

A vibrant photograph of a young Black woman with long braids, wearing yellow-tinted glasses and a striped shirt, smiling broadly while holding a blue water bottle. She is standing on a city street with a red double-decker bus in the background. The scene is bright and colorful, with a red border around the image.

VISIT LONDON

MEDIA PACK 2025

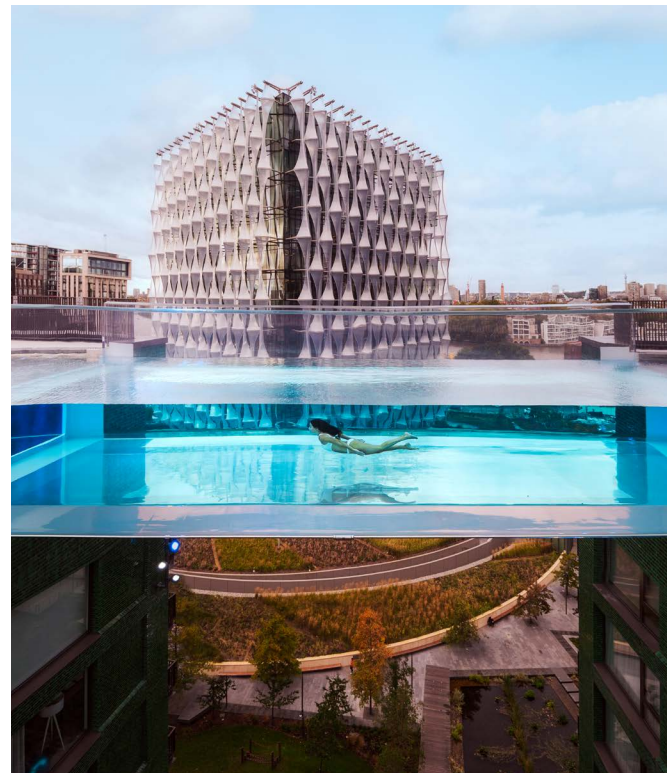
LAST UPDATED APRIL 2025



London crowned world's most popular destination for 2025

Proudly promoting the best London has to offer. Inspiring and influencing domestic and international visitors to have the ultimate London experience.

25th anniversary edition of the
TripAdvisor Travellers' Choice Awards



About us

Visit London is part of London & Partners, London's growth agency, and a social enterprise – meaning any investment with us supports London.



We are the only official visitor guide for London, and we are supported by the Mayor of London.

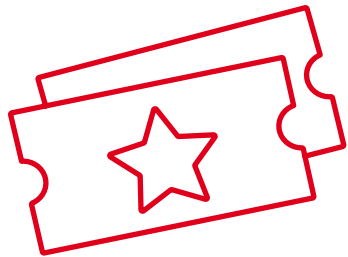


Visit London has influenced over 242 million users on visitlondon.com since joining with London & Partners in 2011.



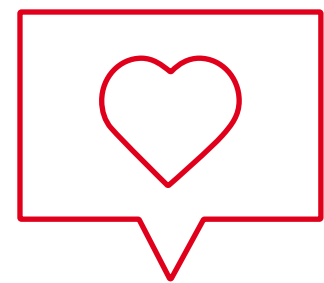
Visit London has evolved to have a multi-channel presence with social, email and app.

We are the go-to source for discovering London



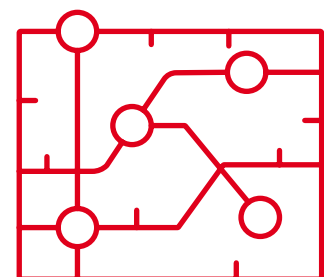
Tickets

Our audience can quickly and easily book theatre tickets, top attractions in London, sightseeing tours and epic experiences via our trusted partners.



Inspiration

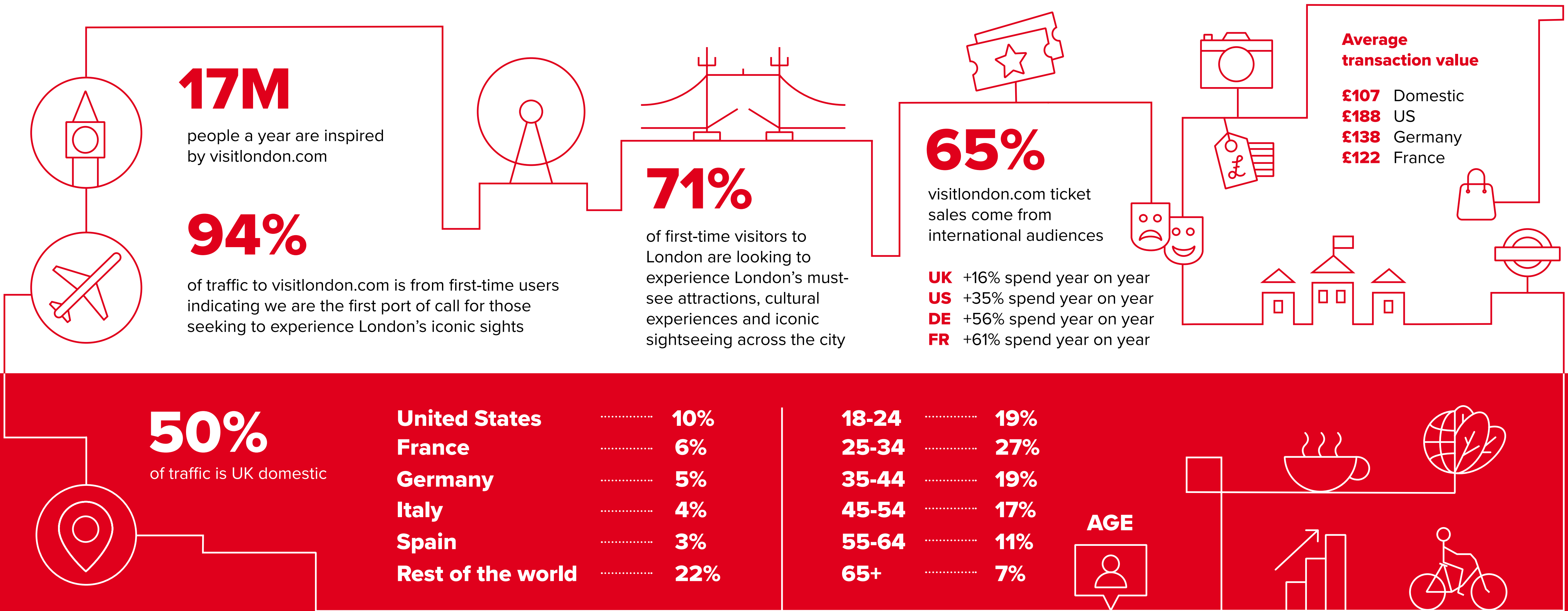
Promoting London's best, the visitlondon.com website, alongside its app, email marketing and social media channels, inspires more than 20 million people each year.



Information

The official visitor's guide to London, visitlondon.com provides everything our audience needs to know about their visit, from the best things to do to practical information such as transport, handy maps and accommodation.

Visit London audiences are large, diverse, and growing

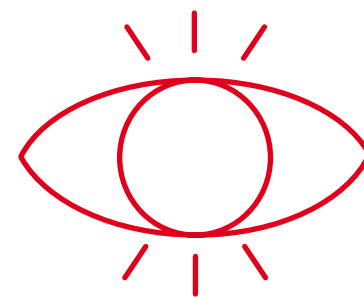


Visit London inspires millions of people a year



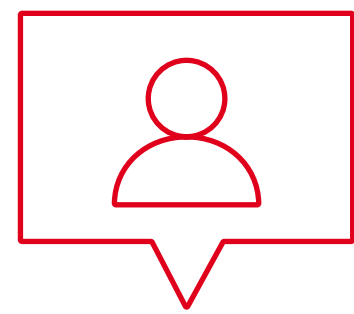
168M

engagements a year across
all four digital channels



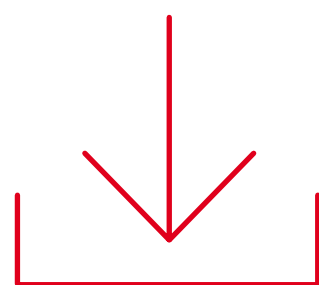
46M

web page views a year



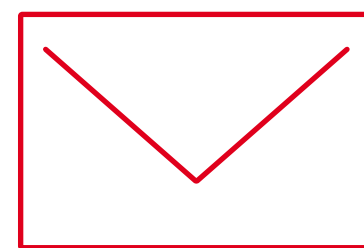
4.6M

total social media followers



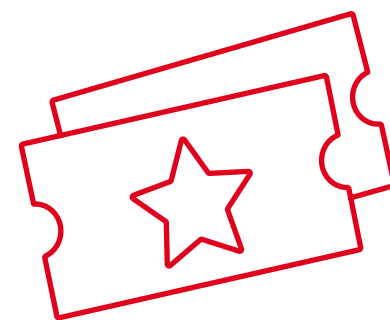
1.7M

Visit London app downloads



170K

newsletter subscribers globally



£6M

ticket sales each year
through [visitlondon.com](https://www.visitlondon.com)



We inspire those looking for the iconic London experience

Family Adventurers

Families who thrive on excitement and exploration, looking for attractions and activities that cater to all age groups. They're drawn to interactive museums, immersive experiences, and engaging outdoor experiences like the London Eye or Thames River Cruises.



Bucket List Tickers

Travellers driven by ambition to check off iconic landmarks and quintessential London experiences. From Buckingham Palace and Tower Bridge to indulging in afternoon tea, they want to experience everything that defines London's global reputation.



Cultural Connoisseurs

Individuals passionate about art, history, and heritage, seeking London's world-renowned galleries, historic sites, theatre productions, and cultural festivals. They appreciate iconic spots like the British Museum, Tate Modern, or Shakespeare's Globe.



Seasonal Sightseers

Visitors flocking to London for its magical transformations during festive seasons or major events like Christmas lights, New Year celebrations, or springtime blooms at Kew Gardens. They value seasonal tours and experiences tailored to these occasions.



Domestic Day Trippers

UK residents planning quick visits to enjoy London's vibrant atmosphere, famous landmarks, and accessible attractions. They favour condensed itineraries and direct travel links for memorable yet short stays.



Big Money Spenders

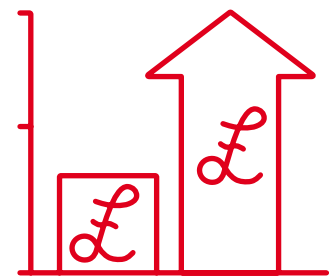
London is renowned for its iconic attractions, world-class theatre and famous sights. Visit London audiences like to treat themselves when experiencing all that London has to offer. We have seen an average 42% increase in spend on Visit London year on year.



Why Visit London?



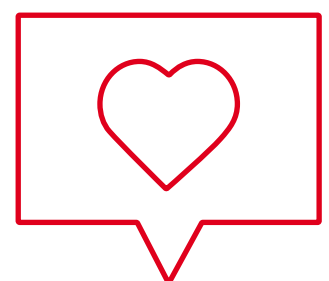
Visit London is in **position 1 on Google** for over 50 high volume searches including 'Things to do in London' 'Family activities in London' and London attractions'



£6 million of ticket sales each year through visitlondon.com

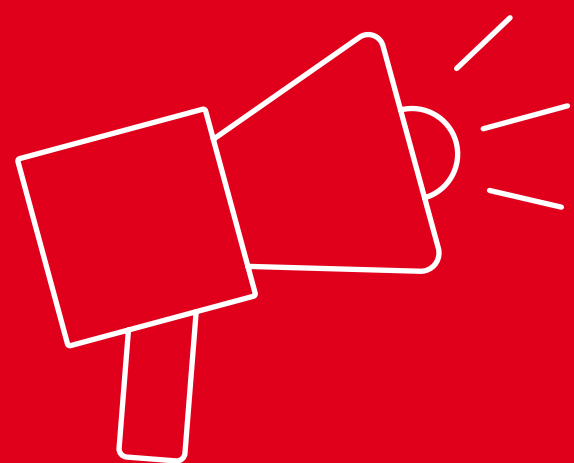


Revenue has seen an average year-on-year **increase of 18%**

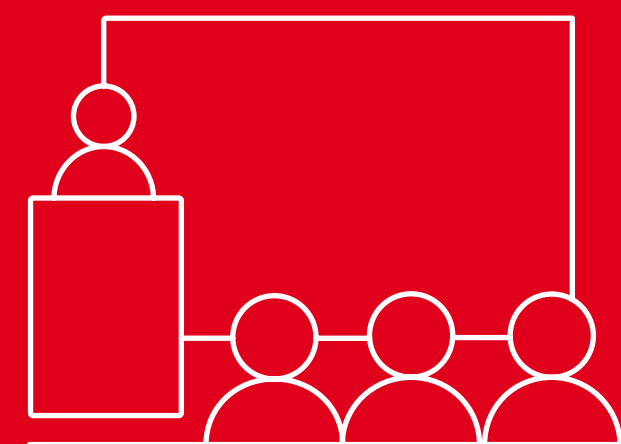


Increasing social media following by **50,000 a month**, fastest growing channel TikTok

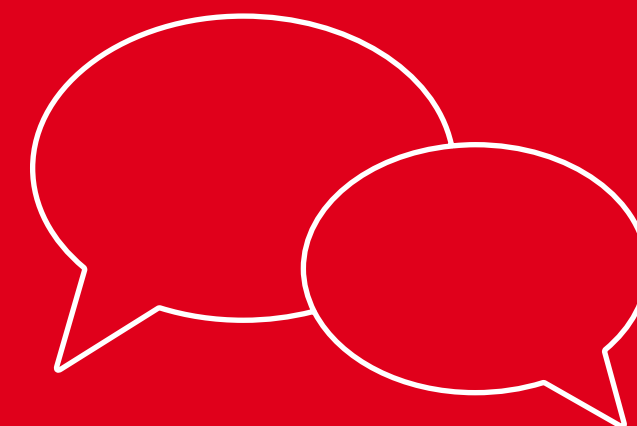
Reach our audiences through Visit London channels



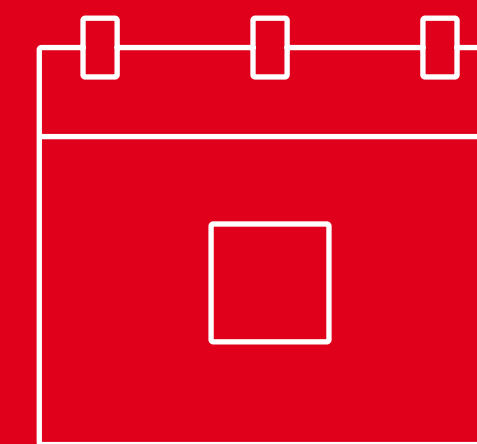
Retain brand recognition and recall with sitewide digital advertising on [visitlondon.com](https://www.visitlondon.com).



Inspire and educate visitors about new products through original content creation and distribution at their dreaming stage.



Influence visitors' itineraries while in destination through prominent positioning across platforms.



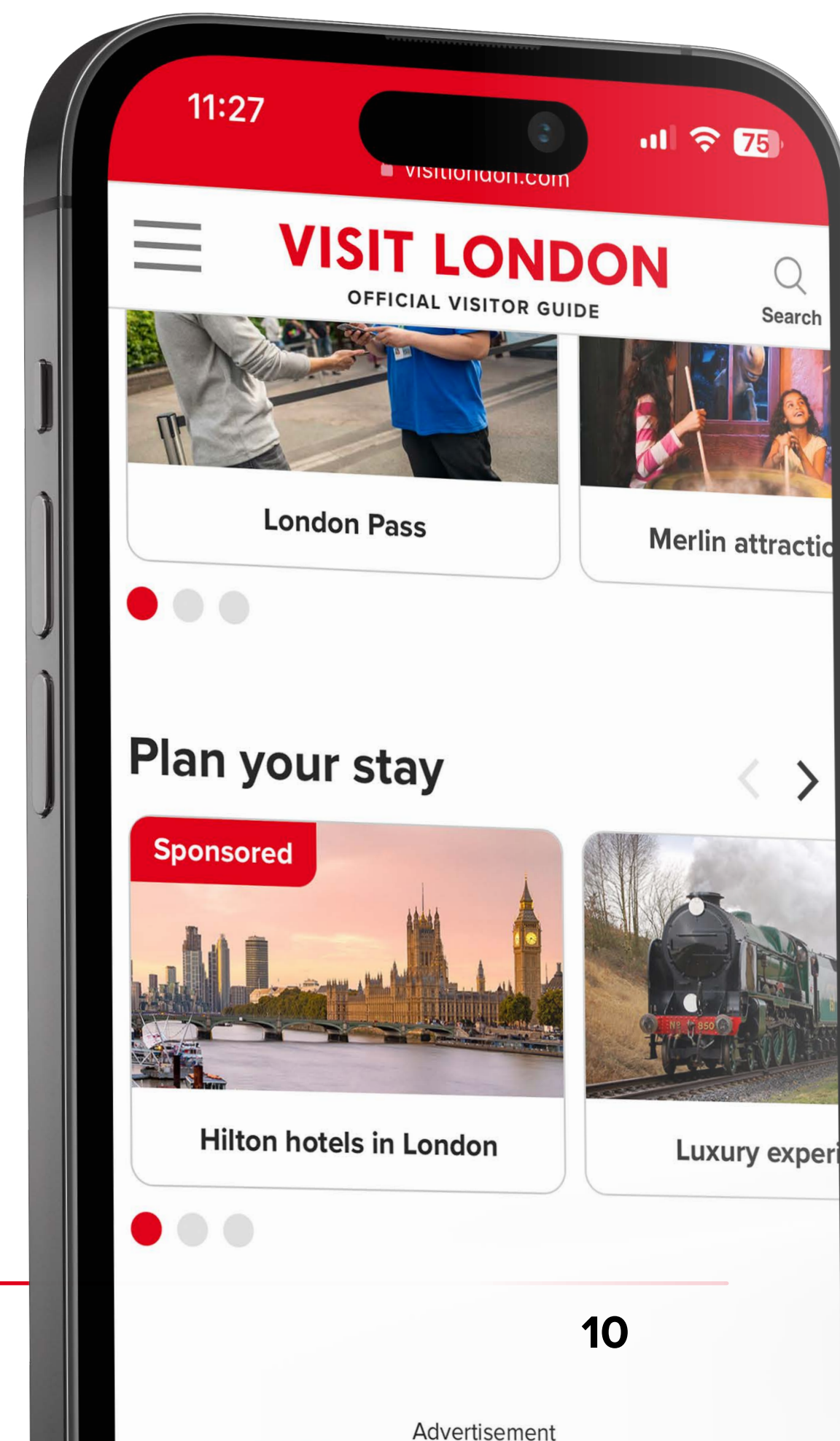
Optimise your key promotional moments across digital platforms for visitors who are planning and booking.

Feature prominently on visitlondon.com

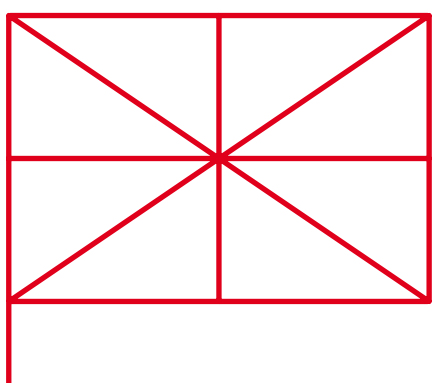
Visitlondon.com is the go-to website for visitors looking for inspiration about experiences and sightseeing in the capital. Consistently ranking number one on Google for 'Things to do in London' and 'London Attractions'.

Content inclusions such as promo boxes, spotlight banners, or page tiles are great ways for your product to stand out amongst competitors and influence visitors' itineraries. Align your product with relevant visitlondon.com high-traffic pages so your product can be seen by thousands of domestic and international visitors and drive bookings.

Sitewide **display advertising** supports retaining brand awareness. We offer flexible and scalable options for display placement across visitlondon.com



Optimise key promotions via email communications



UK Audience

80K

subscribers

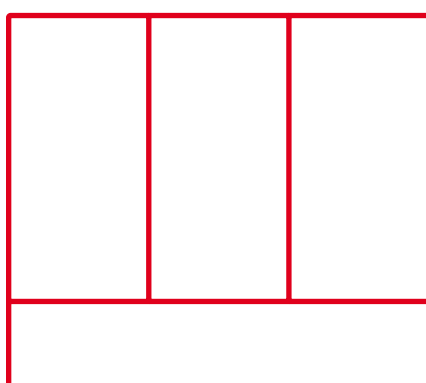
60%

average open rate

3%

average unique
click through rate

Monthly newsletter sent



**European
Audience**

38K

subscribers

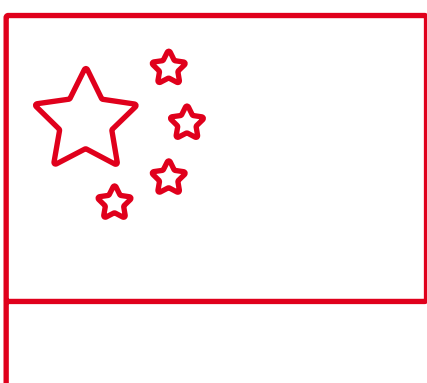
63%

average open rate

4%

average unique
click through rate

Quarterly newsletter sent



**Long Haul
Audience**

52K

subscribers

66%

average open rate

4%

average unique
click through rate

Quarterly newsletter sent



Elevate your marketing with engaging social content

A dedicated social media reel or static carousel post across our four social platforms are a great way to inspire audiences and retain brand awareness.

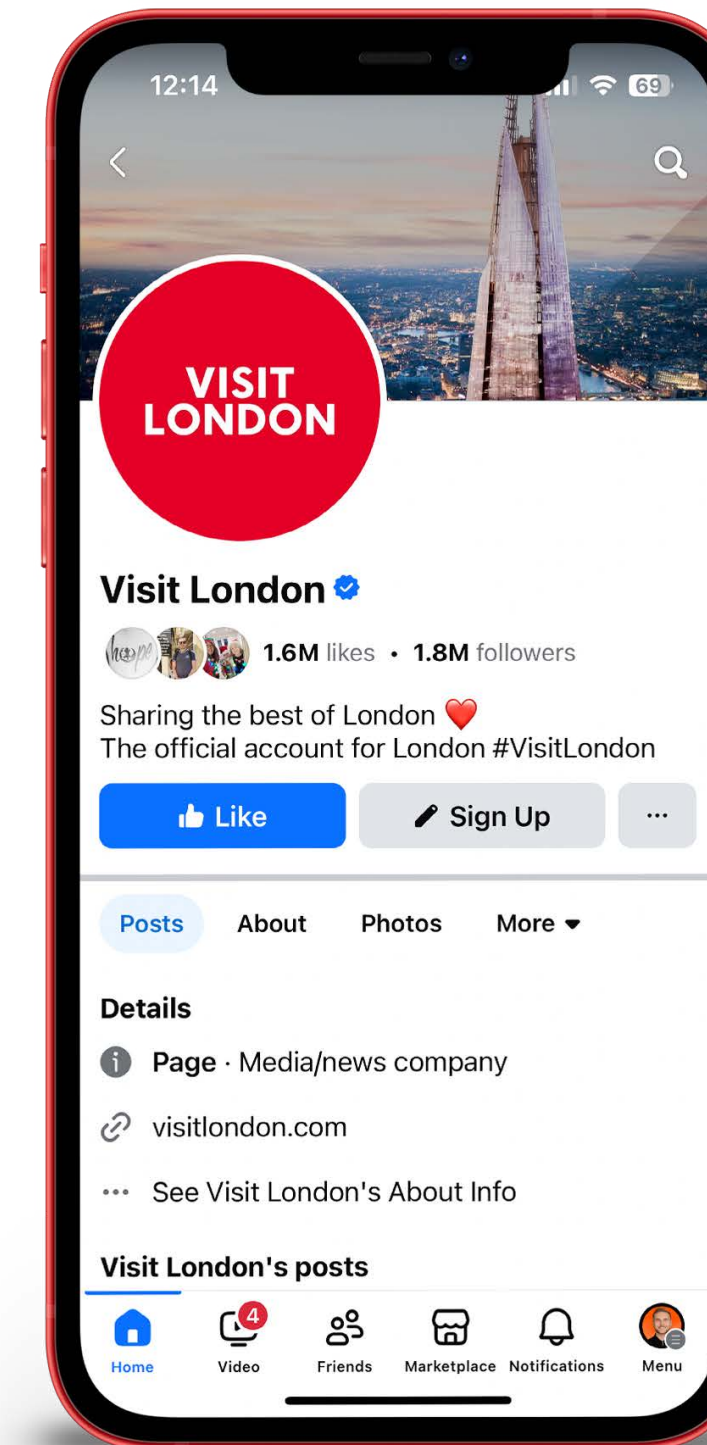
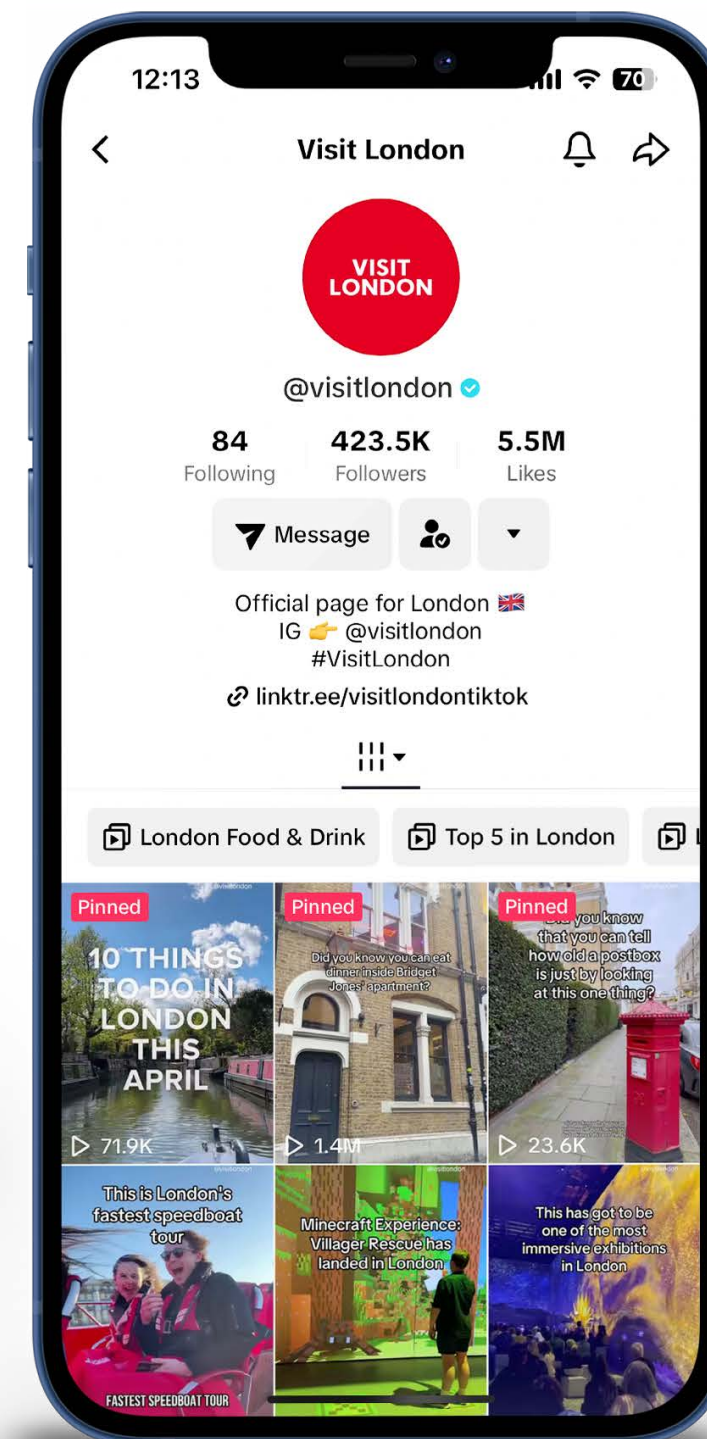
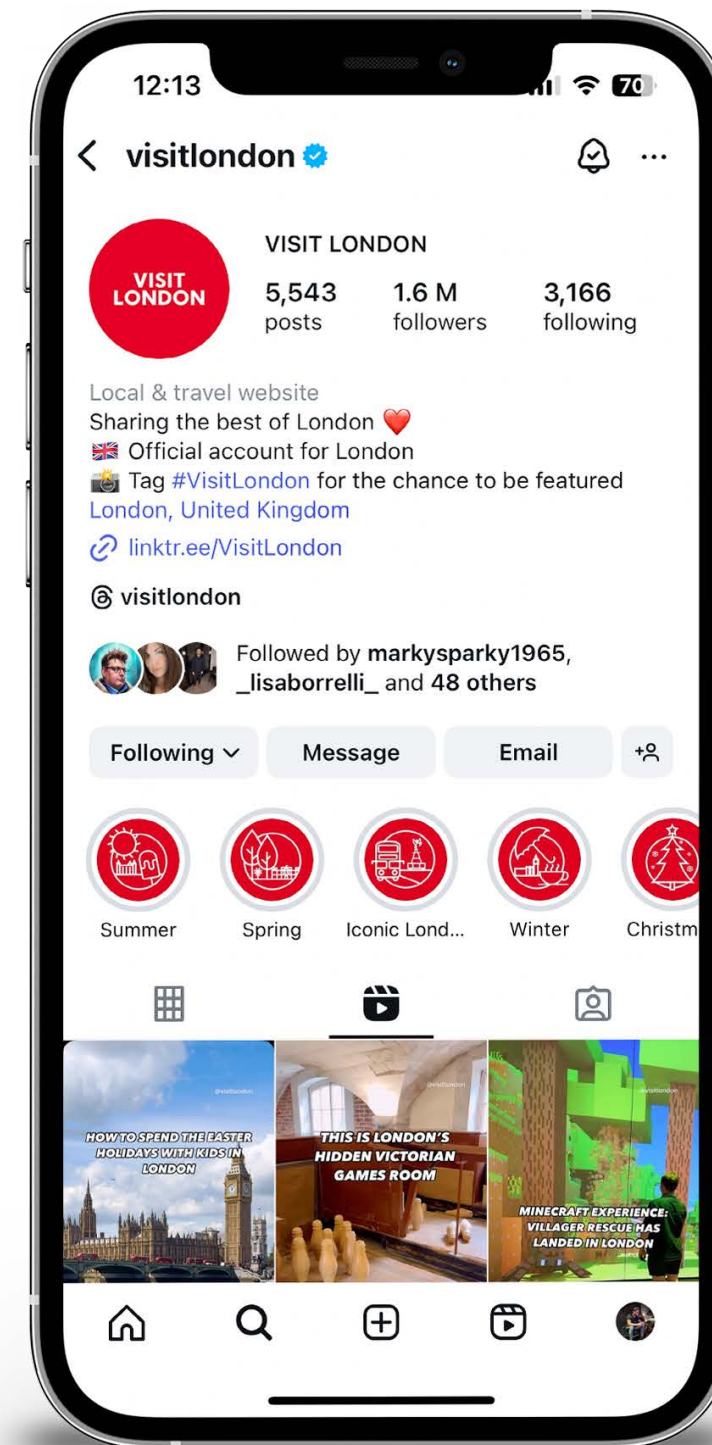
The Visit London social team produces informative, engaging and beautifully aesthetic content.

f **1.8M**
Facebook followers

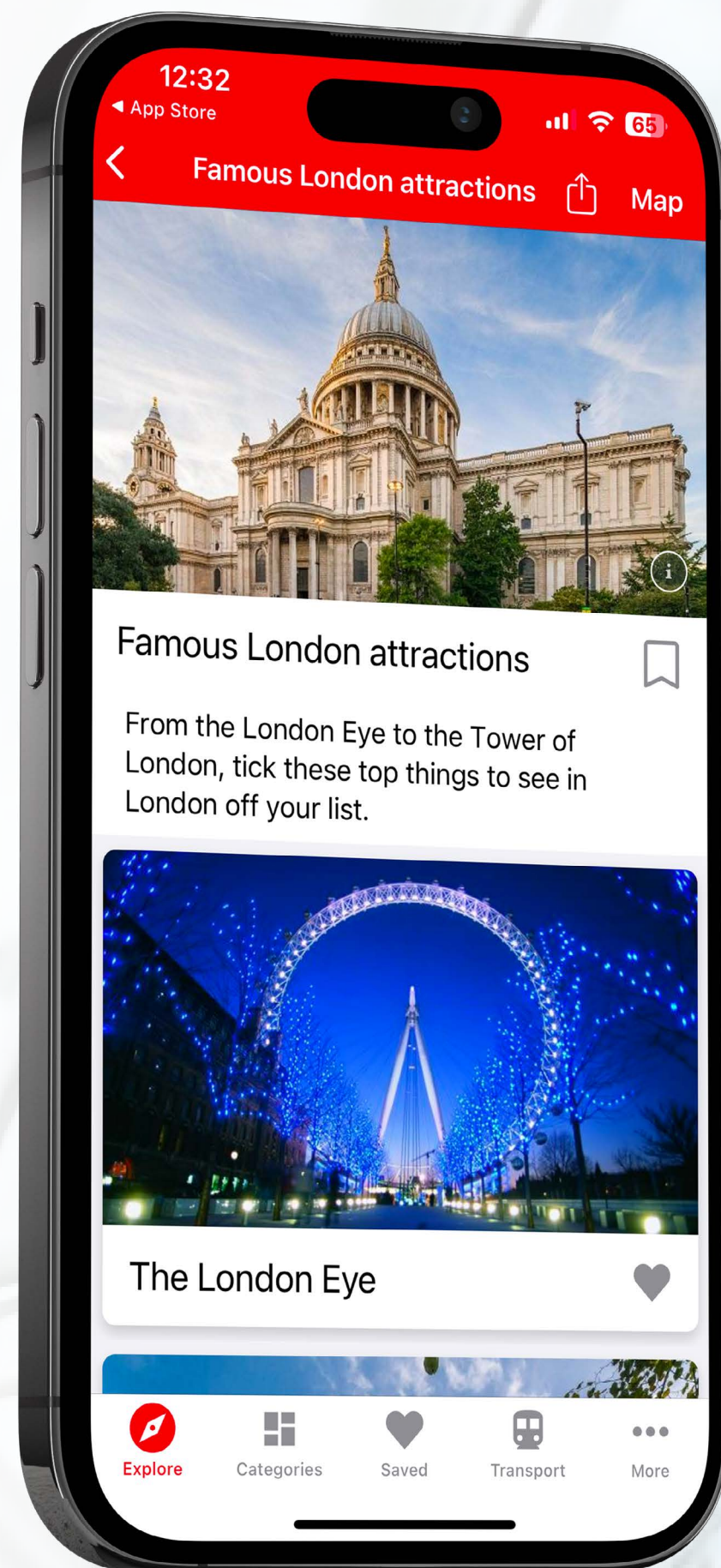
@ **1.6M**
Instagram followers

X **710K**
X followers

d **420K**
TikTok followers



Influence visitors in-destination via the Visit London app



4.7

Average review score

17K

Monthly active users

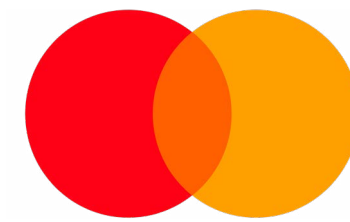
1.7M

Downloads

9min

Average engagement time

London's major attractions we have worked with...



Check out our success stories

Tap each example to find out more.



Hilton 12-month campaign

Objective

Promote and influence consideration of Hilton Hotels London's portfolio, securing revenue from room reservations and incremental food and beverage spend.

We delivered

The campaign positioned Hilton as the headline accommodation sponsor including an in-built booking widget on visitlondon.com.

Visit London delivered three new pieces of social content for Hilton's flagship hotels.

Created a centralised Hilton landing page on visitlondon.com.

Featured Hilton regularly across Visit London app and newsletters.

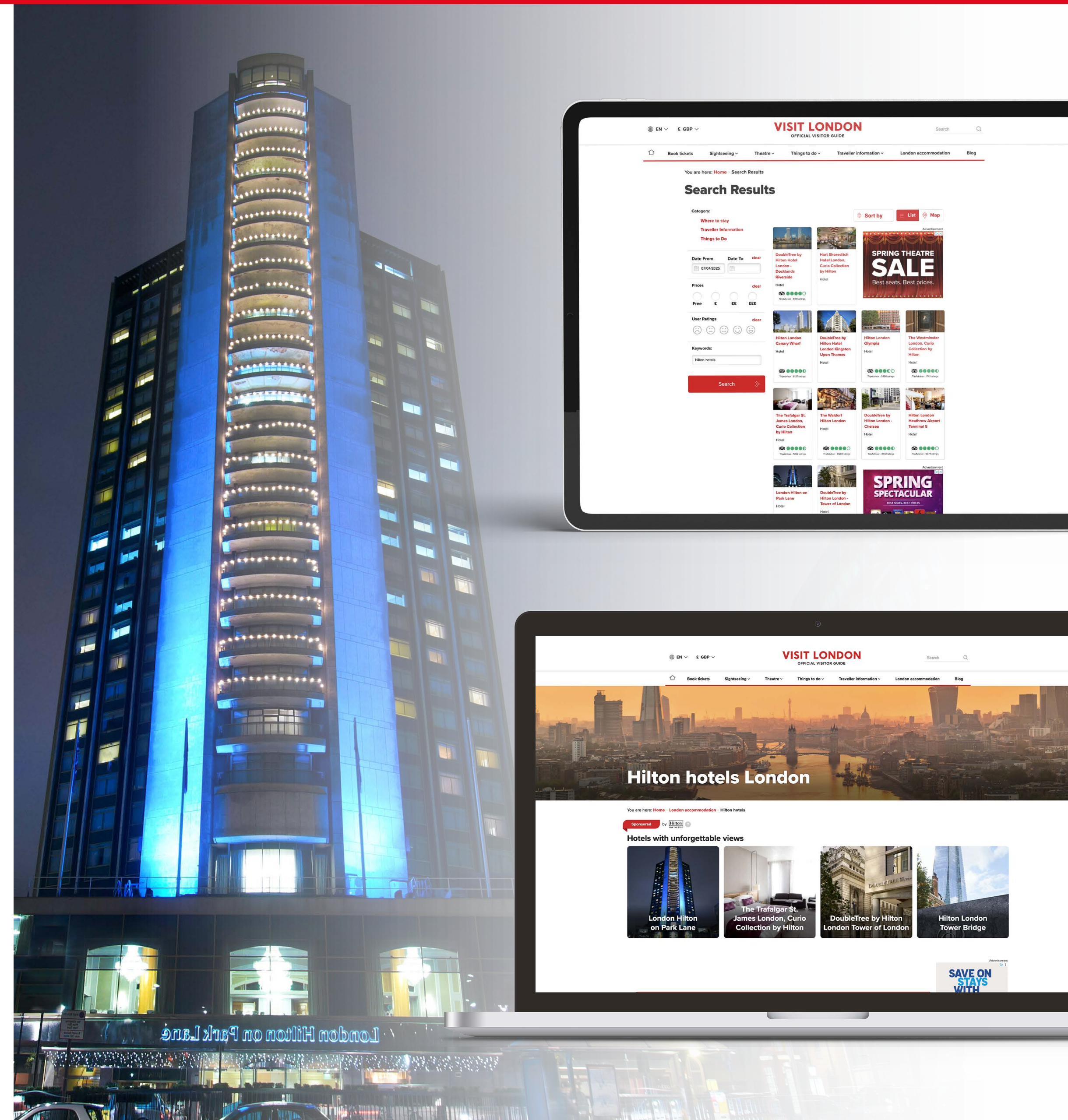
Successes

Generated revenue for Hilton hotels and secured ROAS.

Delivered millions of impressions across Visit London channels,

Created social media content which has been **picked up by Hilton head office in US.**

Secured **renewal of partnership** for a second year.





2-month campaign

Objective

Inspire and encourage domestic visitors with strong intent on visiting London to explore the City of London.

We delivered

Dedicated event page for Borealis at Guildhall Yard.

Sitewide display advertising.

Adverts and content linked to a single Visit London article page promoting City of London things to do.

Three new pieces of social content.

Successes

Exceeded all KPIs

1.6 million

ad impressions delivered on visitlondon.com

179k

unique users to event listing

116k

social engagements





4-month campaign

Objective

Drive awareness and consideration of the Big City Saver pass and inspire booking on site.

We delivered

Sitewide display advertising.

Promotional content features across multiple high-traffic pages including visitlondon.com homepage, 'Top 10 attractions' page and 'Things to do' page.

Email inclusions in six Visit London newsletters sent to UK, long haul and European databases.

Featured positions on the Visit London app.

Two reels and two stories across Visit London social channels.

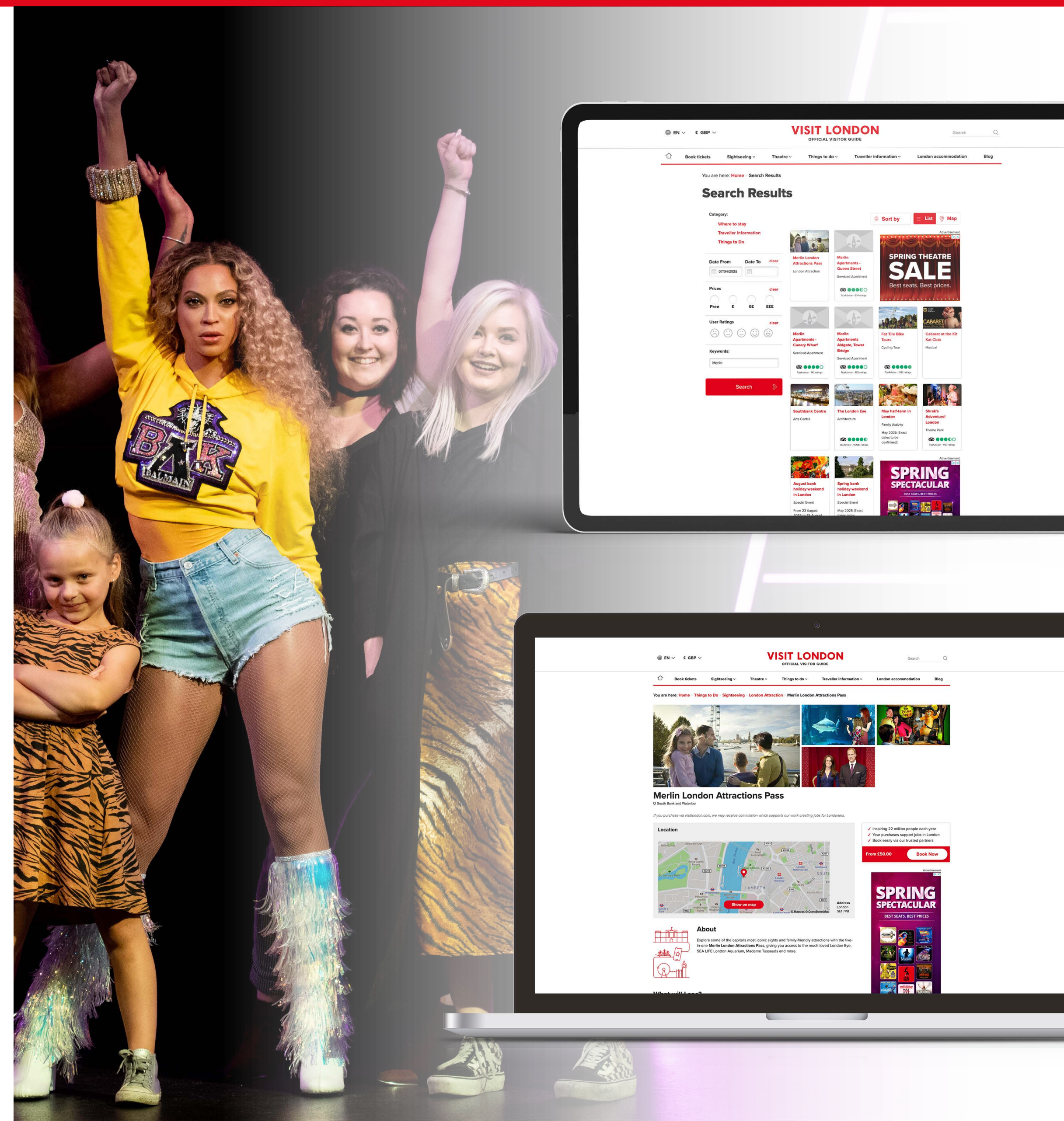
Ran a user survey to assess product recall and intention to purchase.

Successes

8 million
display impressions delivered

267%
increase on content
impressions target

19%
CTR from visitlondon.com Big City
Saver product page to Big City
Saver website





Rate card

Visitlondon.com

Display advertising	£5,000
<ul style="list-style-type: none">• Sitewide prominent positioning of advertising creatives• Prices start at £5,000 (500k impressions £10 CPM)	
Content inclusions	£5,000
<ul style="list-style-type: none">• Promotional feature box and copy on high-traffic pages• 5 inclusions• On site for three months	

Email

Solus email	£3,000	Newsletter inclusion	£2,000
<ul style="list-style-type: none">• Two markets• English, French and German version (in-house translators)		<ul style="list-style-type: none">• UK & Europe/ Long Haul Newsletter inclusion• English, French and German version (in-house translators)	
Solus email	£2,000	UK newsletter inclusion	£3,000
<ul style="list-style-type: none">• One market• English only		<ul style="list-style-type: none">• Feature box with copy and imagery on one of the 12 monthly UK newsletters	

App

- Visit London app official sponsor POA

Social media

Dedicated social media reel	£5,000	Dedicated social media static carousel	£2,500
<ul style="list-style-type: none">• Shared on Instagram, Facebook, X and TikTok• Includes filming, two rounds of edits, copy with the post, b-roll and ownership of content• Text and links to social accounts on post		<ul style="list-style-type: none">• Also shared across Facebook and X• Text and links to social accounts on post	

Seasonal social media competition campaigns

Summer Giveaway

Competition prize giveaway hosted on Visit London social media pages

Mega influencers on Instagram **1.5 million followers**

Only **12 spaces** available

Reel **£5,000** or Static post **£2,500**

Campaign runs June - August

12 Days of Christmas

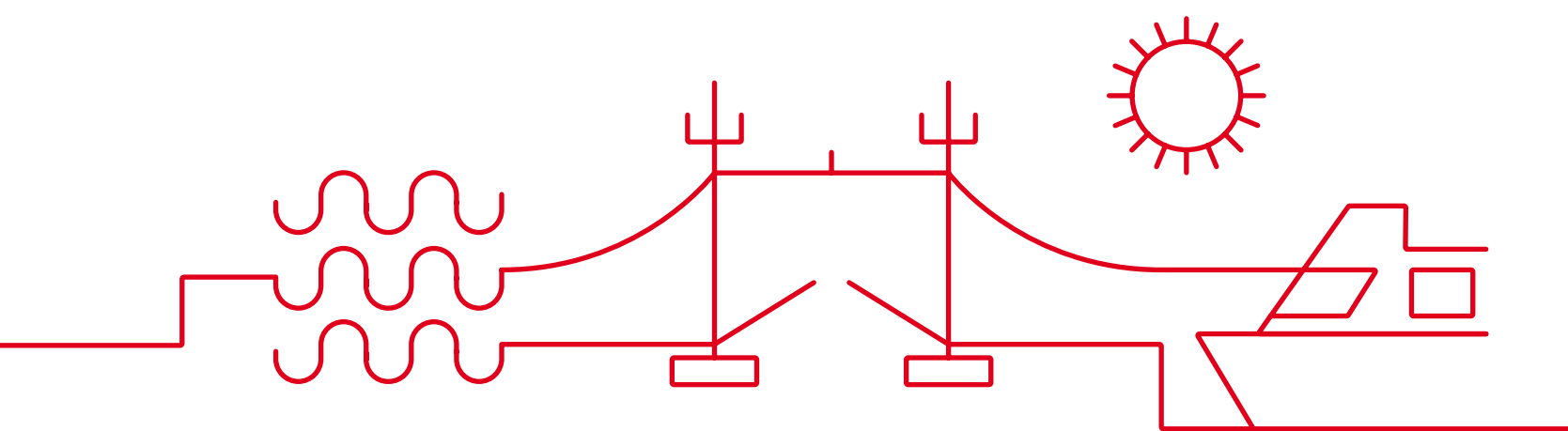
Competition prize giveaway hosted on Visit London social media pages

2024 campaign generated **over 1 million engagements**

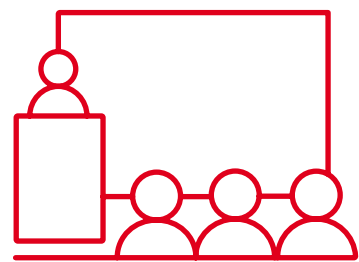
Only **12 spaces** available

Reel **£5,000** or Static post **£2,500**

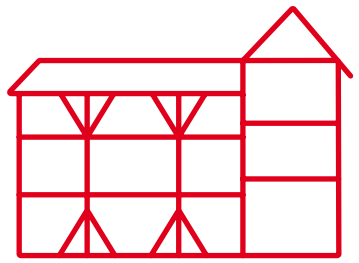
Campaign runs November - December



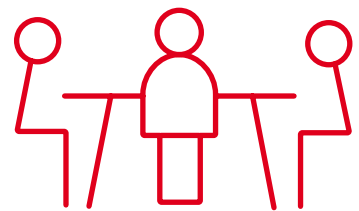
Bespoke partnerships



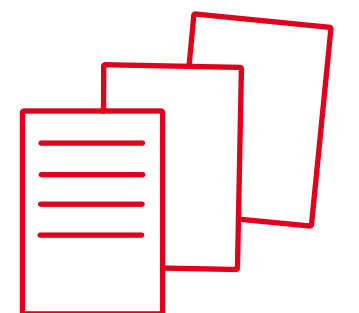
Explore opportunities to elevate your brand further through Visit London's expertise and reach.



Showcase your venue, destination, or attraction to an ever-growing audience both domestically and internationally.



Working collaboratively with Visit London's creative and content teams to craft a tailor-made, multi-channel marketing proposition that resonates with your unique goals.



Bespoke campaigns start at £50,000+VAT, offering a comprehensive strategic plan which includes prime spots on [visitlondon.com](https://www.visitlondon.com), the Visit London app, social media platforms, and newsletters.



Achieve your marketing goals with us.

Team up with experts who care as much about your success as you do.



Cathryn Peterson
Business Development Manager -
Sponsorship & Advertising

cpeterson@londonandpartners.com

VISIT LONDON

