

Culture and the Global Spotlight



80%







Vision

- INTERNATIONAL POSITION:
global media platform for culture.
- TOURISM:
enhance visitor experience & stop
displacement
- WHOLE CITY CELEBRATION:
not just ticket holders

- STORY TELLING:
look at London differently
- AMBITION & QUALITY:
Once in a lifetime, biggest ever FREE festival
- ONE CURATOR. ONE FESTIVAL:
Led by Artistic Director not Government
LOCOG and Host City



Obstacles?



Tourism Displacement

Tourism Challenges

- London most visited city – 17 million
- 50% visitors book as a package
- Hotels held by LOCOG so host city dropped as a destination
- Cost of tourism displacement £375 million
- Estimated 48% of tourism benefits post games

What happened to visitors?

2011 - the year before

2012 – Olympic year

2013 – post Olympics

2011: the year before

15.3 million international visitors

11 million domestic visitors

290 million day visitors

2012: Olympic year

15.5 million international visitors

Visitors dropped games time but recovered quickly

8% reduction in international visitors BUT

8% increase in domestic staying visitors

2012: Olympic year

Some things to think about..

Showcasing your city tactically

School holidays

Cheap hotels at the last minute

Domestic communications

Ghost Town?







Story telling
through culture:
city architecture



Story telling
through culture:
re-imagining icons





Piccadilly Circus Circus





Cultural Participation — not everyone has a ticket



Not just Tower of London...



... but Hidden London



Opera in canals



Ballet in Lidos



Young People - Gigs



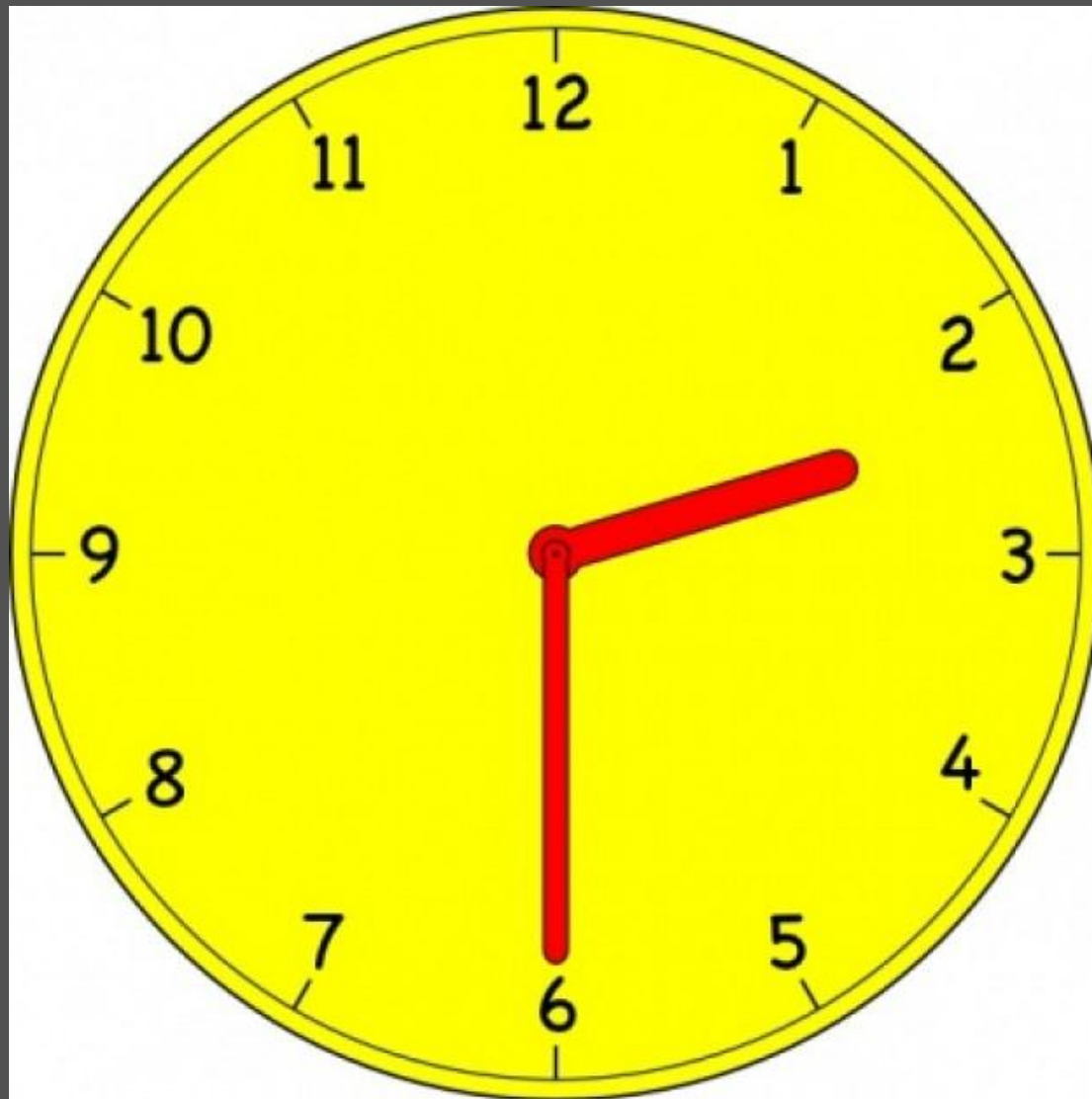
Pop-Up Shakespeare



Whole City Celebrating



200 Artists & 5000 Events



Timing



- Pre Games, before the sport kicks off
- In-between Olympics and Paralympics
- Finale thank you



Communication

2013: the year after



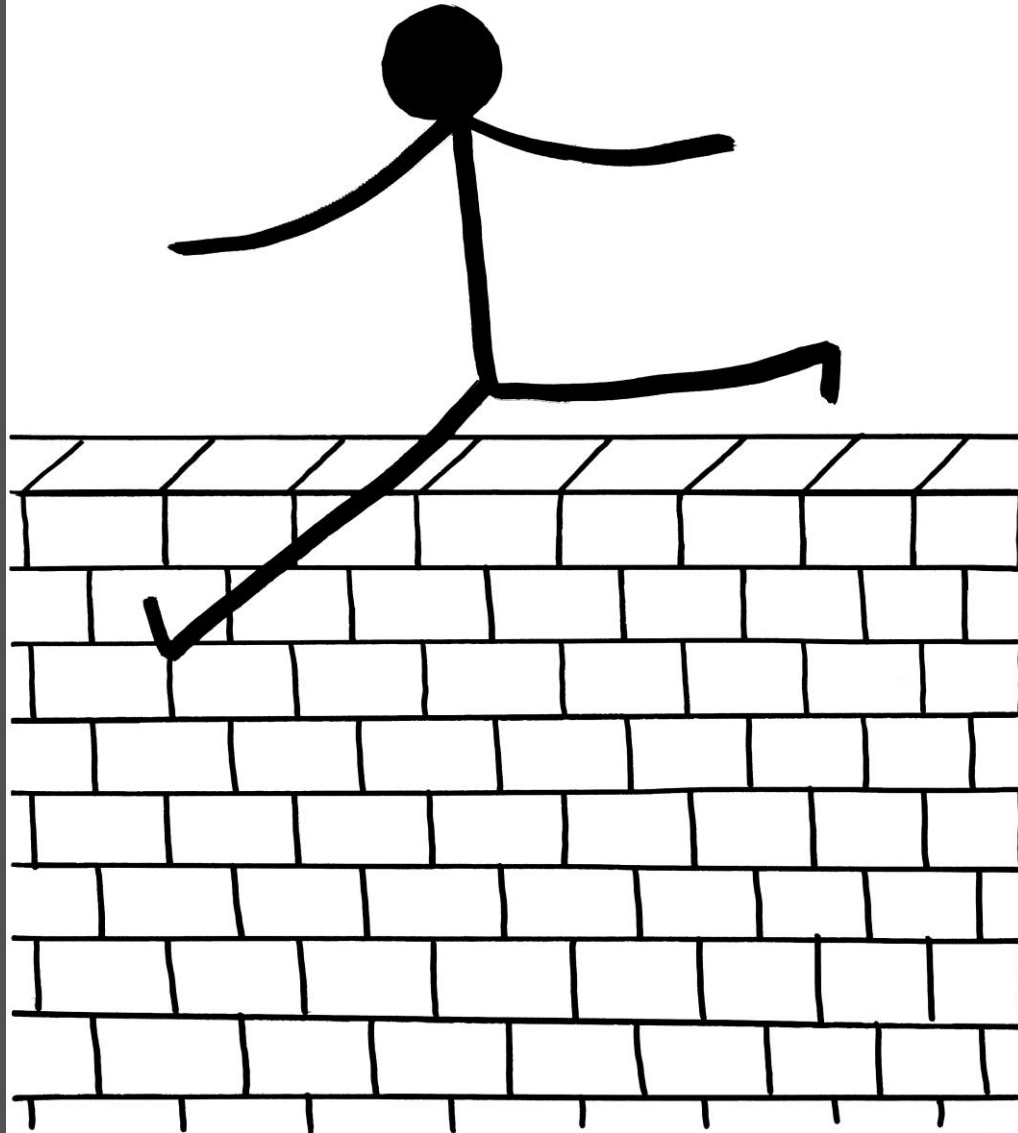
Set new record!

17 million international visitors

Olympic bounce - 12% increase



WE ♥
OBSTACLES





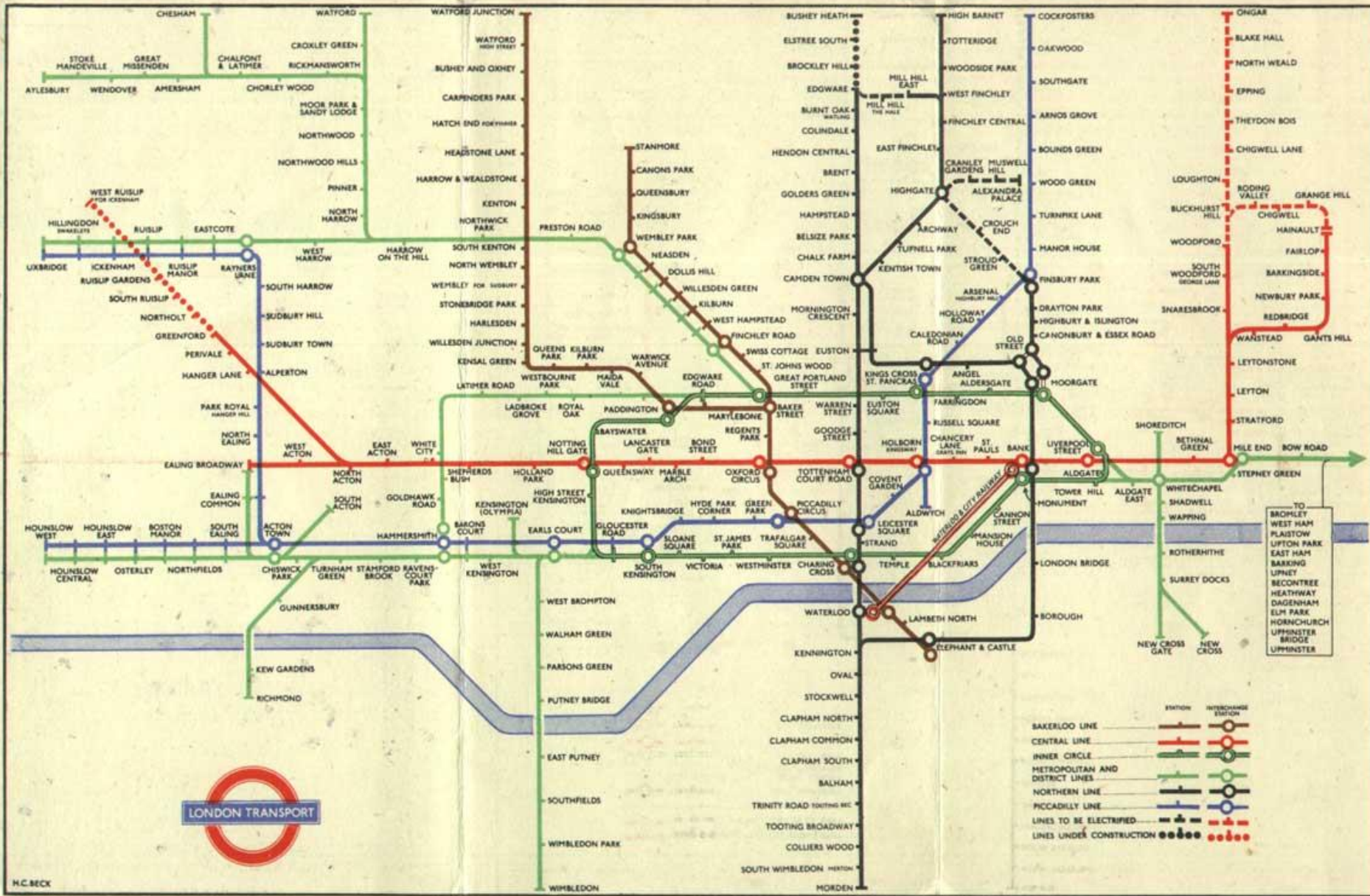
Money



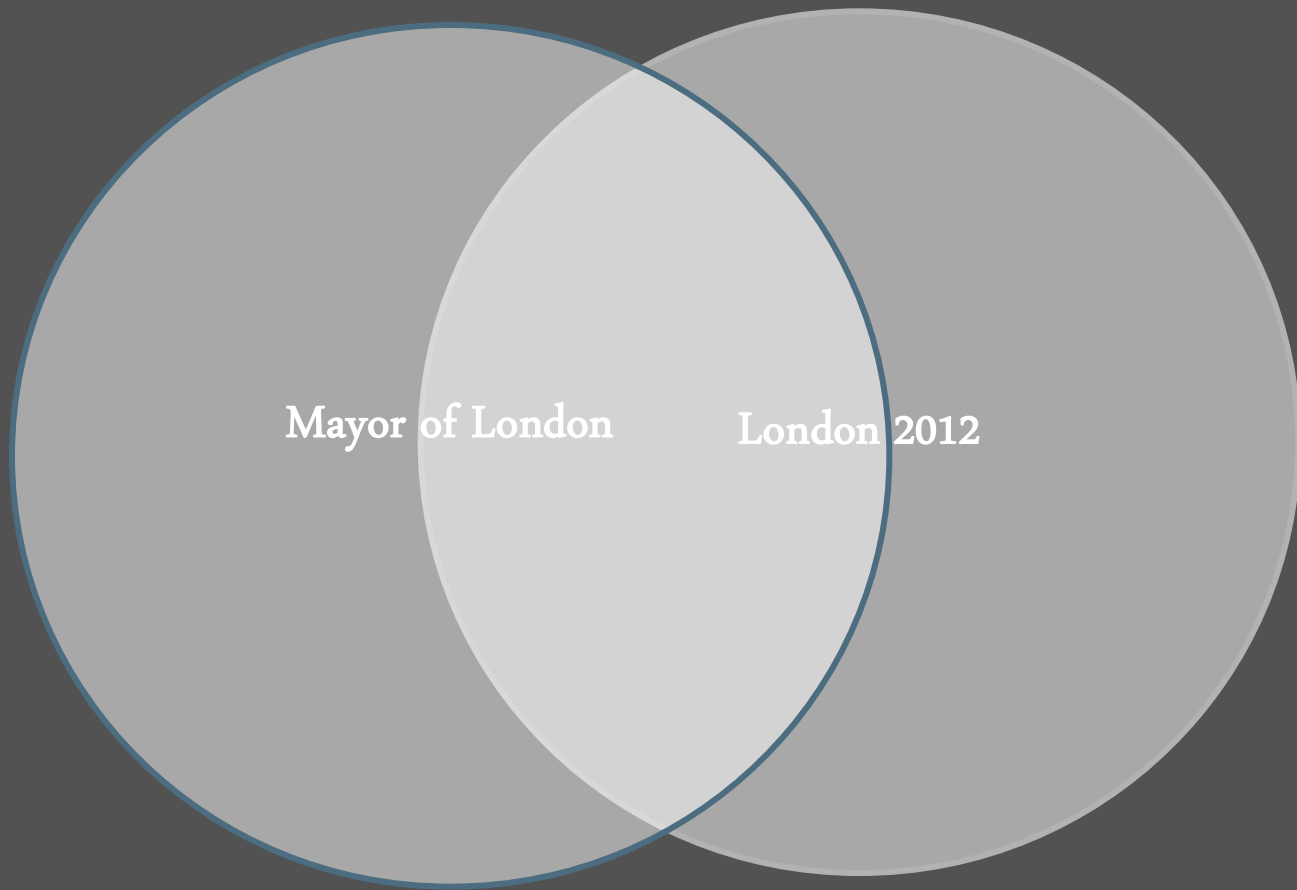
City Dressing



Complexity



Infrastructure



One Team One Festival



90%

Legacy: Londoner's

Legacy:
International
Reputation



National Brand Index

Culture 5th to 4th

Welcome 12th to 9th



Legacy: Global Culture Diary



Legacy: art

