

# CREATING GOOD GROWTH IN A POST COVID WORLD

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visitgreenwich





**Visit Greenwich is a private sector led  
Destination Management Company with the  
aim of growing the visitor economy and raising  
the profile of Greenwich for the benefit of  
businesses, visitors and residents.**

**Our Vision:**

**To be recognised as the UK's best destination for  
Heritage, Culture and Entertainment by 2025**

# AWARDS



## Travellers' Choice Award Winner 2021

Reviews from millions of Tripadvisor travellers place Greenwich in the top 10% worldwide.



## Ukinbound Destination Marketing Organisation of the Year 2017



## Shortlisted for The Travel Marketing Award 2022



## We're Good to Go and Safe Travels Certified

# WHAT IS GOOD GROWTH?

## GOOD FOR...



LOCAL PEOPLE  
& COMMUNITIES



LOCAL BUSINESSES  
IN VISITOR ECONOMY



LOCAL  
LEADERS



THE  
ENVIRONMENT



LOCAL BUSINESSES  
IN GENERAL



# COVID IMPACTS & LEGACY



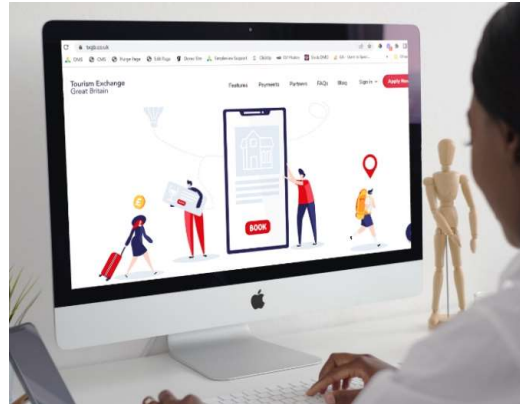
- 50% loss of revenue pa (£1.5Bn)
- 33% job losses (6000)
- DMO survival / Sector survival
- Changing consumer behaviour
- Supply chain disruption
- Recruitment / skills (Brexit double whammy)
- Fatigue / Morale

# THE ROLE OF SMART TOURISM



1. Planning & Booking
2. New experiences
3. Enhanced experiences
4. Accessibility
5. Smart transport  
– final mile solutions

# POST COVID WORLD – NEW APPROACHES



- Greenwich Waterfront
- Technology – TXGB
- Driverless Cars
- Local Skills
- New Marketing / Product Development Strategy



# GREENWICH WATERFRONT





# TO MOVE TO ONLINE BOOKING – TXGB



## **TXGB**

In partnership with VisitEngland, Tourism Exchange Great Britain (TXGB) is a business-to-business platform connecting tourism suppliers to a diverse range of domestic and international distributors.

## **GREENWICH PRODUCT ON TXGB so far....**

Old Royal Naval College, Greenwich Royal Tours, Greenwich Tour Guides Association, London Guided Walks, Uber Boat by Thames Clippers



**VisitBritain**<sup>®</sup>

# SUSTAINABILITY / ACCESSIBILITY



# SMART TOURISM – ENHANCED EXPERIENCES????????????

