

12 steps to preparing for the **London 2012** Games



1. Sign up for the newsletter



Browse the site and register for the monthly newsletter to receive the latest updates:

www.Tourism2012Games.org

2. Maximise the media opportunity



Think about your media angles – do you have Olympic-related stories? A famous athlete? Read Paul Gauger's top tips on leveraging media: www.Tourism2012Games.org

3. Make use of stunning, free imagery



The “2012 Games inspired” images are free to download and can be used in your promotions:

www.visitbritainimages.com

4. Be knowledgeable



Appoint a champion to make sure your business knows all the latest news about the Games

5. Use the logo in your promotions



The logo is free to download and can be used in your marketing collateral:

www.visitbritainimages.com

6. Provide a world-class welcome



Invest in providing the best possible welcome for visitors through training, improved accessibility, fair pricing and more: www.Tourism2012Games.org

7. Read up on how you can and can't refer to the Games



LOCOG has produced brand protection guidelines specifically for the tourism industry to explain and exemplify how you can talk about the Games: www.Tourism2012Games.org

8. Find out what's going on in your local area



Are there cultural events, Pre-Games Training Camps or Torch Relay activity going on near you?
If so, consider how you can get involved: www.london2012.com

9. Read "2012 – Great reasons to sell London and Britain"



2012 – Great Reasons to Sell London & Britain

Reason 1
2012 is shaping up to be a great year to be in Britain, and the world is invited.

- Every year London and Britain host thousands of exciting events spanning theatre, music, dance, comedy, cinema, art exhibitions and special events - from London's Theatreland to Edinburgh's Festivals, with millions of visitors bringing these events to life, and flocking to experience Britain's world renowned built and natural heritage.
- In 2012 it will just get bigger and better with the culmination of Britain's Cultural Olympiad, a four-year celebration of Britain's Cultural heritage and culture. Keep up to date with showcasing Britain's culture at <http://www.london2012.culturalolympiad.com>
- In June 2012 HM The Queen's Diamond Jubilee, 60 years on from the Coronation, will be celebrated in events across the country with the pageantry and personality for which Britain is world renowned.

Reason 2
Visitors arriving in Britain during 2012 can look forward to a fantastic welcome...

- The UK industry is uniting behind a 'Welcome to Britain' campaign which aims to improve the experience of visitors at every stage of their journey - from the moment they first start thinking about Britain right up until when they return home and tell their friends and family about their trip. Improvements being worked on for 2012 include enhanced facilities and procedures at airports and world class customer service throughout the capital.

Reason 3
— and exceptional value for money...

- Based on current exchange rates Britain represents exceptional value for money for visitors, and for word of mouth from the UK, Asia and Euro areas. This is one of the reasons why holiday visits to Britain grew by 3% during 2009, bucking the global trends.
- Visitors can continue to see more of London and Britain for less through money saving offers on both visitbritain.com and visitbritain.com sites, with excellent savings on theatre tickets through to Olympic cards. You will always find great commercial value.

Reason 4
— with a wide variety of accommodation options across the country.

- London's hotel room supply is forecast to increase by 12% between now and 2012 - an increase of 13,000 rooms - taking the total hotel room supply in the capital to over 120,000 by the time of the Olympic and Paralympic Games, contributing to a total stock, including well catering and university accommodations of over 140,000 rooms.
- England already has a known accommodation stock of 1,200,000 bed spaces (390,000 rooms) from simple and comfortable through to luxury options.



And during the Olympic and Paralympic Games...

Reason 5
Britain is at the heart of the global transport network, boasting some of the world's most connected gateways.

- London's five airports, including the magnificent Heathrow Terminal 5, form a global aviation hub serving 637 airports around the world. The rest of the UK boasts 30 airports with excellent regional, European and international connections. On an average day these airports welcome 65,000 visitors into Britain, demonstrating Britain's capacity, ease and expertise in managing arrivals.
- London's St Pancras Station is the spectacular gateway for transatlantic rail services from Europe handling 27 arrivals a day from Paris and Brussels. St Pancras will also be the main gateway to Olympic Park via the Jubilee train service during the Games.

Reason 6
Getting around London and Britain during 2012 will be as easy as ever.

- Visitors to London at any time of the year can enjoy substantial savings on bus, tube, light railway and tram journeys offered by London's famous Oyster Cards. Overseas visitors can ride the rails in any destination in Britain with the excellent value for money British Passes. Both available from visitbritain.com/shop

Reason 7
It's business as usual for visits and events.

- Britain's hospitality, transport and security industries are well used to serving large events all over the UK. The seven year lead time to the Olympic & Paralympic Games has given our industry plenty of time to be fully accommodable to the Games as well as normal year on year business.

Reason 8
Britain is committed to fair pricing and practices in 2012.

- Over 300 venues and hospitality suppliers have already signed a Fair Price and Practice Charter by which they undertake that their pricing to be offered during the period of June 1st to September 30th 2012 will be fair and reasonable. The Charter is a partnership between London, VisitBritain and the UK tourism industry. And during the Olympic and Paralympic Games...

Reason 9
Visitors, Games visitors, and locals alike – London will be Everyone's city.

- The Olympic Park and the majority of the Games will take place in East London, with little impact on popular tourist sights in London's West End and surrounding area.
- July and August are traditionally quiet months on the London transport network. Daily commuters and 'rush hours' outside as Londoners take time off to coincide with school holidays.

Reason 10
And everyone can enjoy the unique atmosphere of the Olympic and Paralympic Games.

- Although the majority of the Games will be in East London, the spirit of the Olympic and Paralympic Games will cross the streets of London and across the UK creating an unforgettable time to be in Britain.
- Across the UK, the Olympic Torch Relay and Paralympic Torch Relay will weave their way towards London in advance of the Games, giving all visitors the chance to witness with the Olympic experience.
- Visitors to London can witness the spectacle of the Games cycling events, Down on Dorset's Jurassic Coast, enjoy the sight of the world's fastest sailors will be on view as they race out of Portland Lighthouse.
- Alternatively visitors can join locals at any one of 18 Live Sites from Edinburgh to Plymouth to celebrate Britain's greatest party. These will not only be a magnet for watching the sporting events on big screens, but an integral part of the Olympic experience.
- The Olympic Park is only 7 minutes away from London St Pancras by Jubilee train, serving there every 3 minutes from either St Pancras or from Highbury. St Pancras itself is connected to the London Underground, bus and served by 16 bus routes.
- Additionally the Olympic Park will be accessible by Tube, train, bus, taxi, coach, river services, on foot and by bicycle and by the fully accessible Docklands Light Railway which is an excellent option for disabled visitors travelling to a number of London 2012 venues.

www.visitlondon.com/trade
www.visitbritain.org



Read our myth busters document and spread the word to consumers, media and international travel trade about the great reasons to sell Britain in the year of the 2012:

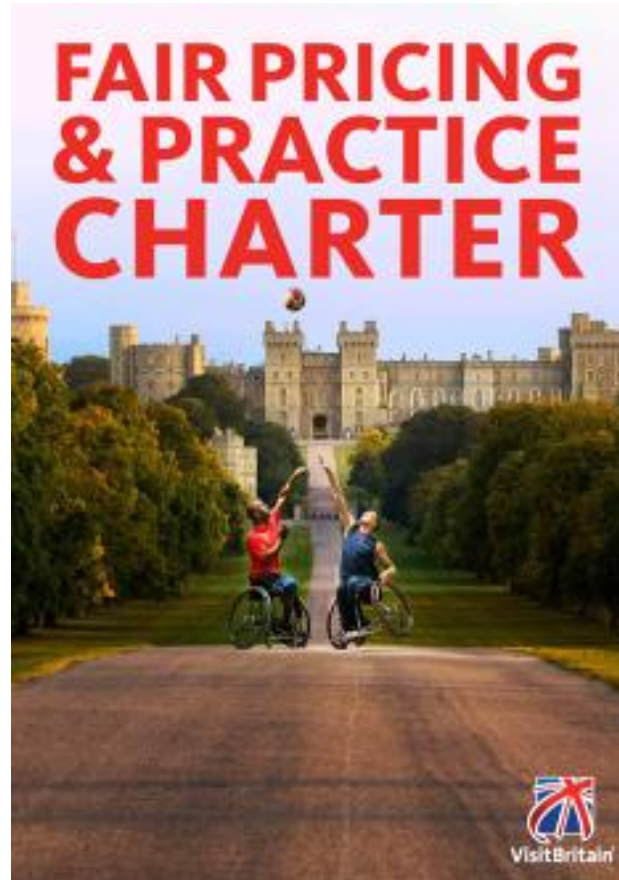
www.Tourism2012Games.org

10. Create links – make it easy for the customer



Make it easy for your customers – add a page to your website with links to www.london2012.com and other relevant organisations

11. Sign the Fair Pricing and Practice Charter



Commitment to fair trading terms during 2012 and inspire consumer and trade confidence:
www.Tourism2012Games.org/fppc

12. Take the initiative – today!



Use our 12 steps to kick start your plans to be part of the biggest event on the planet and find a wealth of advice and resources on www.Tourism2012Games.org