops  
gathered from the surrounding  
waters a few hours previously,  
as well as free views across  
the prettiest port  
on the west coast of Scotland

Island of Mull, a  
fish'n'chip van  
er, just like  
d you'll  
you get a  
from the  
across

od range

27



# What is the essence of this place?

- ▶ *In groups think about your place*
- ▶ *Prepare a short story which captures something special and distinctive*
- ▶ *Tap into feelings, emotions*
- ▶ *Paint a picture...*
- ▶ *Be ready to tell us...*



On the meeting point of five London Boroughs ... in front of me was a Tyrannosaurus Rex: the first life-size model dinosaur to be made, from the Victorian period. Walking past the lake and amphitheatre, up to the terraces and the crumbling former glory of the stone lions who guarded the legendary Great Exhibition of 1851, I turned around and was amazed to see a vista over London all the way to the South Downs. I was in Crystal Palace Park.

When you have walked through the greenery of historic Alexandra Park, wishing good night to the deer and looking across the London skyline, with lights as far as the eye can see ... sample the delights of one of the still quaint pubs in Highgate Village, do a pub quiz - or sing your heart out with Pete Doherty & Kate Moss in the Boogaloo Club. End your day - but not your visit - on the Suicide Bridge above Archway Station.

Stepping out of the chaotic buzz of Brixton, I settle in the kitsch surroundings of Rosies Café - my eyes linger on an eclectic collection of art decorating the walls - surrounded by a mix of people, from artists to High Court judge - music washes over me from the musician I met in here last week - through the window I see families queuing at the jerk chicken shop - I await in anticipation for my lunch sourced that morning from the bright array of exotic seasonal produce that clamors for my attention during my frequent wanderings through my favourite place in London ... Brixton Market.

Through the formal gardens surrounded by the wilderness of Richmond Park, through a small opening in the hedge the Dome of St Paul's is revealed. Since King Henry VIII stood on that spot centuries ago - the view has been there for all, changing over the years ...

Peering out of a gleaming glass window, you can see the whole of the Olympic Park stretching before you - the important future for London - and see the gleaming steel of the main arena and the new roof of the aquatic centre - beautiful willow trees on the new Olympic Park - imagining all of the athletes and visitors - and the whole party atmosphere. Come and see it now before everyone else comes - in 2012!

BLUE SAIL▶

VISITORS PLACES DESTINATIONS