THE VIMAL GROUP

Keetoo® & Londonist

"Enhancing Student Living: The Keetoo Days Out Partnership with Londonist"

19th December 2024



1. Introduction

This proposal outlines an exciting opportunity for *Londonist* to launch a market-leading **'Days Out' programme**, operated by *TVG* under its innovative **Keetoo** platform. This programme will enhance *Londonist's* existing offering, providing a truly enriched and memorable student experience. By integrating *Keetoo*, *Londonist* can firmly position itself as the benchmark for student accommodation providers—delivering not just a place to stay, but a **holistic, student-focused experience** unlike any other.

Through this partnership, *TVG* will empower *Londonist* to drive greater **commercial benefits**, unlock **new revenue opportunities**, and foster stronger **student relationships**. By including the *Keetoo* Days Out programme in student packages, *Londonist* can deliver ongoing **engagement, trust**, and **communication** with its students, while introducing a rewards-based system that resonates strongly with both students and parents.

The *Keetoo* programme provides access to over 1,000 **top UK attractions, cinemas**, **experiences and drinks at Caffè Nero**, ensuring students can create lasting memories during their stay and *Londonist* receive the goodwill. Beyond enriching their learning journey, this initiative reflects *Londonist's* proactive commitment to supporting students' well-being, personal growth, and recreation—building valuable goodwill as a provider that goes above and beyond. For parents, who often fund their children's experiences, this added value offers **reassurance and confidence** that *Londonist* prioritises their students' welfare both within and beyond its accommodation.

Importantly, *TVG*, through its *Keetoo* programme, is committed to delivering significant **business growth** for *Londonist*. By offering value-led packages of different tiers, *Londonist* can maximise **growth opportunities**, attract new customers, upsell to higher-value packages, and further strengthen its position as a **premium provider** of enriched student experiences alongside its already stellar accommodation offering.

Recognising the transformative potential of this collaboration, *TVG* and *Londonist* seek to establish a **powerful, long-term partnership** that leverages their combined strengths to achieve mutual success.

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2. Benefits of the Keetoo Days Out Programme

Integrating *Keetoo's* innovative Days Out programme into *Londonist's* offering delivers measurable benefits, enhancing student engagement and fostering goodwill through word-of-mouth, reviews, and testimonials.

By introducing **tiered packages** with increasing "points" or credits, students gain the **freedom to choose** their activities—whether visiting attractions, cinemas, unique UK experiences or even grabbing a coffee—maximising satisfaction and engagement. Parents could also purchase **packs of "points"** to ensure funds are spent exclusively on enriching activities, providing reassurance and value.

The programme could further incentivise participation through **bonus "points"** for actions such as referrals, reviews, or feedback, while add-on options allow students or parents to purchase extra "points" as needed. This approach ensures flexibility, meets diverse needs, and delivers clear commercial benefits for *Londonist*, positioning it as a standout, **student-focused provider**.

2.1 Higher Conversion Rates

2.1.1 A more attractive and complete programme, which combines first class accommodation with exciting experiences, will appeal to prospective students, leading to higher conversion rates.
2.1.2 Positive reviews, testimonials, and word-of-mouth recommendations from current and former students will enhance credibility and appeal, strengthening recruitment campaigns. Reward "points" can encourage such feedback.
2.1.3 The flexibility of the programme, with tiered packages and customisable "points" options, allows prospective students and their parents to see clear value and choice. This personalisation increases the likelihood of sign-ups, as students can tailor the experience to match their preferences and budgets.

2.2 Stronger Market Position

2.2.1 Offering a unique and holistic experience, blending top-tier accommodation with memorable leisure activities, will firmly establish *Londonist* as a leader in the student accommodation market.
2.2.2 By offering a programme that goes beyond accommodation, *Londonist* will be recognised as a forward-thinking, premium provider. Aligning with *TVG's Keetoo* programme strengthens its reputation as a provider that invests in the complete student experience.
2.2.3 Parents play a pivotal role in decision-making, often funding their children's accommodation and experiences. By offering a comprehensive package that includes enriching activities and access to UK attractions, *Londonist* reassures parents that their children are well looked after beyond the classroom. This added value fosters greater trust

and positions *Londonist* as a provider that genuinely cares for students' well-being, growth, and happiness.

2.3 Increased Market Opportunity

2.3.1 Combining academic excellence with enriched leisure activities allows *Londonist* to attract new student segments seeking a well-rounded experience.
2.3.2 Tailored packages enable targeted marketing strategies that appeal to diverse demographics, including international students and families.
2.3.3 This unique value proposition positions *Londonist* for greater **global reach**, driving international growth and recognition.

2.4 Commission Payments

2.4.1 The *Keetoo* Days Out programme provides *Londonist* with a **commission** on ticket purchases (based on volume).
2.4.2 This additional revenue stream enhances profitability while enriching the student experience.

2.5 Competitive Advantage

2.5.1 **Unique Selling Proposition (USP):** By offering a seamless blend of accommodation, services, and leisure activities, *Londonist* sets itself apart as a truly holistic provider.
2.5.2 **Broader Appeal:** Including diverse attractions and experiences enhances the programme's appeal, especially for students seeking a balance between education and recreation. The ability to **flexibly redeem ""points""**—whether for cinemas, attractions, or unique experiences—ensures the programme caters to varied preferences, whether students are in London or exploring further afield.

2.6 Holistic Learning Experience

2.6.1 **Immersive Language Practice:** Practical experiences, such as visiting attractions or cinemas, provide real-world opportunities to practise language skills, reinforcing classroom learning.
2.6.2 **Cultural Immersion:** Access to UK attractions allows students to immerse themselves in British culture, making the learning process more engaging, meaningful, and memorable.

2.7 Improved Student Satisfaction

2.7.1 **Balanced Programme:** A combination of academic and leisure activities promotes student well-being, preventing burnout and keeping students motivated.
2.7.2 **Positive Word-of-Mouth, Reviews & Testimonials:** Satisfied students will share their experiences, enhancing *Londonist's* reputation and driving new enrolments.

2.7.3 The *Keetoo* Days Out programme provides **high-quality marketing assets** for *Londonist* to leverage in communications.

2.7.4 **Parental Reassurance:** Parents can purchase **packs of "points"**, ensuring funds are spent solely on enriching activities. This provides peace of mind, knowing their children are engaging in safe, structured, and valuable experiences.

3. Flexible Pricing Structure

The *Keetoo* Days Out programme's pricing structure ensures clarity, flexibility, and mutual benefit. It will include:

- A **monthly fee**, to be agreed upon.
- The **cost of tickets** for the experiences and attractions provided.
- A **commissionable element**, allowing *Londonist* to earn commission on every ticket purchased through the programme.

This structure combines affordability with revenue generation, delivering **exceptional value to students** while supporting long-term commercial sustainability.

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4. Conclusion

The *Keetoo* Days Out programme offers a unique opportunity for *Londonist* to redefine student accommodation by seamlessly combining high-quality living with enriching, flexible experiences. By empowering students to choose their activities, this initiative delivers a **holistic, memorable experience** that sets *Londonist* apart in the marketplace.

Through this partnership, *Londonist* will enhance its market appeal, build stronger relationships with students and parents, and create significant commercial value. The flexible pricing model, tiered packages, and commission structure ensure long-term profitability and success.

By partnering with *TVG* and leveraging the *Keetoo* platform, *Londonist* has the opportunity to set a **new industry benchmark**—offering best-in-class experiences that support students academically, culturally, and socially. Together, we can create an unparalleled offering that positions *Londonist* as the **superior and forward-thinking provider** in the student accommodation market.

This is more than a collaboration; it is a bold step towards shaping the future of student accommodation, delivering unmatched value to students, parents, and the business alike.

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5. Appendices

Attractions

- Christmas at Warwick Castle
- Dover Castle:
- Hampton Court Palace: Admission Ticket
- Harry Potter Warner Bros. Tour from London Victoria
- Harry Potter Warner Bros. Tour with Four Night London Stay
- Harry Potter Warner Bros. Tour with One Night London Stay
- Harry Potter Warner Bros. Tour with Three Night London Stay
- Harry Potter Warner Bros. Tour with Two Night London Stay
- Kenilworth Castle and Elizabethan Garden:
- Kensington Palace
- Hampton Court Palace
- Speedboat Trip down Thames
- Majestic Tour
- Royal Liver Building 360
- Royal Museums Greenwich - Cutty Sark
- Royal Museums Greenwich - Royal Observatory
- Royal Museums Greenwich Day Pass
- Battersea Power Station Lift 109
- SEE LONDON BY NIGHT
- Sick To Death: Entry Ticket
- Strawberry Field: Entry Ticket
- The Beatles Story
- The LFC Stadium Tour
- The London Bridge Experience
- The Old Royal Naval College Greenwich (home to the Painted Hall)
- The Royal Edinburgh Ticket
- The Stadium Tour and Museum
- Tower of London
- Tower Bridge
- Tower of London:
- Warwick Castle:
- York City Cruise
- York Dungeon
- ZSL London Zoo
- ZSL Whipsnade Zoo
- Howletts Wild Animal Park
- Frameless
- Port Lympne Wild Animal Park
- Alton Towers Resort
- Cadbury World Birmingham
- LEGOLAND Discovery Centre Birmingham
- The Bear Grylls Adventure
- SEA LIFE Birmingham

- Blackpool Tower
- Madame Tussauds Blackpool
- Peter Rabbit Explore and Play Blackpool
- SEA LIFE Blackpool
- The Blackpool Dungeons
- The Blackpool Tower Eye
- The Blackpool Tower, The Promenade
- The Gruffalo & Friends Clubhouse, The Promenade, Blackpool
- SEA LIFE Brighton
- Thorpe Park
- Chessington World of Adventures
- The Edinburgh Dungeon
- SEA LIFE Hunstanton
- SEA LIFE Loch Lomond
- Madame Tussauds London
- Shrek's Adventure!
- SEA LIFE London
- The lastminute.com London Eye
- The London Dungeon
- LEGOLAND Discovery Centre Manchester
- SEA LIFE Manchester
- SEA LIFE Great Yarmouth
- SEA LIFE Scarborough
- SEA LIFE Weymouth
- LEGOLAND Windsor Resort
- The York Dungeon

Experiences

- Brixton Music Walking Tour
- Cirque du Soleil
- 24-Hour London Thames River Pass
- A Silent Disco Adventure
- ABBA Voyage: Express Coach from London (Dance Floor - Off-Peak)
- ABBA Voyage: Express Coach from London (Dance Floor - Peak)
- ABBA Voyage: Express Coach from London (Seated - Off Peak)
- ABBA Voyage: Express Coach from London (Seated - Peak)
- Afternoon Tea Cruise On The River Thames
- Back to the Future & Heliot Steak House
- Back to the Future & Gaucho Covent Garden
- Bath - Jane Austen & the Georgians Walking Tour
- Beatles Liverpool Walk
- Beatles London Walking Tour of Soho and Mayfair
- Beatles Magical Mystery London Walking Tour of Marylebone and Abbey Road
- Big Bus - London
- Blenheim Palace, Downton Abbey Village & Cotswolds: Guided Tour from London
- Bond For A Day Experience
- Borough Market Food Tour with Masterchef judge William Sitwell
- Brighton i360 Standard Ticket
- Cambridge Backs Self-Guided Walking Tour
- Cambridge Instagram and Photography Walking Tour
- Chatsworth & Peak District Small-Group Tour from Manchester
- Christmas at Warwick Castle and Ice Skating
- Churchill's Wartime London Walking Tour
- City of Spies
- Complete Tower of London Tour: Opening Ceremony, Early Access Crown Jewels & River Cruise
- Crown Jewels of London tour with River Cruise
- David Bowie Walk
- Derbyshire & the Peak District Small-Group Tour from Manchester
- Discover Bath: 2 self-guided walks
- Discover Malt Whisky Small-Group Day Tour from Edinburgh
- Discover Warwick's History - Self Guided Walking Tour
- Evening Cruise On The River Thames
- Exotic East End Food Tour - Sunday Market
- Explore Oxford: Immersive walking tour of Oxford university
- Freinds Experience
- Giants Causeway Tour + Game of Thrones Filming Locations Tour from Belfast
- Glasgow Afternoon Tea or Gin Afternoon Tea Experience
- Harry Potter Film Locations Walking Tour
- Highland Lochs, Glens and Whisky Small-Group Day Tour from Edinburgh
- Hop-On Hop-Off City Tours (Multiple Locations and Durations)

- Jack The Ripper Tour with Ripper-ologist
- Jazz Dinner Cruise on the River Thames
- Kew Gardens Immersive Audio Walking Tour
- Les Misérables & Gaucho Piccadilly
- LGBTQ+ Walking Tour of Soho & Central London
- Loch Ness, Glencoe and the Highlands Small-Group Day Tour
- London Dinner Cruise On The River Thames
- London In One Day Tour with River Cruise
- London Soho Instagram Photography Tour
- Notting Hill Walking Tour
- Official Oxford University & City Walking Tour
- Royal London Tour
- Royal London Tour with Afternoon Tea at The Rubens
- Skip the Line Westminster Abbey & Changing of the Guard
- Snowdonia, North Wales & Chester Small-Group Day Tour
- Sparkling Wine Experience
- St Andrews & the Fishing Villages of Fife Small-Group Day Tour
- Stonehenge Tours (Various Options)
- Thames Cruise: Westminster to Greenwich
- The Ghost Bus Tour (Multiple Locations)
- Villages of The Cotswolds Small Group Tour
- Westminster Abbey & Houses of Parliament Guided Tour

THE VIMAL GROUP

Cinemas - 92 Vue

Region	Locations
London	Bromley, Croydon Grants, Croydon Purley Way, Dagenham, Eltham, Finchley North, Finchley Road, Fulham Broadway, Harrow, Islington, Piccadilly, Romford, Shepherd's Bush, Staines, Watford, West End, Westfield, Westfield Stratford, Wood Green
South East England	Basingstoke, Camberley, Farnborough, Oxford, Portsmouth, Reading, Thurrock
South West England	Bristol Cribbs Causeway, Bristol Longwell Green, Exeter, Plymouth
East of England	Cambridge, Norwich, Watford
East Midlands	Leicester, Northampton
West Midlands	Birmingham, Leamington Spa, Worcester
North West England	Cheshire Oaks, Manchester Printworks, Southport
Yorkshire and the Humber	Doncaster, Hull, Leeds Kirkstall Road, Sheffield
North East England	Gateshead, Hartlepool, Newcastle Under Lyme
Scotland	Aberdeen, Edinburgh, Glasgow Fort, Inverness
Wales	Cardiff, Swansea
Northern Ireland	Belfast

Cinemas - 103 Odeon

Region	Locations
London	Camden, Covent Garden, Greenwich, Haymarket, Leicester Square, Wimbledon, Whiteleys, Holloway, Surrey Quays, and more
South East England	Brighton, Basingstoke, Chatham, Guildford, Hastings, Kingston upon Thames, Oxford, Portsmouth, Southampton, Tunbridge Wells
South West England	Bath, Bristol, Bournemouth, Exeter, Taunton, Weston-super-Mare, Yeovil
East of England	Cambridge, Chelmsford, Colchester, Hatfield, Norwich, Watford, Southend-on-Sea
East Midlands	Derby, Lincoln, Leicester, Mansfield, Nottingham
West Midlands	Birmingham, Coventry, Dudley, Telford, Tamworth, Stoke-on-Trent
North West England	Blackpool, Bolton, Liverpool, Manchester, Preston, Rochdale, Warrington
Yorkshire & Humber	Bradford, Huddersfield, Hull, Leeds, Sheffield, York
North East England	Darlington, Gateshead, Middlesbrough, Newcastle, Sunderland
Scotland	Aberdeen, Dundee, Edinburgh, Glasgow, Inverness
Wales	Cardiff, Swansea, Llandudno, Wrexham
Northern Ireland	Belfast

Cinemas - 100 Cineworld

Region	Locations
London	Bexleyheath, Enfield, Feltham, Hounslow, Ilford, Leicester Square, South Ruislip, Wandsworth, Wembley, West India Quay, Wood Green
South East England	Aldershot, Ashford, Brighton, Bracknell, Chichester, Crawley, Eastbourne, Hemel Hempstead, High Wycombe, Milton Keynes, Rochester, St Neots, Stevenage
South West England	Bristol, Gloucester, Plymouth, Swindon, Weston-super-Mare, Yeovil
East of England	Bedford, Cambridge, Harlow, Ipswich, Luton, St Albans
East Midlands	Chesterfield, Derby, Leicester, Nottingham
West Midlands	Birmingham Broad Street, Birmingham NEC, Rugby, Solihull, Telford, Wolverhampton
North West England	Ashton-under-Lyne, Bolton, Broughton, Didsbury, Liverpool, Manchester, Runcorn, St Helens, Warrington, Wigan
Yorkshire and the Humber	Barnsley, Bradford, Hull, Leeds, Sheffield
North East England	Boldon Tyne and Wear, Newcastle upon Tyne, Sunderland
Scotland	Aberdeen, Dundee, Edinburgh, Falkirk, Glasgow, Livingston
Wales	Cardiff, Llandudno, Newport
Northern Ireland	Belfast

Cinemas - 25 Picturehouse

Region	Locations
London	Brixton, Clapham, Crouch End, East Dulwich, Finsbury Park, Hackney, Greenwich, Notting Hill, Piccadilly, Stratford East (Closed July 2024)
South East England	Ashford, Bromley (Closed August 2024), Epsom (New), Fulham Road (Closed July 2024), Oxford
South West England	Bath, Exeter
East of England	Cambridge
North West England	Chester (New)
Yorkshire and the Humber	York

Drinks – 625 Caffè Nero

Also, over 625 locations at Caffé Nero where drinks can be made available.

