

DESTINATION
WEST END | **END**
LONDON

International Loyalty Programme



What is the Destination West End Programme?

The West End, for tourists to experience :



The best that the West End has to offer

Promotional tourist discounts

Additional in-store services

Added value in refreshment and beverages

Flexibility to suit brand needs across privileges, discounts, gifts with purchase and seasonal offers



+ Covering London's West End retailer district

+ Digital loyalty programme pilot launching in February 2018

+ A dynamic tool to drive tourism footfall from key markets with the flexibility to suit both brands in markets and tourist customers

+ Offers brand promotions and added value experiences to tourist visitors

+ Members are rewarded based on spend, meaning the more they spend the more West End experiences they unlock (provided by Destination West End)

+ Launch coinciding with Chinese New Year activities to benefit from additional tourist traffic

+ Looking to partner with retail and hospitality businesses in the West End to encourage tourist spend within the district

How Can You Partner With Us?

Partnering with us is easy. Simply follow the below 4 steps:

- 1.** Confirm your partnership by signing an online form
- 2.** Provide an 'entry-level' promotion to attract tourist consumers and give them a compelling reason to visit your store
- 3.** Provide a launch campaign offer specific for the Chinese New Year event
- 4.** Install the small standalone scanner in your store to allow tourist shoppers to scan their membership card (no POS integration required and all equipment provided at no extra cost)

Partnership Benefits

- ✓ **No cost to partner with us**
- ✓ **Help to drive high-spending tourists into your store**
- ✓ **Get valuable insight into tourist consumer behaviour through insight reports**
- ✓ **Benefit from a new marketing channel and extra brand exposure**
- ✓ **Trial different offer campaigns and track offer performance**

Contact Us

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Our Loyalty Partner - Coniq

+ Loyalty programme experts

+ Extensive experience in working with BIDs, shopping centres, retailers and hospitality businesses

+ Provide the technology, data & insight

+ Already work with over 750+ individual retailer brands