



Our journey towards London 2012 has begun...

Tourism opportunities and objectives
for London 2012



The Games

The 2012 Olympic Games and Paralympic Games offer massive potential for London's and Britain's visitor economies.

Visit London and VisitBritain are working together to maximise the tourism opportunities, and are contributing fully to the forthcoming DCMS consultation on an ambitious Tourism Strategy for 2012 – on which the entire British tourism industry will be invited to comment.

This publication shares some of the thinking behind the consultation, in the context of the strategic objectives of Visit London and VisitBritain.

We look forward to working alongside the Games' delivery bodies as well as our regional

and national tourism partners throughout Britain as we collectively take our journey to 2012 and beyond.

London 2012 The Numbers

220

Nations

10,250

Athletes + 4,000
in Paralympics

6,000

Coaches and officials
+ 2,300 in Paralympics

5,000

Olympic Family

20,000

Press/Media

7,000

Official sponsor
representatives

9.6m

Tickets (4.3 million at £20 or less)

**Olympic
Games**

Friday 27 July – Sunday 12 August 2012

**Paralympic
Games**

Wednesday 29 August – Sunday 9 September 2012



“ Holding the 2012 Games on home soil is a once in an era opportunity for British tourism – the biggest visitor event in UK history. Our job now is to ensure that the whole country benefits in the run up to, and long beyond, The Games ”

Tony Blair
Prime Minister

Five-time Olympic Champion
Sir Steve Redgrave carries the
Olympic flame.

Cover: Wimbledon Tennis
Championships, London.

London 2012



The London 2012 Vision, as announced
by Sebastian Coe in April 2006

“To host an inspirational, safe
and inclusive Olympic Games
and Paralympic Games and
leave a sustainable legacy for
London and Britain.”

Who is who?

The London 2012 Olympic
Games and Paralympic
Games will be delivered
by two main organisations:

**The London 2012
organising committee**
will organise, publicise and
stage the 2012 Games.

**The Olympic Delivery
Authority** will deliver the
venues and infrastructure
for 2012 and beyond.

For more information
about these organisations,
and how they work together
please visit london2012.com

“London 2012 will turn the dreams
of millions into reality”

Tessa Jowell

Secretary of State for Culture, Media & Sport

The British Airways London Eye.

Hosting the Games

London The Facts

- London is the most multi-cultural city in the world and an international centre for Britain, playing a crucial role in driving our economy.
- London already attracts 26 million visitors a year, with an annual visitor economy worth £15 billion. Half of all overseas visitors to Britain include London as part of their visit.
- Consistent investment in London as a business and visitor destination has a positive impact on the overall Britain economy.
- The Olympic Park will be the best connected in history with 10 rail lines and 3 stations serving it.

London 2012 Key Stages

2007–09	Main construction work (ODA)
2009–12	Main goods and services work (London 2012 organising committee)
2008	Beijing Closing Ceremony handover to London: start of London's Cultural Olympiad
2010	London 2012's official Volunteering Programme launches
2011	Olympic and Paralympic Games tickets on sale
2012	Friday 27 July to Sunday 12 August: the London Olympic Games
2012	Wednesday 29 August to Sunday 9 September: the London Paralympic Games
2012 onwards	Legacy and ongoing benefits

“The Games will bring huge business opportunities, fantastic sports facilities and many thousands of new visitors”

Ken Livingstone
Mayor of London

Cyclist, London's Hyde Park.
britainonview/Eric Nathan

The Opportunity

Opportunities The Visitor Economy



- To grow London's and Britain's visitor economies faster than would otherwise be possible.
- To reap the economic benefits throughout Britain.
- To maximise the long term legacy.
- To set new standards for how tourism can be integrated into major international events.
- To accelerate improvements in quality, welcome and service.

Tourism

Looking Back

Barcelona 1992

Doubled the number of international visitors during the following decade and rose from 16th to the 3rd most popular short break destination in Europe.

Atlanta 1996

Added US\$5.1 billion to the Georgia economy, generating US\$1.5 billion spend from out-of-state visitors.

Sydney 2000

Advanced 'Brand Australia' by 10 years, stimulating 1.6 million 'Olympic-induced' visitors between 1997–2004 and generating £1.5 billion for Australia's visitor economy.

Athens 2004

Received a TV audience of 3.9 billion with 35,000 hours of coverage on 300 channels in 220 countries. Visitor figures for 2005 were up 11% on the previous year.

Beijing 2008

Predicting incremental annual increase of 7–8% between now and 2008, leading to a total of 4.4m overseas visitors spending US\$4.5 billion.

Case Study

Australia

- International visits during 2000 were up 11% on 1999. Visits for the month of the Games were up 15% on the previous September, and visits peaked in December 2000.
- Games-related PR activities by the Australian Tourist Commission (ATC) generated A\$3.8 billion in publicity between 1997–2000.
- Over 5,000 unaccredited media were facilitated at the Sydney Media Centre, run by the ATC and its partners.
- Partnerships between the ATC and major Olympic sponsors such as Visa, Kodak & Coca-Cola generated an additional A\$300 million in advertising exposure for Australia.
- As the Games closed the ATC launched 90 tactical international marketing campaigns with 200 partners, in total worth over A\$45 million.

Tourism

Looking Ahead to 2012

50–70%

Economic benefit

Between 50–70% of the net economic benefit of staging the Games measured over a 7–10 year period will accrue through tourism.

£2 billion

£2 billion boost to economy

Early estimates suggest the Games might generate around £2 billion for Britain's international visitor economy.

70%

Growth after the Games

Almost two-thirds of this growth will occur in the four years after the Games.

60%

Additional tourism revenue

Approximately 60% of the additional inbound tourism revenue will be spent in London.

Source: VisitBritain.

“Learn as much as you can from previous Games as early as possible, get as close as you can to the Olympic Family, but remember that the spotlight will move on very quickly so you need to do your post-Games planning now”

John Morse

Chief Executive of the Australian Tourist Commission 1997–2001

Strategy

Visit London and VisitBritain Our Strategic Objectives



Tourism The Two Types

Games – related tourism

Athletes, officials, sponsors, spectators and media in the run up to and during the actual Games.

Games – motivated tourism

Additional tourist visits to and business events in Britain as a result of heightened interest in the destination.

Image

- Use the Olympics to enhance London's and Britain's global brand position to appeal to tomorrow's travellers, particularly young people and those in developing markets.

Public Diplomacy

- Work in partnership with other British Government departments and agencies in the run up to 2012 and beyond to collectively deliver tangible economic, tourism and cultural benefits for Britain.

Legacy

- Attract new commercial and non-commercial partners for the sector and promote tourism as a sustainable legacy for the Games.
- Exploit London Unlimited's position to lead a unified strategic development of the London Brand across tourism, inward investment, higher education, film and creative industries.

Media

- Influence the immense media coverage of The Games and associated events/festivals, working with both accredited and unaccredited media.
- Become the world's first truly digital Games.

Culture

- Maximise the huge domestic and international tourism opportunities presented by the four-year 'Cultural Olympiad'.
- Beijing handover marks the start of the 4 year Cultural Olympiad. London and Britain will have a major presence at the 2008 Games and our marketing campaigns for the Olympic and Paralympic Games will commence with the torch handover and cultural festival launch.

Events

- Attract more high profile events, conferences and conventions, similar to those already secured, eg:
 - Tour de France
 - Le Grand Depart 2007
 - World Gymnastics 2009
 - WorldSkills 2011.
- Add value to planned events. eg: Liverpool 2008 to drive international and domestic tourism throughout Britain.

Standards

- Get majority of guest accommodation quality assured, engage attractions behind a single agenda, and address gaps in the National Accessibility Scheme.
- Work to improve skills levels across the industry.

“The Games are a long-term investment, not a short-term money spinner”

Shaun Woodward MP
Minister for Tourism

Where to find more information

Q&A

Q: What are the Olympic Marks and will we be allowed to use them?

A: All the names, phrases, marks, logos and designs related to the 2012 Games and the Olympic and Paralympic movements are official marks owned by or licensed to LOCOG. Only official sponsors, suppliers and licensees will be allowed to use these marks. Visit www.london2012.com for more details.

Q: How can I get hold of a copy of the consultation document for the 2012 Tourism Strategy?

A: You can request a hard or e-mail copy by logging your details on www.culture.gov.uk/tourism2012 and you will also be able to download the consultation document directly from the site. The Secretary of State is launching the document at the Business Summit on 19th July. The strategy will be launched as soon as possible after the consultation period.

Q: How should I ensure that my business is best placed to take advantage of the tourism opportunities on offer?

A: All quality-assured businesses will receive information on our marketing strategies and will eventually be given opportunities to advertise their products and services on official London 2012 tourism websites. Visit London and VisitBritain will keep its partners informed on campaigns and commercial operations.

Q: Where can I find more information for my business?

A: All information and tender opportunity related to the Games can be found at www.london2012.com/business.

www.london2012.com
The official website for the London 2012 Olympic Games and Paralympic Games.

www.culture.gov.uk/sport/2012olympicgames
DCMS website explaining Government support for The Games and linking to a section on the tourism industry strategy and consultation.

www.london.gov.uk/mayor/olympics/
Website detailing specific plans for London across a wide range of sectors.

www.visitlondon.com/corporate
www.visitbritain.com/ukindustry
Websites for the travel industry and other business partners.

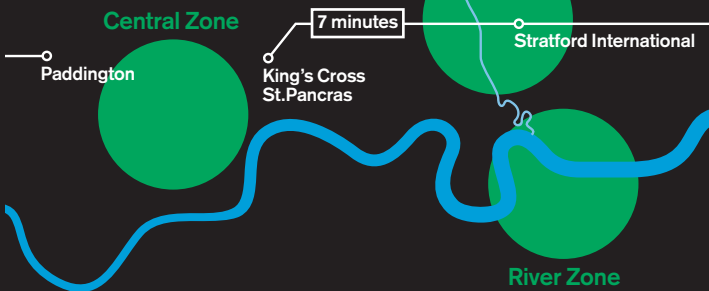
Main contacts for the 2012 Games within Visit London and VisitBritain:
Visit London: kgrice@visitlondon.com
VisitBritain: jo.leslie@visitbritain.org

Hosting the Games

Bringing World-Class Sport to the UK

London Venues

15 minutes to Heathrow Airport from Paddington
45 minutes to Continental Europe from Stratford International



London Venues

- | | |
|--|---|
| Central Zone
Earls Court
Hyde Park
Horse Guards Parade
Lord's Cricket Ground
Regent's Park | River Zone
ExCeL
Greenwich Arena
Greenwich Park
The O2
The Royal Artillery Barracks |
| Olympic Park
Aquatics Centre
Multi-sport venues
BMX Circuit
Hockey Centre
Velodrome
Olympic Stadium | Other
Broxbourne
Eton Dorney
Wembley Stadium
Weald Country Park
Wimbledon |

UK Venues

- A Hampden Park
- B St James' Park
- C Old Trafford
- D Villa Park
- E Millennium Stadium
- F Weymouth and Portland
- G London Venues



The Olympic Park will be bigger than Hyde Park and is **the largest urban park to be created in Europe in 50+ years.**

The Lower Lea Valley is **the largest regeneration project in Europe** and will tackle several critical issues including poverty, unemployment, skills shortages and poor health.

99%

99% of athletes will be under 30 minutes from their competition venue.

300

Every country that competes in The Games already has a host community in London, where over 300 languages are spoken.

33%

Two-thirds of the venues for The Games are already in place or under development, including many existing world-class venues.

“ London 2012 will create unprecedented opportunities throughout our nation and beyond ”

Sebastian Coe
Chairman, L2012

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