

TOURISM LONDON'S STRATEGIC PLAN 2023-2027



VISION

Tourism London is a trailblazer in developing real experiences, promoting its vibrant and diverse visitor destination and attracting and hosting people with warm, genuine hospitality.



STRATEGIC PLAN

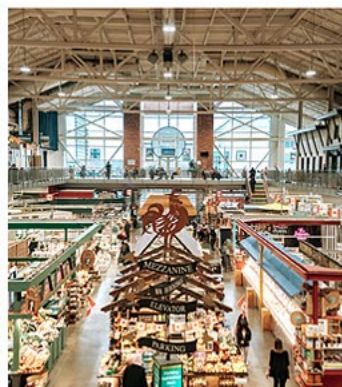




STRATEGIC PLAN

PURPOSE

We enhance the reputation of our city and grow the resilience of our sustainable tourism ecosystem by driving tourism visits and spending, collaborating with industry partners and enriching our community.



GUIDING PRINCIPLES

Provide a broad philosophy that encompasses the values of Tourism London:

A background image for the 'DIVERSE' principle showing a large, colorful mural of a woman's face on a wall. Two women are standing in front of the mural, looking at it. One woman is wearing a purple top and a blue skirt, and the other is wearing a patterned top and dark pants.

DIVERSE

A background image for the 'TRAILBLAZING' principle showing a woman in a white suit singing into a microphone on a stage. A man in a dark suit is standing next to her, and a crowd of people is visible in the foreground.

TRAILBLAZING

A background image for the 'CREATIVE' principle showing a group of people in red jackets celebrating and holding a large trophy. A crowd of people is visible in the background.

CREATIVE

A background image for the 'COLLABORATIVE' principle showing two people in racing helmets and gear driving a go-kart. The go-kart has a logo on the front that says "LONDON'S PLACE TO".

COLLABORATIVE

STRATEGIC DIRECTIONS

Provide a road map to harmonize the specific actions, deliverables and performance metrics enacted through all other departmental or subject-specific plans.



TOURISM LONDON'S STRATEGIC DIRECTIONS



**Branding, Marketing
& Fulfillment**



Destination Development



**Financial Stability & Risk
Management**



**Industry & Community
Collaboration**



**Talent Capacity &
Development**



STRATEGIC PLAN

IMPLEMENTATION PLAN



To be successful, the Board of Directors, management and staff must be mindful of and firmly committed to the path that has been set out.

All partners must be bold enough to take the risks and make the sacrifices to achieve meaningful outcomes.

ENTERPRISE RISK MANAGEMENT



RISK GOVERNANCE

Including strategic decision making and risk oversight;

► Led by
Board of Directors



RISK INFRASTRUCTURE & MANAGEMENT

Including designing, implementing and maintaining an effective risk program;

► Led by
Management



RISK OWNERSHIP

Including identifying, measuring, monitoring and reporting on specific risks;

► Led by
Operational Staff