Shifting the Dial
The London 2012 Olympic & Paralympic Games: Impact on the image of Britain and inbound tourism
The **global exposure** that Britain enjoyed in 2012 provided an unprecedented opportunity for VisitBritain to ensure that the whole of the **UK visitor economy** benefited from the 2012 Games. It gave us a platform to push the wider messages and interests of destination Britain, to showcase the whole of Britain, to deliver a world-class welcome and to maximise the **economic benefits** of tourism across the UK.

Our mission was not just to promote the few weeks of the 2012 Olympic and Paralympic Games. It was to make full use of the opportunities before, during and after those few weeks, to reach **new customers** in emerging markets and to refresh our **appeal in core markets**.

In terms of brand building, or perceptions of Britain we wished to capitalise on the global platform offered by the 2012 Games to enhance the **development of Britain’s image overseas**.
2012: Visitor statistics

Number of visits
- **31.1 million visits** making 2012 the best year for inbound tourism since 2008 but not a record.
- **1% increase in visits on 2011** slightly surpassing VisitBritain's forecast for 0% growth in 2012.

Amount of spend
- **4% increase** in spend to **£18.6 billion** (from £18 billion in 2011), a record high in nominal terms.
- Average spend per visit remains very high at £600.

Where visitors came from

- **31.1 million visits**
- **Record 4.7 million visits from ‘Rest of World’ markets**
  - Outside Europe and North America
  - e.g. Russia, Switzerland, Norway
- **Record 2.2 million visits from non EU European markets**
  - e.g. Russia, Switzerland, Norway
- **A12 European markets 2.8 million**
  - Best year since 2008, although not at record levels
- **North America 3.5 million visits**
  - 1% lower than in 2011

Source: IPS2012.
Why visitors came to Britain

- **Holiday visits almost equalling 2011 record**
  (11.96 million, 0% change on 12.01 million in 2011).
- **VFR** (8.9 million).
- **Business** (7.4 million).
  VFR and Business best year since 2008, 2% up on 2011.
- **2.8 million miscellaneous.**

Seasonal pattern of holiday visits compared with 2011

Source: IPS2012.
2012: Visitor statistics

Britain’s performance in a global context

- Britain moved up two places in the overall rankings from seventh to fifth in terms of competitiveness.
- UK’s main competitors report mixed results – UK growth broadly in line with France and Italy. Germany and USA showing higher growth than other major UK competitor destinations.
- Most other major destinations showed growth in first half of 2012. Alongside South Africa, Asian destinations amongst the highest growers so far in 2012 – especially Singapore, Thailand and Hong Kong.

Competitor trends

Note that the period covered varies by country, figures are not necessarily directly comparable.

Inbound tourism performance of Games’ host countries

- A multitude of factors impact on the flow of inbound tourism, so performance does not solely reflect the Games taking place – the wider economic and geopolitical environment matters too.

- Britain has seen best performance during a Summer Olympic year since Australia in 2000, though should be noted that Sydney Games took place in southern hemisphere winter which is not peak time for travel thereby helping to bolster Australia’s performance.

- China suffered a major earthquake in 2008 and this was also the year in which the global economic crisis commenced, denting volume of international business and leisure tourism.

- Among recent host countries London is far more dominant in its share of inbound tourism than many other recent host cities – for example just more than one-third of visits to Australia are to New South Wales but London accounts for about half of all inbound tourism to Britain.

Inbound tourism performance for Olympic host nations

Source: UNWTO & VisitBritain Analysis.
Q3 2012 Visitor Statistics

How many people visited
- Overall there were 8.9 million visits from overseas during July, August and September 2012.

How much did they spend
- Visitors spent £6.4 billion - 8% more than in Q3 2011 and a new record (not taking inflation into account).

Where did they come from (July-Sept)

- **EU15**: 4,740,000
- **Rest of World**: 1,670,000
- **North America**: 1,180,000
- **Rest of Europe**: 540,000
- **A12**: 700,000

Source: IPS 2012.
Games-time facts

- **685,000 visits** from overseas to the UK in July, August and September were primarily due to, or involved attending an official ticketed event at the London 2012 Olympic or Paralympic Games.

- **186,000 additional visits** were for secondary Games purposes including attending live free to view events or cultural events related to the London 2012 festival.

- This brings the total to **871,000 for all Games visits**.

Where did they come from

*Country of residence – visits*

- USA: 102,000
- Belgium: 20,000
- France: 70,000
- Netherlands: 54,000
- Germany: 64,000
- Australia: 32,000
- Canada: 26,000
- Italy: 31,000
- Irish Republic: 24,000

Source: IPS 2012.
Games-time facts

What did they spend
- In total, these 685,000 visits generated a spend of £925 million.
- Average spend per visit was £1,350 (double the £668 average spend of non-Games related visits in Q3).

Average spend per visit by country of residence

<table>
<thead>
<tr>
<th>Country</th>
<th>Average Spend per Visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>£1,670</td>
</tr>
<tr>
<td>France</td>
<td>£1,520</td>
</tr>
<tr>
<td>Germany</td>
<td>£560</td>
</tr>
<tr>
<td>Netherlands</td>
<td>£720</td>
</tr>
<tr>
<td>Australia</td>
<td>£2,060</td>
</tr>
<tr>
<td>Italy</td>
<td>£760</td>
</tr>
<tr>
<td>Canada</td>
<td>£1,640</td>
</tr>
<tr>
<td>Spain</td>
<td>£560</td>
</tr>
<tr>
<td>Irish Republic</td>
<td>£540</td>
</tr>
<tr>
<td>Belgium</td>
<td>£560</td>
</tr>
</tbody>
</table>

Source: IPS 2012.
Spend per visit by region of Britain visited

- £677 million of spend was from overnight trips in London,
  £163 million outside of London and £85 million in day visits.

- May have visited more than one region. Source: IPS 2012.
Games-time facts

Where did they go?
Number of visits by region of Britain.

- **London**: 510,000 visits
- **Scotland**: 24,000 visits
- **Wales**: 16,000 visits
- **Rest of England**: 202,000 visits

**685,000 visits**
Stayed at least one night

Source: IPS 2012.
How many nights did they stay?

Number of nights stayed by region of Britain visited.

- **London** 10 nights
- **Rest of England** 11 nights
- **Scotland** 6 nights
- **Wales** 12 nights

Source: IPS 2012.
Other 2012 facts

How full were hotels in 2012

London hotels

- Chain hotel occupancy in London stood at **81.1% in 2012**, marginally down from 81.4% in 2011 but total revenue per available room increased by **3.8% to £154.09**.

Provincial hotels

- Outside of London chain hotel occupancy increased from 69.7% in 2011 to **70.3% in 2012** and total revenue per available room rose by 0.9% to £93.49.

Source: TRI Hospitality Consulting

During the Games

- Figures show that during Games-time London hotels saw an **average occupancy of 88.5%**, 5% higher than on the equivalent nights of 2011.

Source: STR Global

How busy were the airports in 2012

Heathrow

- In 2012 Heathrow handled a record number of passengers for a calendar year at just below **70 million**, up 0.9% on 2011.

- A record **75.6% load factor** was achieved on flights to/from Heathrow in 2012 up from 75.2% in 2011.

Source: Heathrow Airport
What else did visitors do here?

National Museums and Galleries

- Many national museums and galleries saw increased admissions during 2012 including:
  - Natural History Museum (South Kensington) +3%
  - Science Museum (South Kensington) +3%
  - National Portrait Gallery +12%
  - Tate Britain +5%
  - Tate Modern +11%
  - Victoria & Albert Museum (South Kensington) +15%

Source: Department for Culture Media and Sport

London Theatres perform strongly

- Figures show that 2012 gross ticket sales at 52 major theatres in the city rose by 0.27 per cent on the previous year, while attendances were up by 0.56 per cent to 14 million – not far from the 2009 peak of 14.3 million.

Source: Society of London Theatre

The West End

- Footfall counts in the West End were up on the year before in each month from August 2012 through to February 2013.

Source: New West End Company
Following the London 2012 Olympic and Paralympic Games, Britain’s overall ‘nation brand’ improved, with Britain moving up one place to be ranked fourth out of 50 major countries around the world.

Britain was ranked higher for culture (especially for sport) than it had been pre-Games, but there were also improvements for welcome and natural scenic beauty indicating that Games coverage had influenced perceptions of Britain and the British people more widely.

### Nation Brand Index comparing pre-and post-Games waves

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Post-Games Rank</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Nation Brand</td>
<td>4</td>
<td>+1</td>
</tr>
<tr>
<td>Welcome</td>
<td>9</td>
<td>+3</td>
</tr>
<tr>
<td>Tourism</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Has a vibrant city life and urban attractions</td>
<td>4</td>
<td>=</td>
</tr>
<tr>
<td>Is rich in historic buildings and monuments</td>
<td>5</td>
<td>=</td>
</tr>
<tr>
<td>Would like to visit if money was no option</td>
<td>7</td>
<td>=</td>
</tr>
<tr>
<td>Is rich in natural beauty</td>
<td>18</td>
<td>+1</td>
</tr>
<tr>
<td>Culture</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Is an interesting &amp; exciting place for contemporary culture</td>
<td>4</td>
<td>=</td>
</tr>
<tr>
<td>Excels at sport</td>
<td>5</td>
<td>+2</td>
</tr>
<tr>
<td>Has a rich cultural heritage</td>
<td>7</td>
<td>=</td>
</tr>
</tbody>
</table>

Source: Anholt GfK Nation Brand Index Survey.
“Modern Olympics is not merely a sporting event. It is also a platform to showcase the destination. London has presented its great culture and heritage, splendid countryside and the inspiring sporting events in front of the world by capitalising on the opportunity.”

China, CCTV

“The Olympics is but one of a series of otherwise regular spectacles that abound in the land that gave the world cricket, Shakespeare, James Bond and the Queen”

Australia, Sydney Morning Herald

“My perception has been changed because the food was much better and British people were much more friendly and supportive to the Japan team”

Japan, Nikkan Sports

“Amazingly funny and stylish - Britain at its best.”

Sweden, TV4

“You have shown the world the best of British hospitality”

Jacques Rogge, IOC President

“It must be said that the British are the friendliest people on earth”

Germany, Suddeutsche Zeitung

“Can we have London hosting all future Games?”

Sweden, Svenska Dagbladet
Improving our offer

Welcome

99% of departing overseas visitors during July-September 2012 said they had felt welcome in Britain.

- Five out of six visitors (83%) felt either ‘very’ or ‘extremely’ welcome (a statistically significant increase on 79% in Q3 2011).
- A slight increase in proportion who felt ‘extremely welcome’ (30% in Q3 2012 compared to 28% in Q3 2011).
- A slight increase in proportion who felt ‘very welcome’ (53% in Q3 2012 compared to 51% Q3 in 2011).

More visitors felt extremely/very welcome in Q3 2012

Source: CAA Departing Passenger Survey.
Percentage reporting feeling very/extremely welcome

Those from English speaking long haul markets more likely to feel welcome

- USA, Canada, Australia and New Zealand: 87%
- Other long haul markets: 79%
- Europe: 83%
- Germany: 87%

Source: CAA Departing Passenger Survey.
Future prospects

Our forecast for 2013

- Growth forecast in number of visits from overseas of 3% during 2013.
- Amount spent by these visitors increasing by 2.5% in nominal terms.
- This will deliver around one million more visits and half a billion pounds of spend, taking the annual tally to 32.1 million, and visitor spending of £19.2bn.

An Olympic boost – Nation Brand Index

Overall Nation Brand  Culture  Natural Beauty  Welcome

63% said the Olympics has increased interest in visiting in UK
75% agreed they now want to see more than London
Recommendations generated in Q3 2012
Could potentially reach millions.

85% very/extremely likely to recommend
If Q3 visitors recommended to 2 people
15 million recommendations

Success of the GREAT Britain campaign
Brand tracker results.

**Intention to visit** Britain in the next year is **higher** now than the pre-marketing phase in nearly all cities.

Those who remember seeing the GREAT marketing campaign are over **twice as likely to visit Britain** in the next year as those who don’t.

People want to visit destinations **outside of London** as strongly as London itself.

People maintained **high recall** of the larger pre-Olympics marketing phase even after the Games.
Looking **ahead**

With Britain’s image and reputation around the world riding high after the Games, we seized the moment to **turn viewers into visitors** and did what no other host nation has done – rolled out a post-Games marketing campaign the day after the Games ended. Our GREAT Britain campaign has always aimed to **use the interest generated by the media exposure before and during the Games to bring lasting economic benefits** through increased trade, investment and tourism.

In 2013 we launched a **growth strategy for inbound tourism to Britain**. This sets out an ambition for Britain to welcome 40 million visitors by 2020. The strategy builds on the unparalleled showcasing of Britain around the world during the Games and shows how **aligning marketing and Government policy** can deliver an economic legacy. Reaching 40 million visitors by 2020 would generate **£8.7 billion additional foreign exchange earnings** at today’s prices and support more than **200,000 additional jobs**.
Amsterdam, Bangalore, Beijing, Berlin, Brussels, Copenhagen, Delhi, Dubai, Hong Kong, Madrid, Milan, Moscow, Mumbai, London, Los Angeles, New York, Oslo, Paris, Sao Paulo, Shanghai, Stockholm, Sydney, Tokyo, Toronto, Warsaw.
Go to visitbritain.org for contact details and addresses.