

Marketing Culture to Visitors Workshop Summary 27 January 2010



Facilitators:

Amanda Shepherd

Lorna Easton

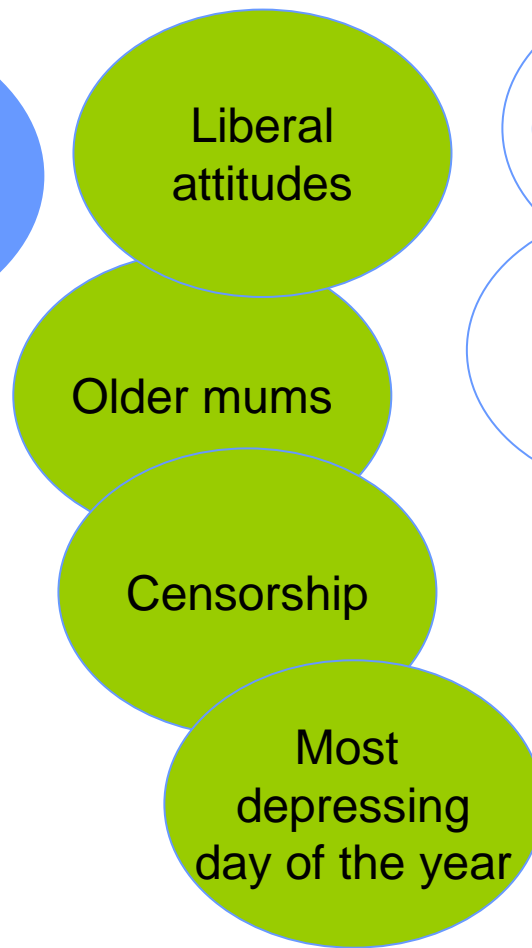
Making News

Making news ...

Shared references ...



Latest topics ...



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



Penny Mills
Director of Client Services

Outline



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

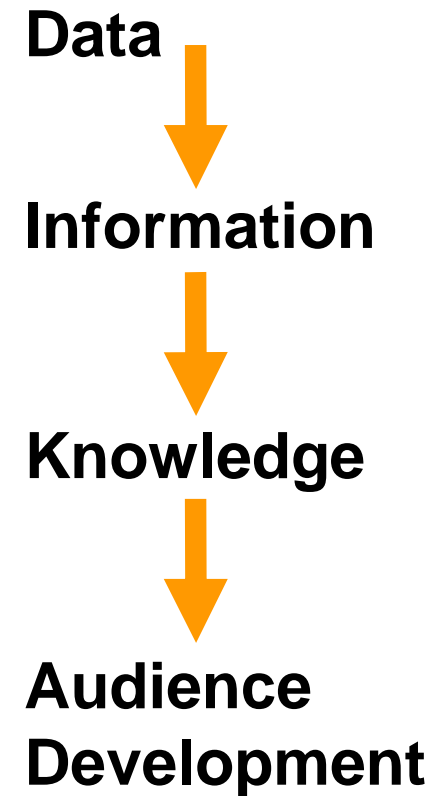
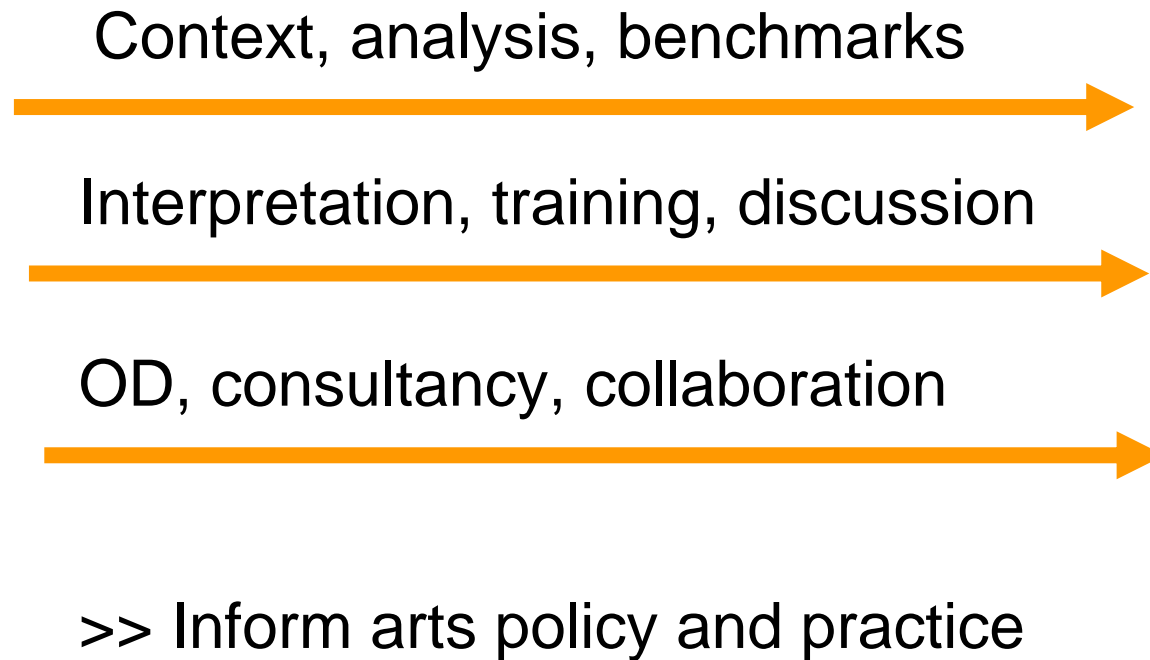
Audiences London



Aims

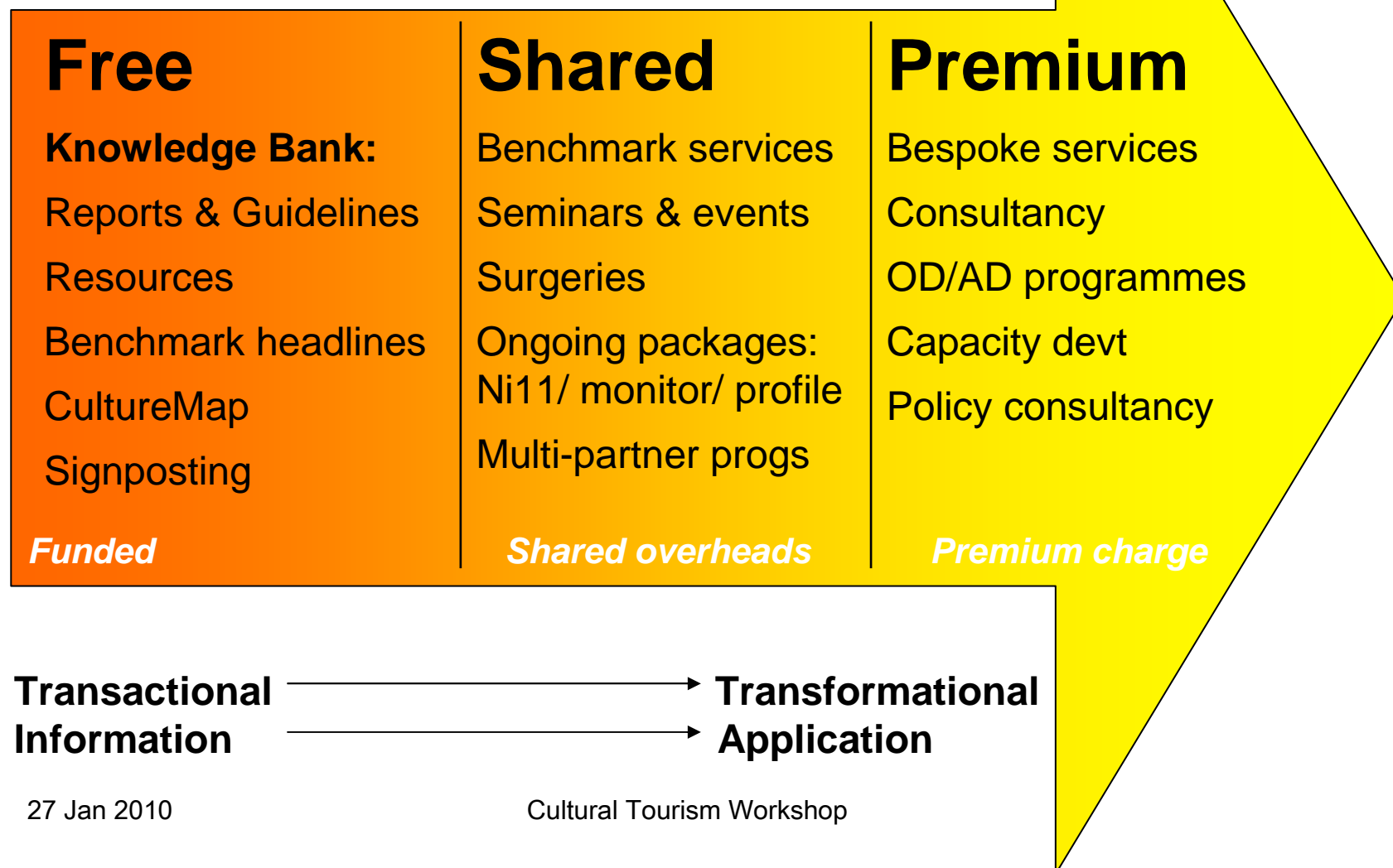
- ◆ Increase size and diversity of audiences for culture in London
- ◆ Enable and support arts and heritage organisations
- ◆ Inform regional policy: ACE partner, Local Authorities

Our approach



AL Services

The offer: freemium model

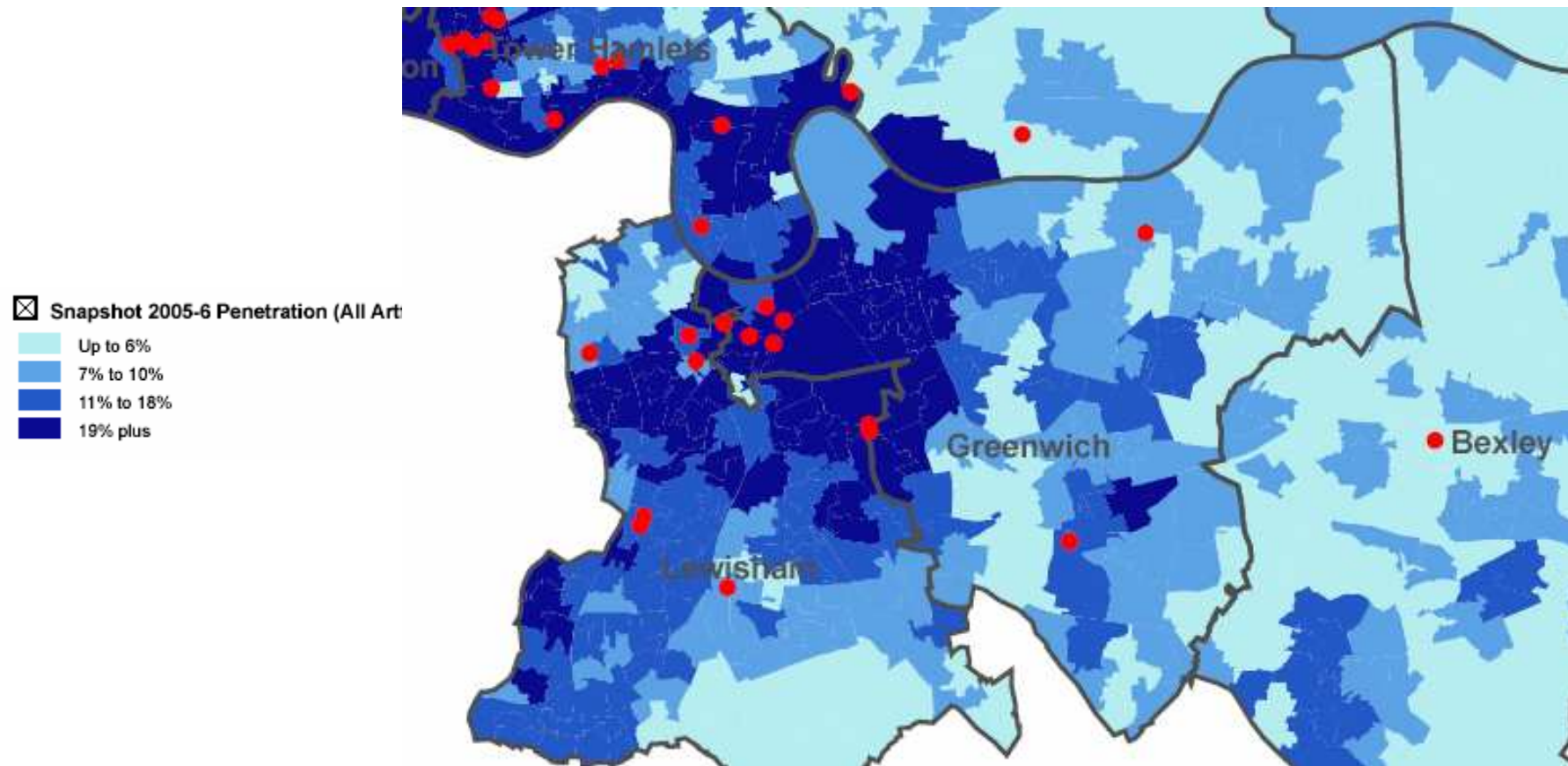


A decorative graphic consisting of a cluster of orange dots of various sizes, arranged in a roughly circular pattern, centered behind the main text.

Case Study

From data to engagement
Local Authorities and NI 11

AI primary data – arts attenders + venues



27 Jan 2010

Cultural Tourism Workshop

From
www.culturemaplondon.org

Mosaic 2009 Lifestyle profiles


Global Fusion

“Young working people living in metropolitan terraces from a wide variety of ethnic backgrounds”




Dinner and a Show


ACE Arts Audiences: Insight

[illegible]

Highly engaged



Some



Non engaged



Thank You

www.audienceslondon.org

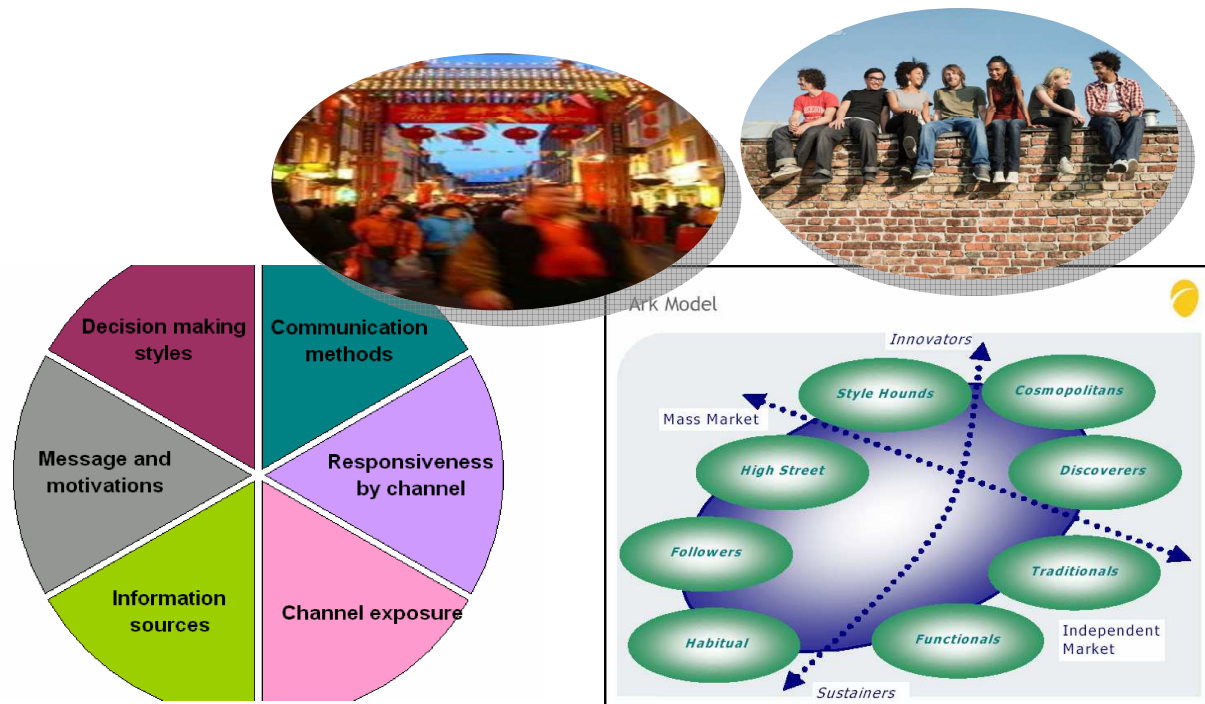
penny@audienceslondon.org

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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.

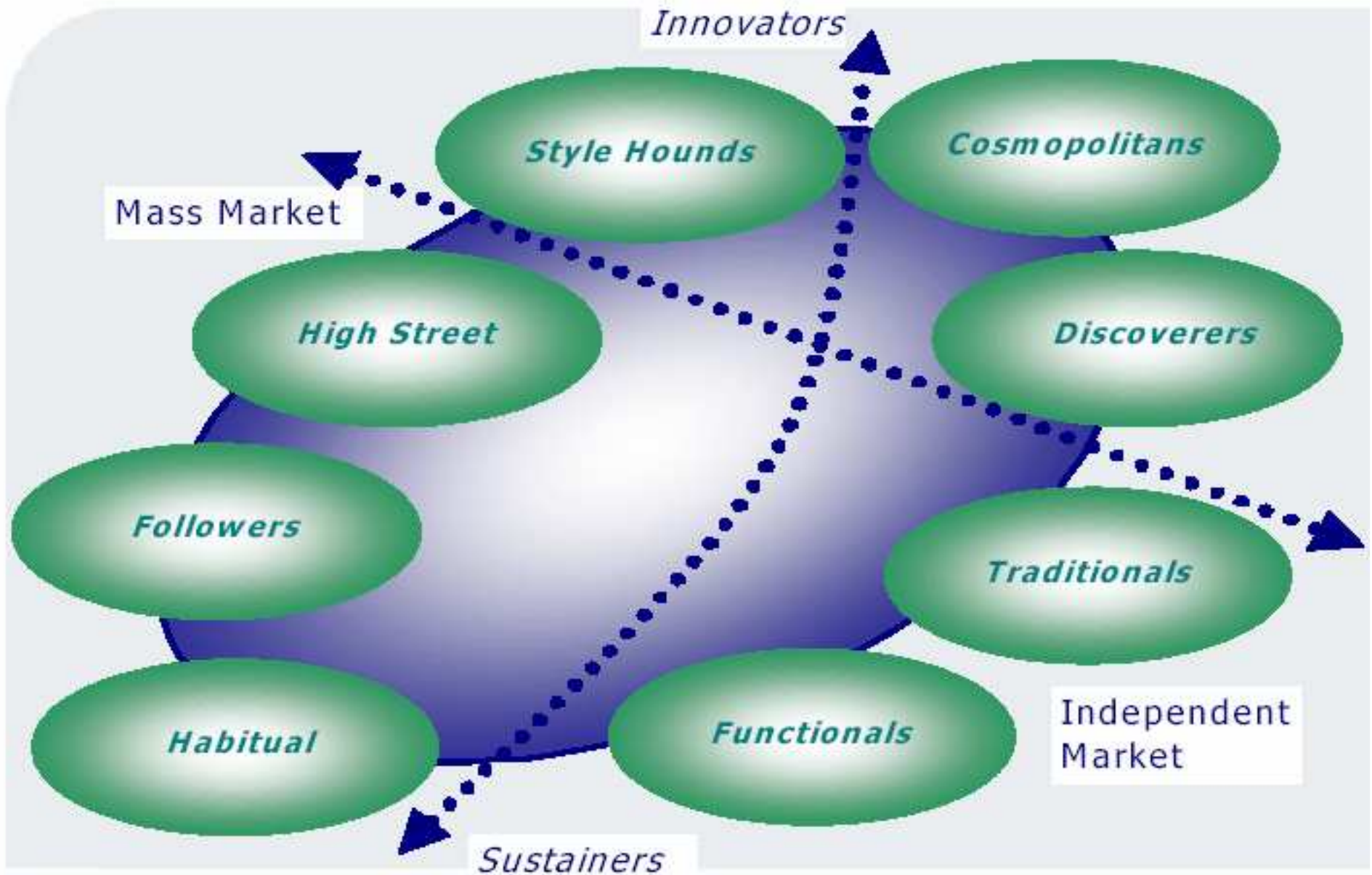
Group	Description	% ↑	% 🏠	Type	Description	% ↑	% 🏠
A	Alpha Territory	4.28	3.54	A01	Global Power Brokers	0.32	0.30
				A02	Voices of Authority	1.45	1.18
				A03	Business Class	1.83	1.50
				A04	Serious Money	0.68	0.56
B	Professional Rewards	9.54	8.23	B05	Mid-Career Climbers	2.90	2.30
				B06	Yesterday's 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
				B11	Squires Among Locals	1.01	0.85
C	Rural Solitude	4.24	4.40	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
				F28	Asian Attainment	1.45	0.98
G	Careers and Kids	5.34	5.78	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
				G33	Military Dependents	0.19	0.17
H	New Homemakers	3.99	5.91	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
				H37	First to Move In	0.30	0.37
I	Ex-Council Community	10.60	8.67	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
				I41	Stressed Borrowers	3.15	2.20
J	Claimant Cultures	4.52	5.16	J42	Worn-Out Workers	1.82	2.30
				J43	Streetwise Kids	0.90	1.05
				J44	New Parents in Need	1.80	1.80
K	Upper Floor Living	4.30	5.18	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
				K49	Re-Housed Migrants	0.97	0.99
L	Elderly Needs	4.04	5.96	L50	Pensioners in Blocks	0.89	1.31
				L51	Sheltered Seniors	0.67	1.12
				L52	Meals on Wheels	0.51	0.86
				L53	Low Spending Elders	1.98	2.68
M	Industrial Heritage	7.39	7.40	M54	Clocking Off	2.18	2.25
				M55	Backyard Regeneration	2.40	2.06
				M56	Small Wage Owners	2.81	3.09
N	Terraced Melting Pot	6.54	7.02	N57	Back-to-Back Basics	2.50	1.97
				N58	Asian Identities	1.06	0.88
				N59	Low-Key Starters	1.60	2.72
				N60	Global Fusion	1.38	1.44
O	Liberal Opinions	8.84	8.48	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

TrueTouch Chart

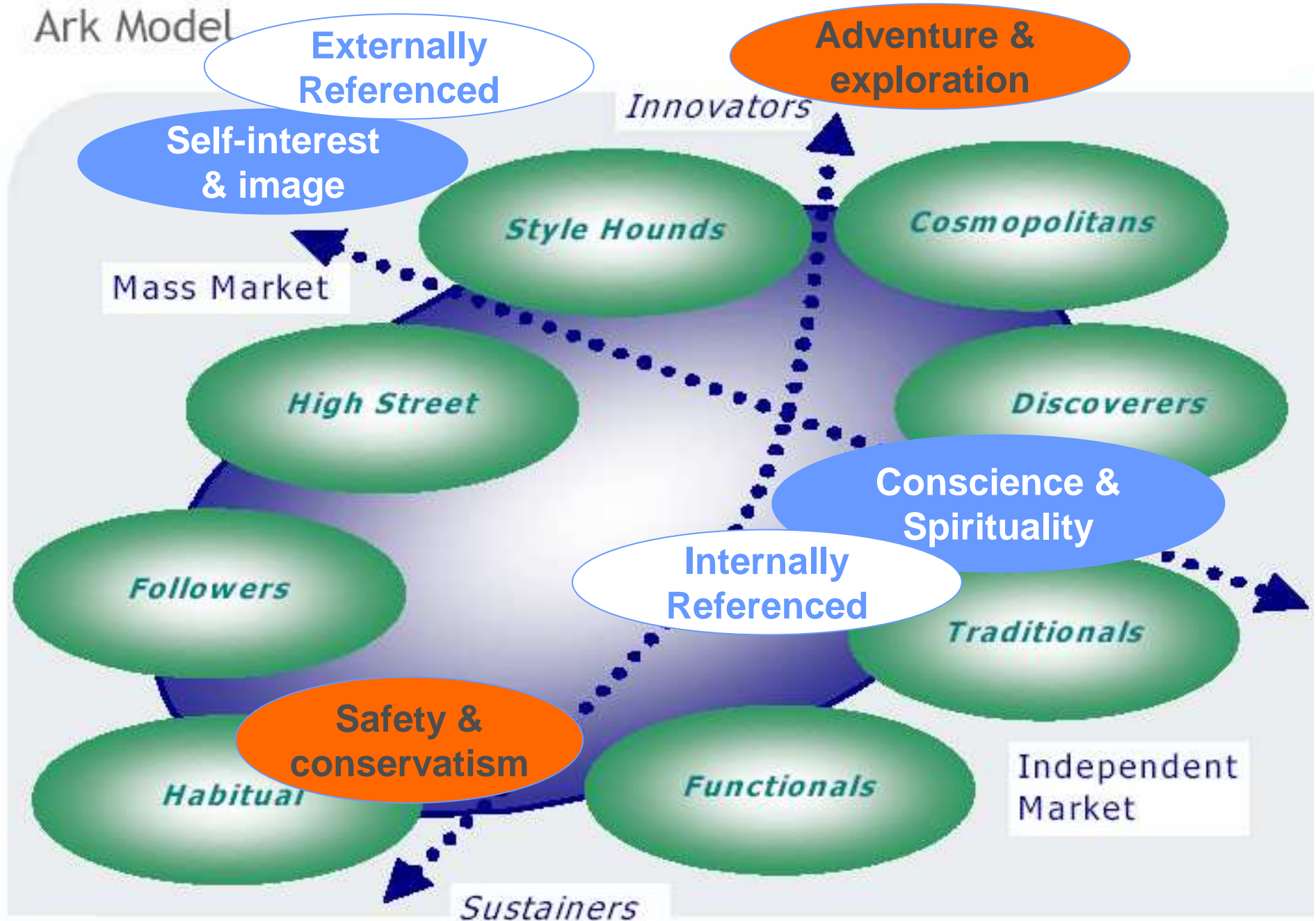
TrueTouch classifies individuals in the United Kingdom by allocating them to one of 22 types and 6 groups.

Group			Type		
	Group Name	% People		Type Name	%
A	Experienced Netizens	20.92	A01	Information@speed	2.90
			A02	Practical Surfers	8.71
			A03	Remote Info-junkies	5.97
			A04	Intellectual Digerati	3.34
B	Cyber Tourists	25.09	B05	E-tail Explorers	4.98
			B06	Cautious E-converts	8.23
			B07	Internet Dabblers	6.97
			B08	Web Connectors	4.91
C	Digital Culture	8.89	C09	Gadget-mad Technophiles	4.16
			C10	Real-time Friends	1.54
			C11	Catalogue Conventionals	3.18
D	Modern Media Margins	15.39	D12	Plug-and-Play	4.65
			D13	txt m8s	1.92
			D14	Techno-trailers	3.44
			D15	Catalogue Conventionals	5.38
E	Traditional Approach	19.69	E16	Paper-based Opinions	3.00
			E17	Ad-averse Listeners	3.82
			E18	Local Shoppers	5.50
			E19	TV Influence	3.61
			E20	Personal Preference	3.75
F	New Tech Novices	10.02	F21	Virtual Experimenters	3.40
			F22	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 – info & resources inc.
 - ▶ Visit London Sales & Marketing Opportunities
 - ▶ Annual visitor survey
- ▶ VisitEngland
 - ▶ www.enjoyengland.com/corporate
 - ▶ Stats & market research
 - ▶ Market profiles
 - ▶ Target segments
- ▶ VisitBritain
 - ▶ 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*
- ▶ *Then choose a segment and think about what they'd say*



CHESHIRE EMPTY NESTERS

Couple – ABC1 - Late 50s
Well travelled, educated, discerning

MIDLANDS 30s COUPLE

Early 30s – no kids
'early adopters' = looking for
Something new & different

LONDON PROFESSIONALS

Group of friends – late 20s – professionals
Living in London – 'early adopters'
- Looking for new experiences

KENT FAMILY

Day trip – kids under 12
Looking for something educational &
entertaining

MOSCOW COUPLE

Late 30s
Wealthy, well-travelled
Looking for luxury

SPANISH COUPLE

Professionals - late 20s –
Weekend breakers
Looking for authentic experiences
to talk about when they get home

3 SPANISH FRIENDS

3 friends – same gender
Studying in London for a year -
Looking for 'the real London'

CHICAGO FAMILY

With 2 young teens – 2nd time in London
Have visited other European cities
Very well-paid professionals

They said ...

We chose to
come because ...

We found out
about it from ...

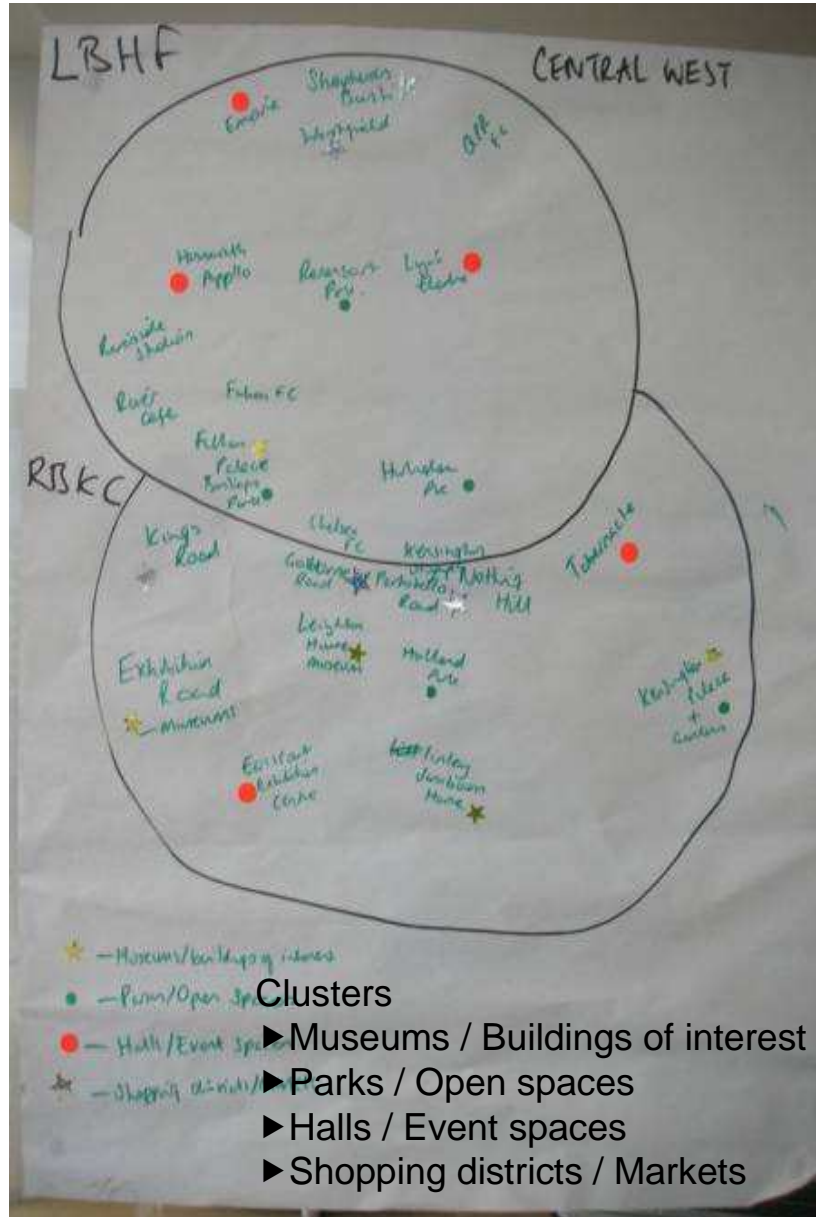
We went
to ...

We
loved ...

We'll be back
because ...



CENTRAL WEST – Hammersmith & Fulham Kensington & Chelsea



SPANISH COUPLE
Professionals - late 20s –
Weekend breakers

**Looking for authentic experiences
to talk about when they get home**

We chose to come because:

- ▶ Chelsea FC vs Real Madrid

We found out about it from:

- ▶ Media

We went to:

- ▶ Portobello Market & Notting Hill as friends lived there
- ▶ Westfield
- ▶ Hammersmith Apollo
- ▶ Kings Road – Maria visited while Pablo was at the football match
- ▶ Holland Park

We loved:

- ▶ Fulham Palace, Museums on Exhibition Road
- ▶ Great transport links
- ▶ Ambience of the city – didn't feel like an inner city destination
- ▶ Diversity of retail districts
- ▶ Experiencing not only their culture, but other cultures in London

We'll be back because:

- ▶ Notting Hill Carnival in August

EAST – Newham, Redbridge, Hackney

LONDON PROFESSIONALS

Group of friends – late 20s – professionals
Living in London – ‘early adopters’
- Looking for new experiences

We chose to come because:

- ▶ Something raw, fresh, exciting, different

We found out about it from:

- ▶ Time Out
- ▶ Blogs
- ▶ Metro
- ▶ Word of mouth
- ▶ Live locally

We went to:

- ▶ Canary Wharf – shopping
- ▶ Hackney galleries (P. Open Thursdays)
- ▶ Drink in Hoxton
- ▶ O2 - Concert
- ▶ Or 2 days: Valentine's Mansion – R&R, Cycling Centre, Cinema (Ilford)



EAST – Newham, Redbridge, Hackney

We came because...
Something raw, fresh, exciting,
different.

Found out...
TIMEOUT, BLOGS, METRO, WORD
OF MOUTH, LIVE LOCALLY

Went to...
(CANARY WHARF-SHOPPING, HACKNEY
GALLERIES (P. OPEN THURSDAYS), DRINK IN
HOXTON, OL - CONCERTS
OR 2010 VALENTINE'S MANSION - R&R, CYCLING
(CANTER) CINEMA (ILFORD).

We Love... "PLAYGROUND"
"A LITTLE BIT
OF ROUGH"

Buzz, VIBE - YOUNGER
* BARS

CONTRAST - CHOICE - INDEPENDENT / DIVERSE
NICHE EXPERIENCES, PERSONAL SERVICE -
FRIENDLINESS.

DIFFERENT TO CENTRAL LONDON EXPER.
"WORLD CLASS, HOME-MADE"

We'll Be Back... MORE TO EXPLORE,
ALWAYS CHANGING!
SOMETHING NEW
EVERY TIME.

ALL OF ABOVE - VIBRANCY

Home (CREATIVE NEST / HUB)

BE SEEN AS COOL / EGGY

CAPITALISE ON (CURRENT) LOW PROPERTY
PRICES

EAST ACCESS / - 24/7
TRANSPORT

FESTIVALS
CARNIVAL
GREEN SPACES / CANALS

LONDON PROFESSIONALS

Group of friends – late 20s – professionals
Living in London – 'early adopters'
- Looking for new experiences

We loved:

- ▶ "Playground", "A little bit of rough"
- ▶ Buzz, vibe, & bars
- ▶ Young brit art scene
- ▶ Contrast – choice – independent, diverse
- ▶ Niche experiences, personal service
- ▶ Friendliness
- ▶ Different to central London
- ▶ "World Class, Home-made"

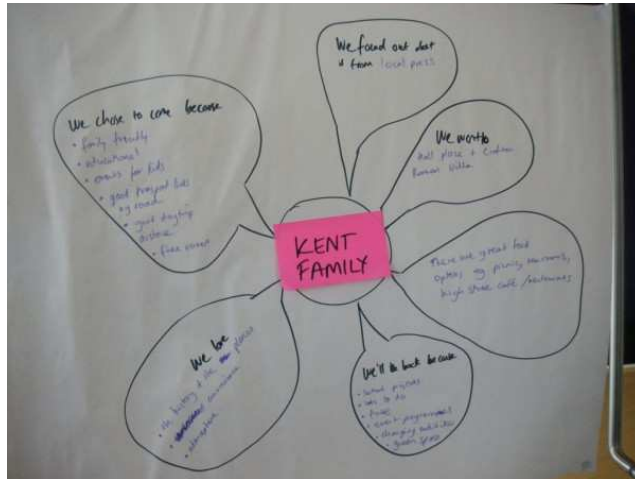
We'll be back because:

- ▶ More to explore
- ▶ Always changing / something new every time
- ▶ All of the above – vibrancy
- ▶ Creative nest / hub
- ▶ Be seen as cool / edgy
- ▶ Capitalise on (current) low property prices
- ▶ Transport: Will be easy access 24/7
- ▶ Festivals / Carnival
- ▶ Green spaces / Canals

SOUTH EAST – Bexley & Bromley



SOUTH EAST – Bexley & Bromley



We chose to come because:

- ▶ It's family friendly
- ▶ Educational
- ▶ Events for kids
- ▶ Good transport links by road
- ▶ Good day trip distances
- ▶ Free venues

We found out about it from:

- ▶ Local press
- ▶ We went to:
- ▶ Hall Place
- ▶ Crofton Roman Villa

We loved:

- ▶ The history and the places
- ▶ Convenience
- ▶ Atmosphere
- ▶ We'll be back because:
- ▶ School projects
- ▶ Lots to do
- ▶ Free
- ▶ Event programmes
- ▶ Changing exhibitions
- ▶ Green space

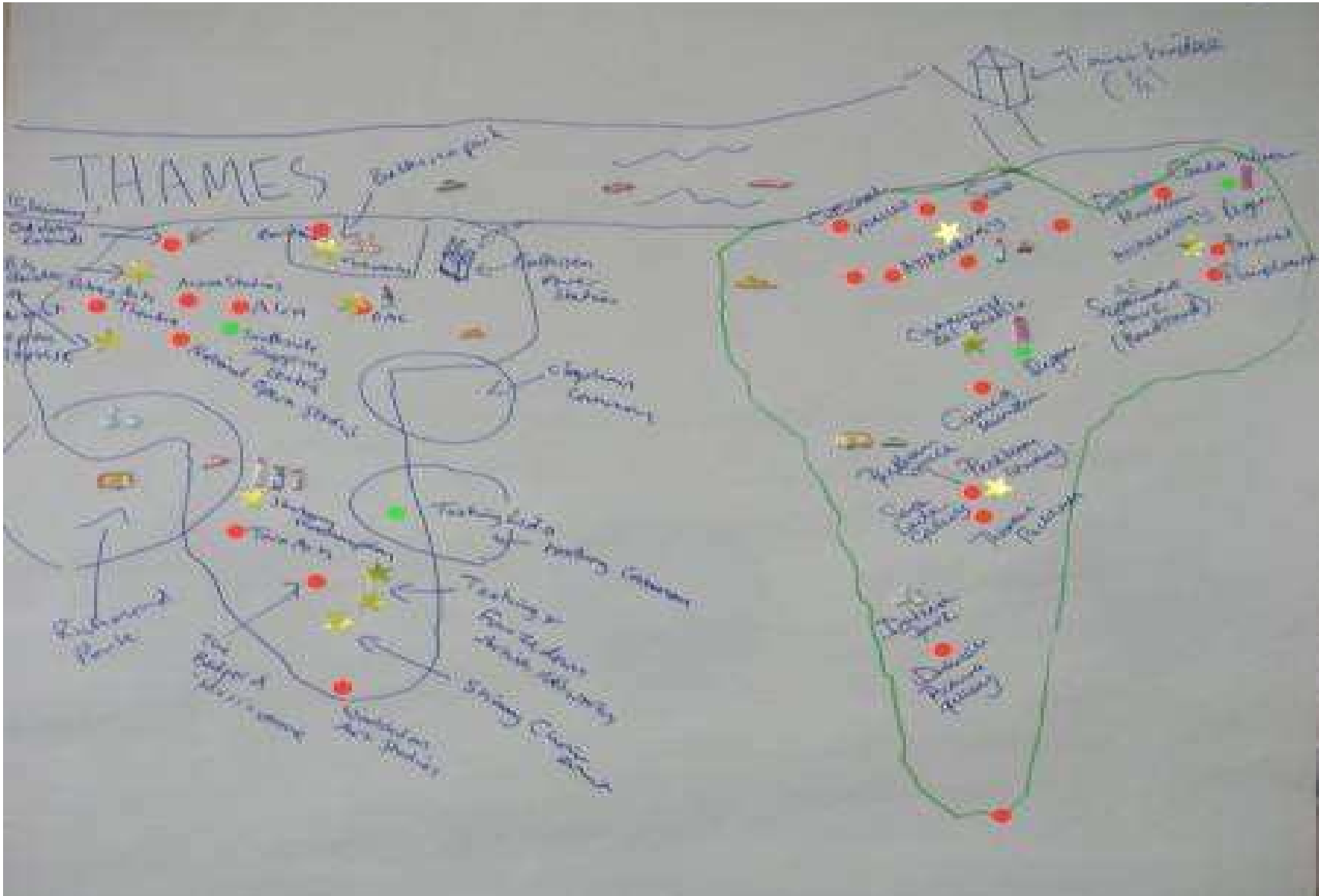
And:

- ▶ There are great food options – e.g. picnic, tea rooms, high street cafes / restaurants

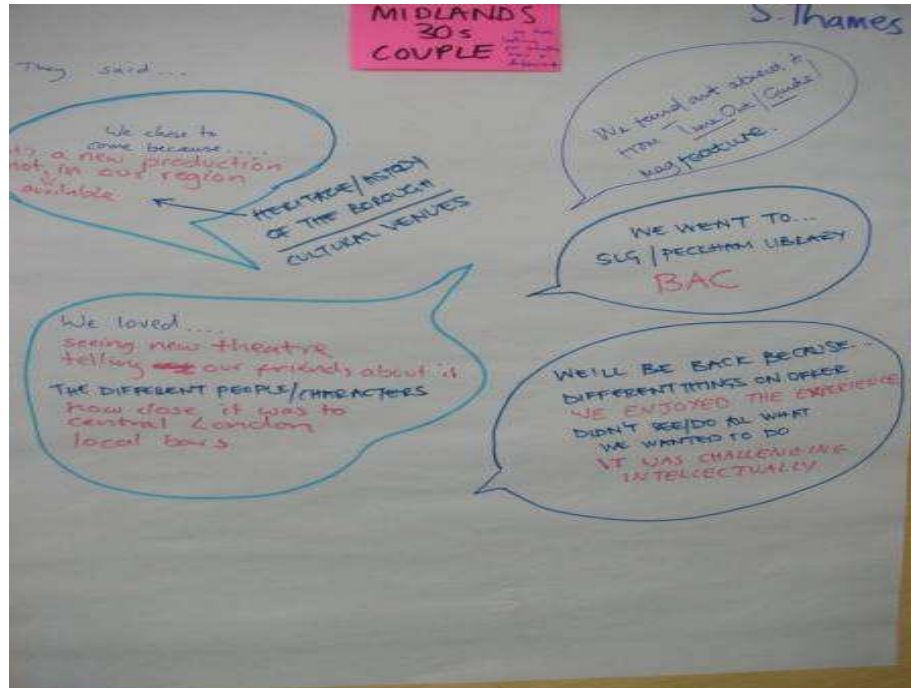
KENT FAMILY

Day trip – kids under 12
Looking for something educational & entertaining

SOUTH THAMES: Southwark & Wandsworth



SOUTH THAMES: Southwark & Wandsworth



MIDLANDS 30s COUPLE

Early 30s – no kids
 'early adopters' = looking for
 Something new & different

We chose to come because:

- ▶ It's a new production not available in our region
- ▶ Heritage/history of the borough
- ▶ Cultural venues

We found out about it from:

- ▶ Time Out / Guide / Mag feature
- ▶ We went to:
- ▶ SLG / Peckham Library
- ▶ BAC

We loved:

- ▶ Seeing new theatre, telling our friends about it
- ▶ The different people/characters
- ▶ How close it was to central London
- ▶ Local bars

We'll be back because:

- ▶ Different things on offer
- ▶ We enjoyed the experience
- ▶ Didn't see/do all we wanted to do
- ▶ It was challenging intellectually

NORTH:
Brent,
Camden,
Enfield,
Havering



Brent, Camden, Enfield, Havering

3 SPANISH FRIENDS

3 SPANISH FRIENDS
3 friends – same gender
Studying in London for a year -
Looking for ‘the real London’

► We wanted to see the cultural diversity of London

► Friends that visited last year

- ▶ Camden Market
- ▶ London Zoo
- ▶ Round House
- ▶ Romford Dog Track
- ▶ Lexi Cinema
- ▶ Edmonton Carnival
- ▶ Diwali

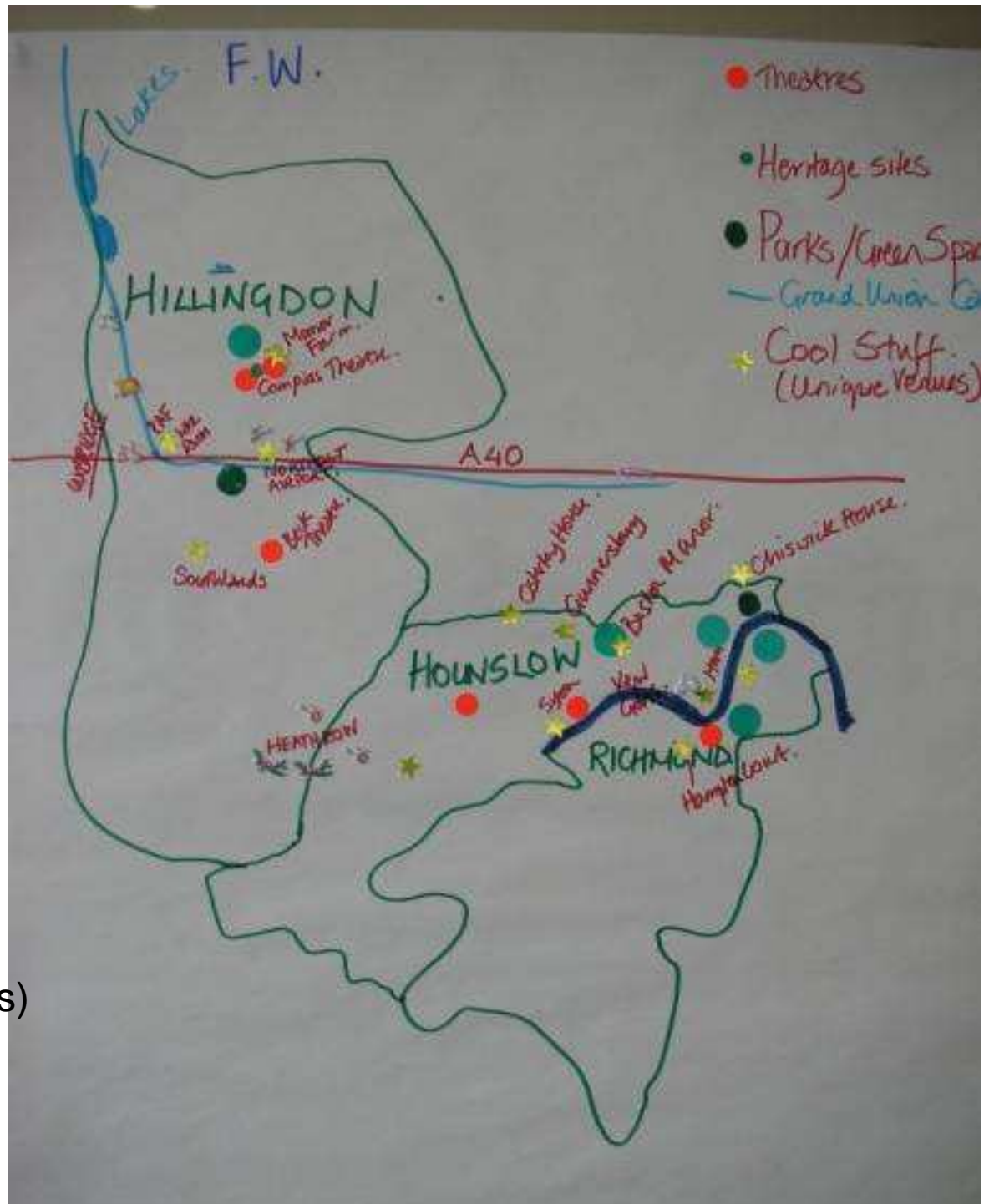
► The atmosphere

► There is so much more to see & do

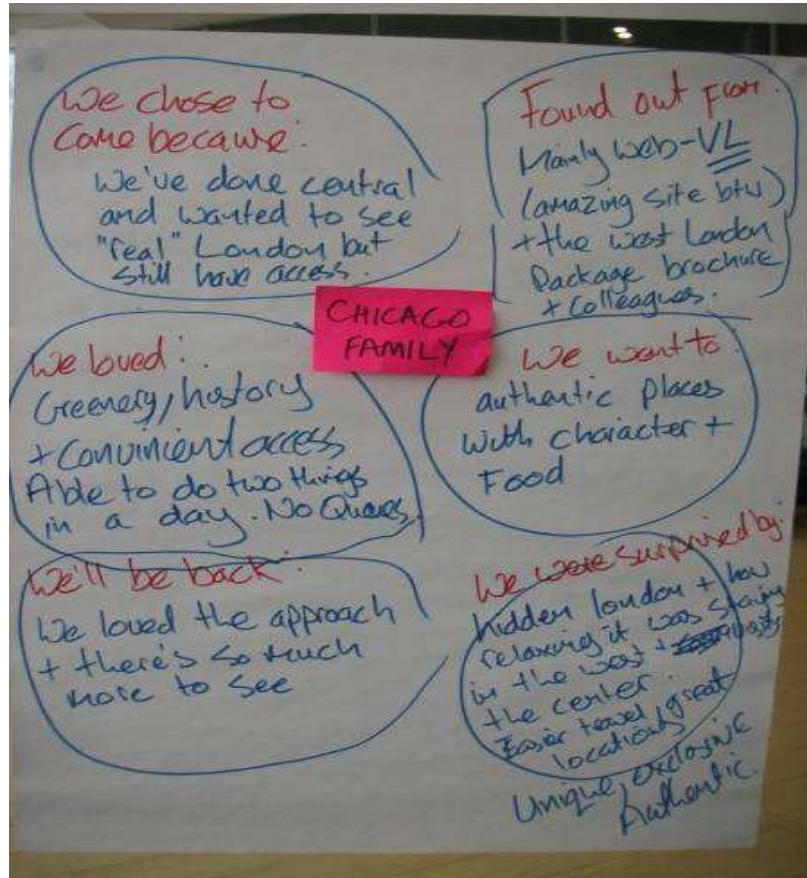
FAR WEST
Hillingdon
Hounslow
Richmond

Clusters:

- ▶ Theatres
- ▶ Heritage sites
- ▶ Parks/Green Spaces
- ▶ Grand Union Canal
- ▶ Cool Stuff (unique venues)



FAR WEST: Hillingdon, Hounslow, Richmond



CHICAGO FAMILY

With 2 young teens – 2nd time in London
Have visited other European cities
Very well-paid professionals

We chose to come because:

- ▶ We've done central and wanted to see "real" London but still have access

We found out about it from:

- ▶ Mainly web – Visit London (amazing site btw)
- ▶ & the West London Package brochure
- ▶ & Colleagues

We went to:

- ▶ Authentic places ... With character & food

We loved:

- ▶ Greenery/history
- ▶ & convenient access
- ▶ Able to do 2 things in a day
- ▶ No queues

We'll be back because:

- ▶ We loved the approach & there's so much more to see

We were surprised by:

- ▶ Hidden London & how relaxing it was staying in the west & visiting the centre
- ▶ Easier travel, great locations
- ▶ Unique, exclusive, authentic

What's the problem?

Delegates identified current marketing challenges they were facing – and we brainstormed some solutions to some of them

Cultural events to young people/conflict with LA corporate approach

- ▶ Community-based project – “Discover Young Hackney” – Targeted branding, young designer to work with young people
- ▶ Blog – promote events / comments / evaluation
- ▶ Making a different case to the comms team
- ▶ Easier if working with partners

Social media / Web 2.0

- ▶ Newcastle City Council – Blog, Twitter – see www.al-smith.co.uk
- ▶ Keep one step ahead – try Twitter - just do it
- ▶ Good solution for low budgets
- ▶ Make the case that you're saving other people's time
- ▶ Build trust with the comms team
- ▶ Policy change / lobbying?

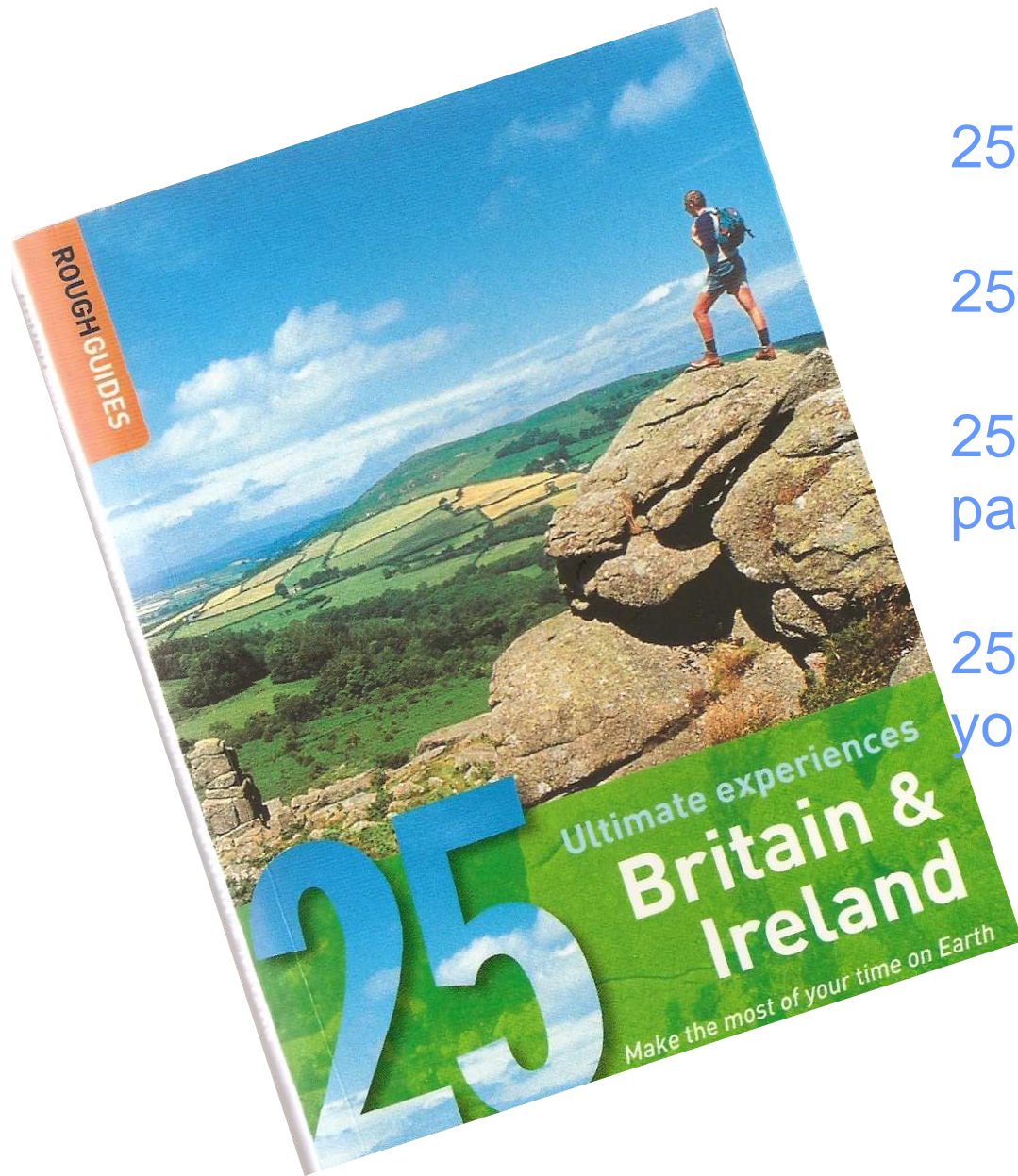
Corporate promotion

- ▶ Need to work out your package and identify your targets
- ▶ Stand space at Confex - Conference buyers' trade event
 - but pricey so must make it work for you, with pre- and post-Confex sales work
- ▶ Business tourism membership of Visit London
- ▶ Consortia e.g. Unique Venues London www.uniquevenuesoflondon.co.uk
- ▶ Area marketing consortia e.g. London Eastside, Westminster Collection
- ▶ Other ideas/types of event – e.g. book tours are looking for special settings

Local marketing

- ▶ Look at VL Corporate Site – Local Marketing Toolkit details how to market to/reach residents www.visitlondon.com/about/local-tourism-resources/

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

26

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

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...*



Take a step out of the hustle and bustle into a haven of peace and tranquility Fulham Palace stands quiet and unassuming - but peer a little closer and you will see a fascinating glimpse of heaven written into the very fabric of the building

When you travel to the East End it will feel like a home from home, whereby you will experience something new and exciting time after time. Right on the doorstep of the city you will travel right across the globe in the space of a mile. You will leave a piece of your heart behind, returning again and again. It's the people, the place and the passion that will keep you coming back for more.

Tooting Lido on a summer's evening ...
Beach hut coloured doors flank the sides, a blue expanse of water stretches out in front of you. Bright sun beats down. To cool off, you slip into the pool ... you come out all refreshed, the stresses of the day long gone.
You dream you're on a beach in the Bahamas ... yet you're still in Tooting ...

A day journeying through history:
Start with a Lovers' Tryst in Priory Gardens reenacting Atonement - the scene by the fountain - posing in the Arts & Crafts Gardens from the 1920s. Then into our Museum - wander round the Tudor Building. Then a more modern experience in the high street shops and cafes. End up in the Roman Villa, standing where the Romans stood and feeling that connection through history, through the Millennia.

Hounslow / Richmond Happiness: Stroll through the ancient parkland that Henry VIII once walked. Through the palaces of Syon, Kew and Hampton Court. See the wildlife - the deer he once hunted. Now you can too feel the history ...

Iconic Portobello Road: Start off in the Notting Hill end, past all the antiques, the colourful houses and independent shops - this is the part for tourists rather than local people. Then down towards Ladbroke Grove - this is for locals, with its food markets. It's a part of London that's non-corporate, very independent and individual, ... more like old-style London, pre-globalisation.

Come and walk with giants at Wembley Stadium. Stand feet away from the World Cup, run through the tunnel, close your eyes, and then imagine the screams from 90,000 fans....

Weave through the busy crowds past the punk with the 2ft pink mohican and facial piercings. Cross the bridge and glance at the beautiful lock where a canal boat chugs along. Snap up eclectic wares that you won't find any where else whilst experiencing the sights and smells of world cuisine. When you've finished exploring the labyrinth of stalls, stroll up the road to Primrose Hill and its panoramic view of London.

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