

visit

greenwichh

time after time



Making a Smart Destination

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Agenda

1. Visit Greenwich overview
2. Smart destination aspiration
3. How digital can add value
4. Current good practice
5. The future?



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



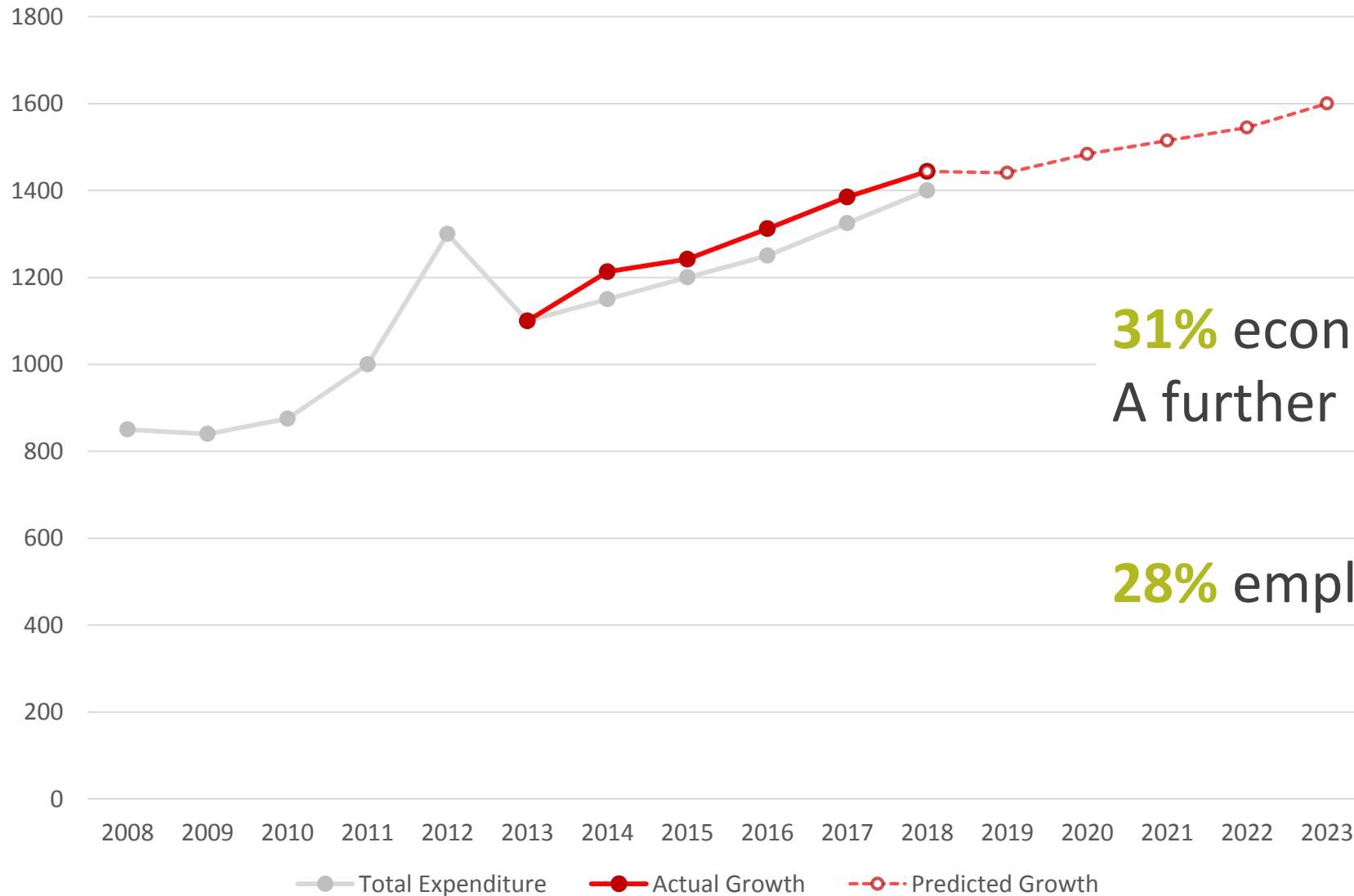
PORT OF
TILBURY



Ravensbourne
University London



Vision to 2022



31% economic impact by 2019
A further **14%** by 2022

28% employment = **3,300** jobs

Vision 2019-23

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

Aspiration

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



Strategic Digital Partners



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Added Value? The role of the DMO



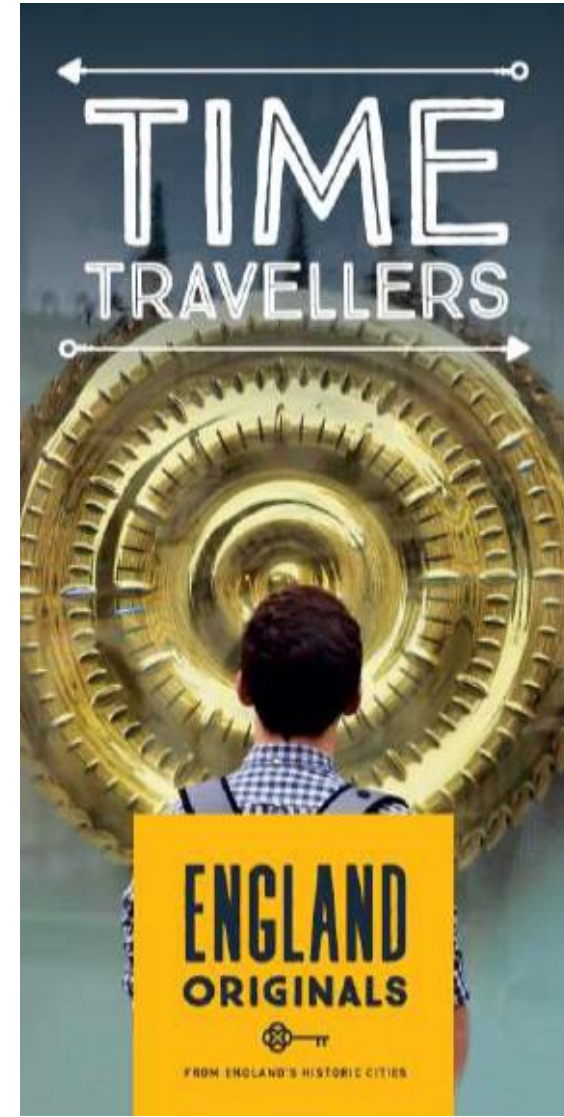
The customer journey



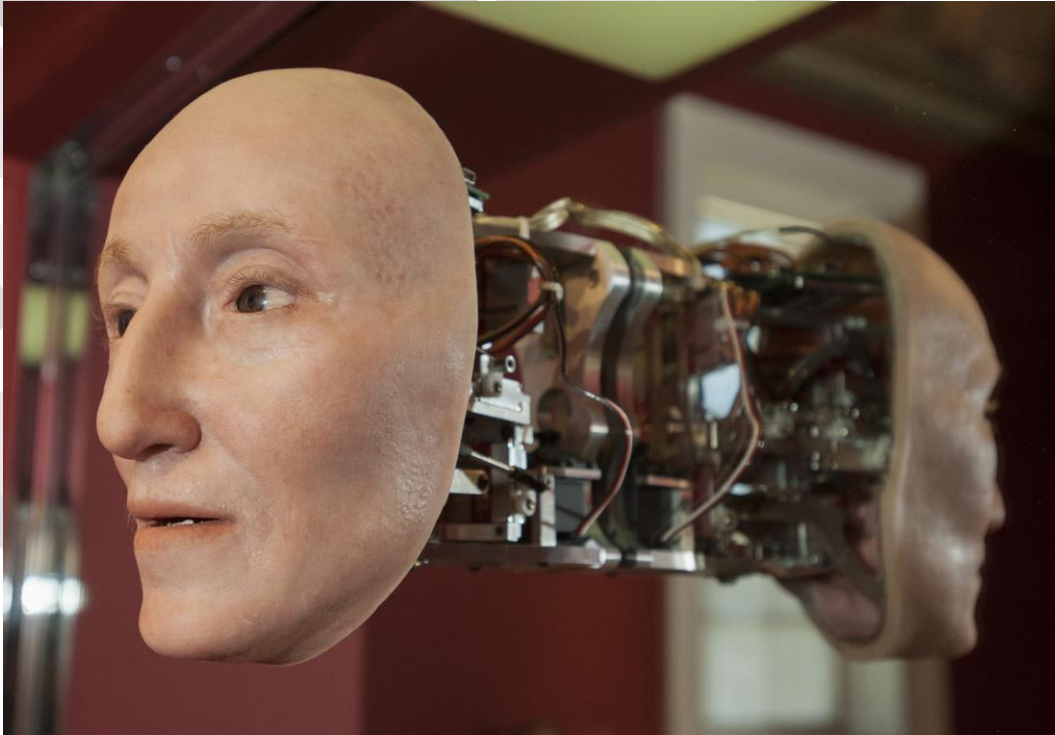


Good practice examples?

England Originals - AR



Royal Museums Greenwich



Mask of Youth

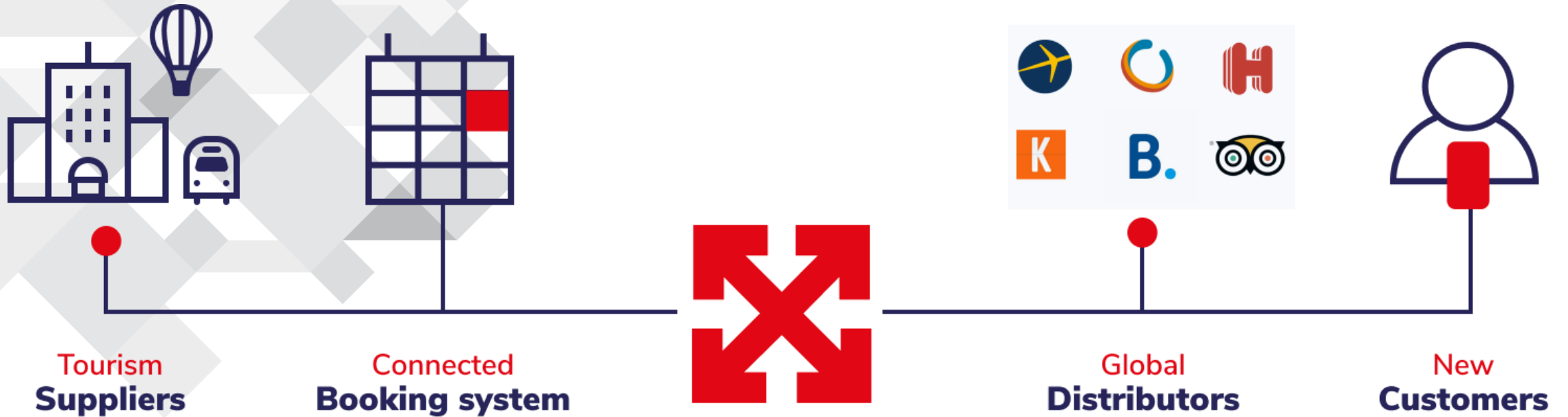


Cutty Sark Pepper's Ghost effect

Improved planning and booking tools



Real-time packaging and distribution



Final mile solutions



The Future – focus on 7 key areas

- More focus on user generated content
- Good tourism – accessibility and sustainability
- Visitor management and dispersal
- Improve planning and booking tools
- Big data
- Real-time packaging and distribution
- New experiences via Augmented/virtual/mixed reality overlays

The changing nature of destination marketing



England's Inclusive Tourism Action Group





Visit London App





Augmented/virtual/mixed reality overlays

Drawn & Captured Realities



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

In conclusion

- Digital can enhance the value of the visitor economy at every touch point
- 5G provides a step change for mobile

BUT

- We are a people industry! People want people
- You still need a great product, great content and great partnerships
- Just because you *can* does not mean it will work!



Thank you for listening!

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