

visit

greenwichh

time after time



The Digital Visitor Economy

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Agenda

1. Visit Greenwich overview
2. Smart destination aspiration
3. Adding value
4. Current good practice
5. The future



Visit Greenwich

Set up in May 2013



- Board
- Partners
- Vision

Visit Greenwich Board



GREENWICH HOSPITAL
Supporting the Royal Navy since 1694

thames clippers

citycruises

Partners



INTERCONTINENTAL.
LONDON – THE O2



ENGLISH HERITAGE
ELTHAM PALACE
& GARDENS



COMMUNITY TRUST
At The Heart Of The Community

LONDON
IN THE SKY

EEA

EMERGENCY
EXIT ARTS

FEST
IVAL
ORG



SOUTH EAST
LONDON
CHAMBER OF COMMERCE



ROYAL
GREENWICH
HERITAGE
TRUST

140

TRINITY
DANCE
LABAN

DRURY
TEA & COFFEE

Radisson
EDWARDIAN
NEW PROVIDENCE WHARF



Commercial partners



CHARLTON
EVENTS

The
CLARENDON
HOTEL



UNIVERSITY
of
GREENWICH

Handelsbanken



PORT OF
TILBURY



Ravensbourne
University London



Vision to 2019



28% economic impact

26% employment = 3,300 jobs

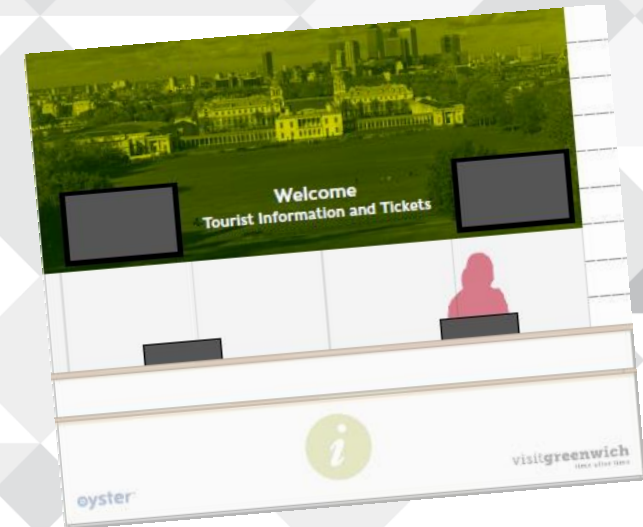
Projected Growth 

Actual Growth 

Progress



£40m
additionality



Vision 2019-23

***“The best destination for
Heritage, Culture and Entertainment
by 2023.”***

Ambition 2019-23



14%

growth

Aspiration

To be a “Smart Destination” –
to enhance the customer
experience at every
touchpoint through the usage
of Digital Technologies.



Strategic Digital Partners



UNIVERSITY
of
GREENWICH

Building Smart Cities Network



Addressing Market Failure

The visitor economy has 4 key market failures:

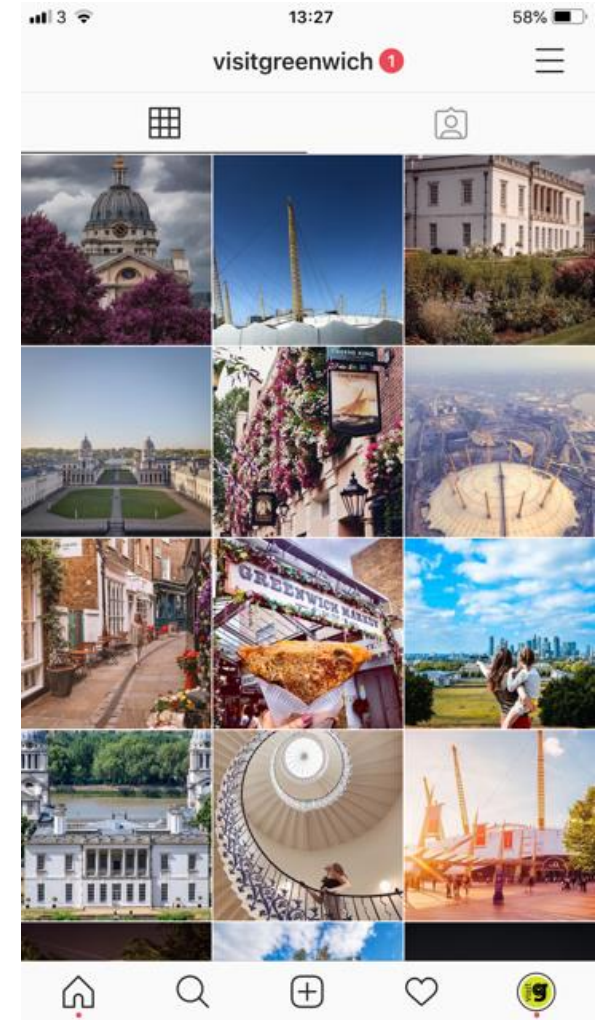
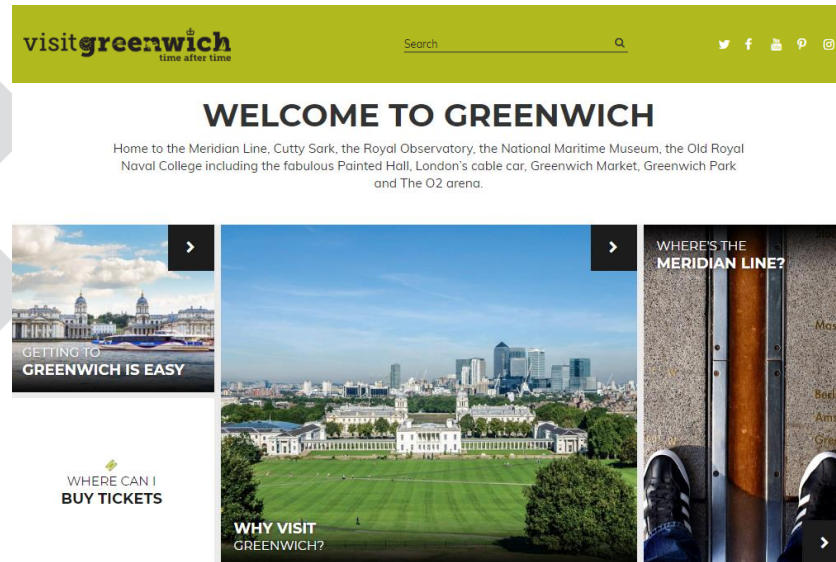
- Information
- Co-ordination
- Intelligence
- Leadership

Can digital solutions enhance the first 3?

Added Value? The role of the DMO



The role of the DMO



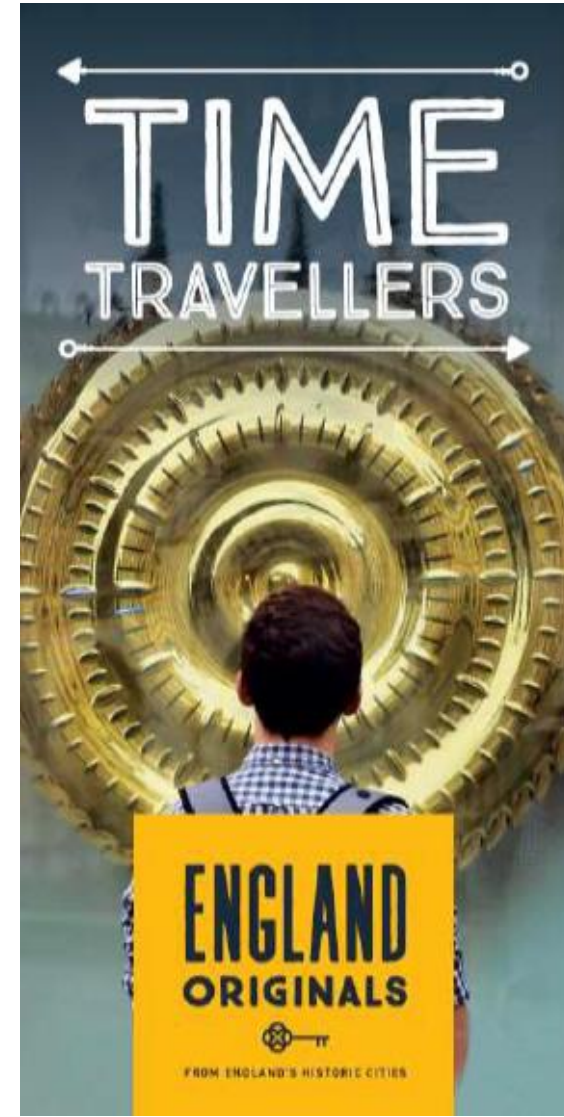
The customer journey














Good practice examples?

England Originals



Great West Way



See & Do

Discover our Way

Plan Your Way

Create Itinerary	Suggested Itineraries
Great West Way Top 10s	Recommendations
Groups	Great West Way Travel Magazine
The Rough Guide to the Great West Way	

st from **Devizes**, met lots of travellers heading west from London as his father owned the

d they were having trouble finding their way across Salisbury Plain, so set out to help them.

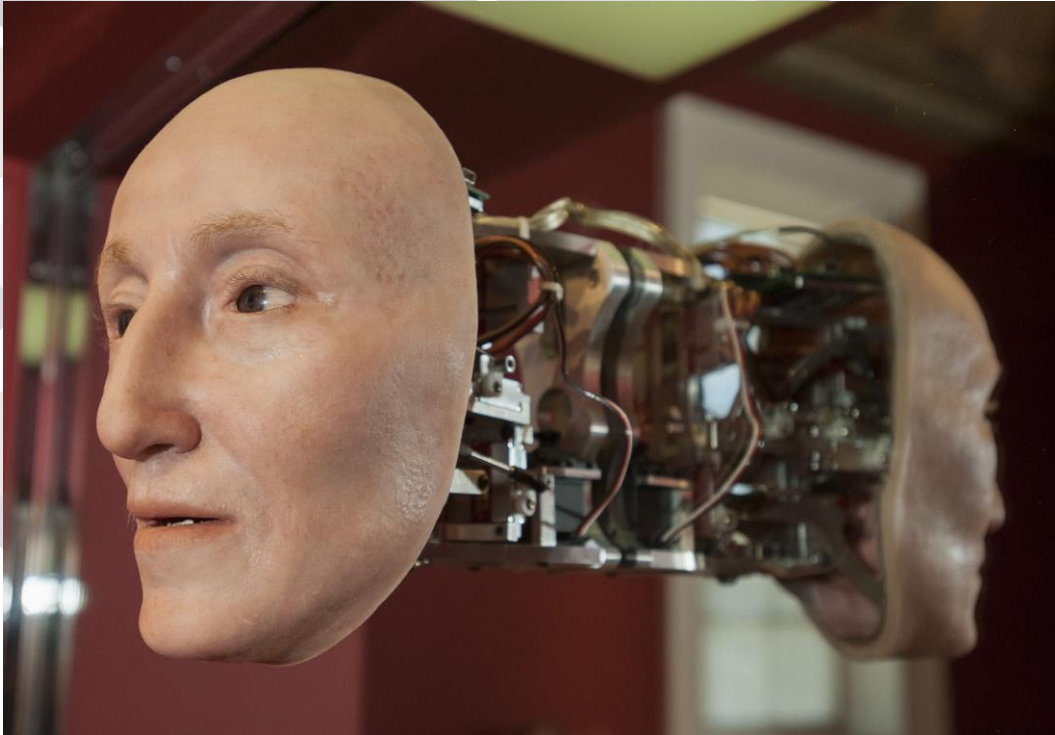
g them with the mileage to **Devizes** in one direction and Salisbury in the other, then wedged

helping hand, we're doing the modern-day equivalent for the Great West Way and providing (otherwise known as planning tools)...

eraries we think you'll love. The perfect option if you're short on time or like the...

READ MORE

Royal Museums Greenwich



Mask of Youth



Cutty Sark Pepper's Ghost effect

The Future

- The changing nature of destination marketing
- Improve planning and booking tools
- Improved digital infrastructure at gateways
- Real-time packaging and distribution
- Final mile transport
- Augmented/virtual/mixed reality overlays

The changing nature of destination marketing



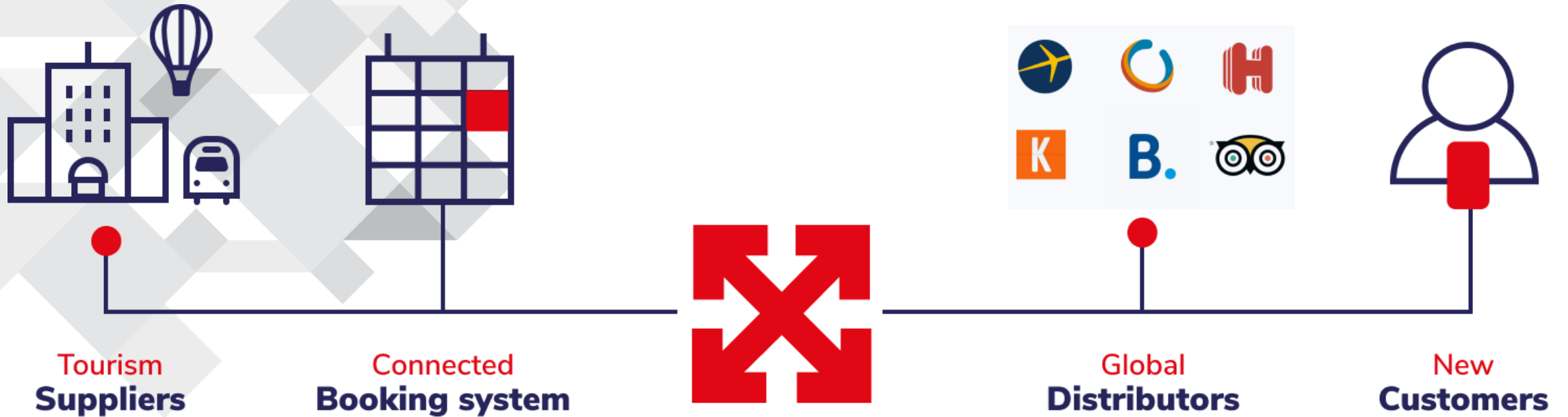
Improved planning and booking tools



Improved digital infrastructure at gateways



Real-time packaging and distribution



Final mile solutions



Augmented/virtual/mixed reality overlays

ANIMATION LECTURER

*Experience in feature animation, games and education.
Creative content provider, storyteller and brand strategist
Visual solutions for heritage, public spaces and installations.*



National Maritime Museum Panorama



To celebrate the 400th anniversary of the building of the Queen's House, Our Stories created a two-minute panoramic movie installation. Based on the 1637 panorama etched by Wenceslas Hollar, 'On the banks of the Thames at Greenwich',



Augmented/virtual/mixed reality overlays

Drawn & Captured Realities



Early visualisations and concepts. Possibilities. Options. Communicating ideas to collaborators and at presentations.

Augmented/virtual/mixed reality overlays

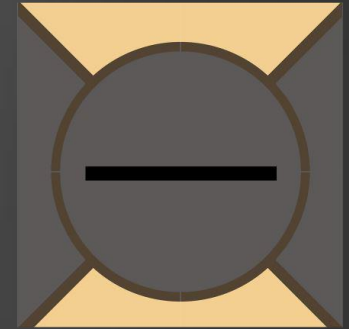
Drawn & Captured Realities

Visualisation completed May 2018

Choreographing the visitor experience.
Initially imagined as a wall installations
Then finally realised as located in a
Central position to allow the visitor
To fully appreciate both designs.

Fully utilising gallery space.

Challenging the user to explore
the space and fully utilise the AR
Experience.



In conclusion

- Digital can enhance the value of the visitor economy at every touch point.

BUT

- We are a people industry!
- You still need the basics— a great product, great content and great partnerships.
- Just because you can does not mean there will be demand!



Thank you for listening!

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