



## London looks to 2016

In Visit London's recent partner survey, the number one request for more information related to the London 2012 Olympic and Paralympic Games.

This special newsletter for Visit London partners will highlight developments and priorities relating to London over the next ten years, including the London 2012 Olympic and Paralympic Games. It includes a comprehensive list of website links for further information.

Our aim is to highlight Visit London's ambitions to 2016 and how we are working with partners and businesses across the capital to ensure that we maximise the benefits and legacy the Games and other developments will bring.

## Visit London News

### Visit London welcomes 2008 Olympic Torch Relay Route

Visit London has welcomed the announcement that the Olympic flame will come to London on 6 April 2008. The announcement was made when the Beijing 2008 Organising Committee (BOCOG) presented the 2008 torch design and Torch Relay route to the world. [Read more](#)

### Events for London

A new partnership between the Mayor, Visit London and the London Development Agency (LDA) was unveiled during Sport Accord in Beijing. The establishment of Events for London is one of the earliest legacies of the Games. [Read more](#)

### Refreshing London's Brand

London Unlimited has been leading on work to refresh the London brand in the lead up to the London 2012 Games. Once finalised, Visit London will be leading work on interpreting the refreshed London brand for London tourism over the forthcoming year. For more information, contact [Louise Alexander](#).

### Government's tourism strategy for the London Games takes shape

The DCMS has worked closely with Visit London and VisitBritain to develop a national tourism strategy for the run-up to 2012 and the legacy beyond the Olympic and Paralympic Games. The strategy will be published this summer. More details available [here](#).

### Launch of new-look visitlondon.com

Visit London's digital strategy is key to our plans in the build up to 2012. As a first phase in the strategy, a new look Visit London website, with increased functionality, will be unveiled in the next few weeks. For more information, contact [Josephine Adams](#).

### London in Beijing 2008

Visit London has been working closely with the Mayor's Office, the LDA, London Unlimited and other stakeholders on plans to engage with the Olympic family during the Beijing 2008 Olympic and Paralympic Games. More details will be announced as plans are confirmed. For more information, contact [Deborah Hale](#).

### **Sustainable London**

There is a shared ambition for the London 2012 Olympic and Paralympic Games to be the most sustainable Games ever. For more information click [here](#).

The Mayor recently launched his Climate Change Action Plan – read details [here](#). Now Visit London is working on a project to map out the carbon footprint derived from visits to the city. This will help us to understand practical changes that can be made to reduce carbon emissions over the coming years. For more information, contact [Ken Kelling](#).

### **China in London 2008**

Visit London supported the hugely successful China in London season this year, including the world famous celebrations of Chinese New Year. China in London will be a key promotional platform in the lead up to the Beijing Games. More details will be announced in due course. For more information, contact [Claire Murphy](#).

### **London's tourism vision to 2016**

A report on the first year of the LDA's current three year tourism action plan will be sent to Visit London partners shortly. Last year, the LDA published a ten year vision for London's tourism to 2012 and beyond – read it [here](#). As a first stage in implementing the vision, the LDA's tourism unit has been working to a three year action plan – read it [here](#). For more information, contact [Charly Hutson](#).

## **Other London News and Information**

### **Tourism and the Games**

For Visit London and VisitBritain leaflet setting out the Games challenges for the tourism sector, click [here](#)

Details on the Government's tourism strategy for the 2012 Olympic and Paralympic Games to be published this summer. For more information, click [here](#)

Details of the Tourism 2012 Charter meeting with the industry and Prime Minister are [here](#)

### **London 2012 Olympic and Paralympic Games**

For the latest news on the Games visit [London 2012](#)

Details on the Olympic Delivery Authority's work to deliver all the Olympic venues is available [here](#)

For brand guidelines (and the use of the Games marks) click [here](#)

For current [tenders for contracts](#)

For the latest business [progress](#)

## **Business advice**

For inward investment news for London from [Think London](#)

The London Business Board and Arup produced a definitive London Business Opportunity Prospectus for the Games, downloadable [here](#). It was launched at a major conference with the Mayor of London and Tessa Jowell and copies of speeches and presentations from the event are available [here](#).

All business information about the London 2012 Games can be found [here](#).

## **Policy development**

For information on the London Chamber of Commerce's 2012 policy and skills work, click [here](#).

The Mayor of London's microsite on the impact of the Games across all areas of policy is [here](#).

## **The Olympic and Paralympic family**

For details of the 2008 Summer Games of the XXIX Olympiad in [Beijing](#).

For details of the 2010 Winter Games in [Vancouver](#).

The website for the [International Olympic Committee](#) and the Olympic movement.

The website for the [International Paralympic Committee](#) and the Paralympic movement.

The latest [independent global news](#) on the Olympic movement.

British Olympic Association [factfiles](#) on the Games.

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