

Economic Impact

Lessons from the loss of the Cutty Sark

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MARITIME GREENWICH - WORLD HERITAGE SITE

Volume and Value of Tourism

- Tourism is currently worth over £580 million to the local economy
- Directly supports over 8,000 jobs, approx 10% of the economically active population
- Greenwich attracts over 9 million visitors a year
- The o2 attracts a further 10 million people each year

Dealing with the aftermath of the fire

- Focus on providing positive messages, ‘the ship will be reopening’
- How do we manage the large number of people now coming to see the site
- Worked with transport operators to provide additional information for visitors en route
- Council staff on site to direct visitors to other attractions in the World Heritage Site

Still open for business

- Creating positive PR messages for the Trade
- Dealing with a lack of information as to the future
- Delivering pro-active Visitor Information to the visitor
- Directing visitors to other parts of the World Heritage Site

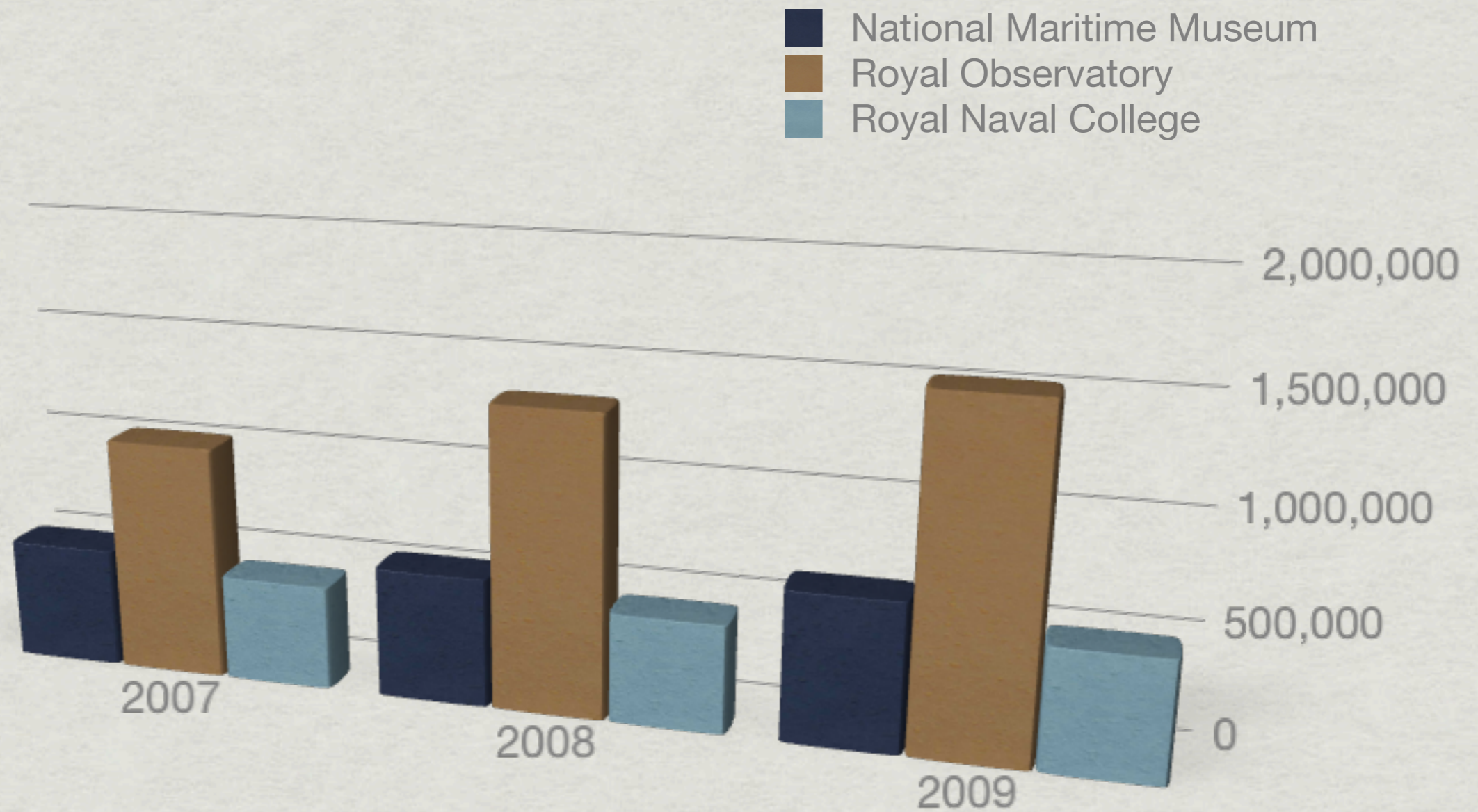
Planning for the next three years

- How do we ensure that visitors will still come to Greenwich?
- How can our local stakeholders help with that process?
- Focused activity around our local Marketing Partnership to present a single Greenwich message
- Used the emerging plans for the Cutty Sark as the catalyst to generate further interest

What did that look like in reality?

- Integrated marketing campaign using web, print, pr and advertising
- Seasonal focus on other sites in Greenwich, National Maritime Museum, Royal Observatory, Old Royal Naval College in particular
- Emphasis given to maximising the value of PR
- Enhanced programme of special events in the other sites

What was the impact in terms of visitors?



Dealing with hiccups along the way

- Delays with the restoration of the ship
- Completion date is now Spring 2011 (originally May 2010)
- Limited visitor access to the site to view conservation works (no access at the moment)
- Impact on the London Marathon in terms of logistics and television coverage

Where are we now?

- Visitors still arriving in Greenwich to see the Cutty Sark
- Work will shortly get underway to refurbish Cutty Sark Gardens in order to give the ship a fitting backdrop
- The area will be a focal point in 2012 with plans for an Olympic Live Site and a number of Cultural Activities
- The final elements of the funding package are being secured prior to the ship being lifted

Conclusions and lessons learnt

- The economic loss of such an iconic attraction can be mitigated
- Redirecting visitor focus onto other attractions can be achieved with co-ordinated marketing activity
- The priority should be clear and concise information to the visitor
- A catastrophe can be turned into a positive, we will have a 'new' Cutty Sark in 2011



CUTTY SARK - MAY 2011

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