

PAID PROMOTION PACK 2026



Photo: Nadim Kurimbokus



Open House Festival is an initiative of Open City
(Charity no. 1072104)

ABOUT THIS PACK

We know from our evaluation that 20% of festival contributors have some budget to spend on marketing and other aspects of their festival open day or event. In response to recent demand, we're offering a limited number of paid promotion opportunities for those looking to boost their visibility during, and in the run up to, the festival.

Every participating building receives standard promotion as part of the wider festival programme. This pack is designed to support those who have the capacity or desire to reach further.

KEY INFO

Spaces are limited and will be reviewed on a first-come, first-served basis. We may need to prioritise based on scheduling and how well content fits with our promotional themes and strategy.

If you're exclusively running ticketed activities please note that the festival programme goes live on 19 August and bookings fill up quickly. To ensure visibility before your events are fully booked, we recommend submitting your request as soon as possible.



Photo: William Sousa

OPEN HOUSE FESTIVAL

Open House Festival is London's annual celebration of architecture, heritage, and community, providing 9 days of access to London's best buildings across all 33 boroughs. Running since 1992, 2026 marks the 35th edition.

IN 2025:

370,541 visits
(35% increase on 2024)

833 sites

3,013 activities

100% free

FESTIVAL AIMS

PROVIDE ACCESS

70% accessed spaces for the first time

83% went somewhere they usually couldn't

99% enjoyment rate

ENHANCE WELLBEING

92% felt their wellbeing was enhanced

1 IN 3 said the festival was a highlight in their year

200,000 visits resulted in people feeling more positive about London

REACH NEW AUDIENCES

70% accessed spaces for the first time

85,000 visits by first timers

TWO THIRDS of festival events reached new audiences



Photo: Tasfia Khan

VISITOR PROFILE

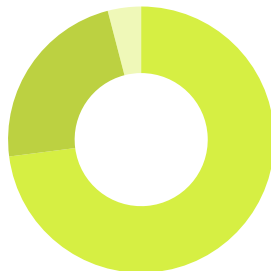
Last year, overall visitorship to the Open House Festival was up 35% from 2024. Of the c. 350,000 visitors in 2025:

23% were new to the festival

3 in 4 said the festival was the main reason they visited an area

87% had no specialist training or expertise in architecture or the built environment

TWO THIRDS were under 65



WHERE DO VISITORS COME FROM?

73% London (c.270k)
23% Rest of UK (c.85k)
4% Abroad (c.15k)

TOP MOTIVATORS FOR VISITING

1 to go somewhere usually inaccessible

2 to learn something new

3 to explore new areas



Photo: Nic Forbes

MARKETING STATISTICS

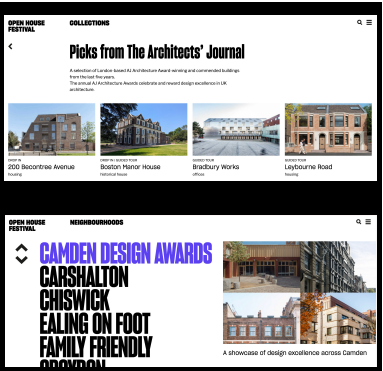
WEBSITE

7,713,390

total website views

463,664

unique users



NEIGHBOURHOODS / COLLECTIONS

Neighbourhoods are events grouped by location.

Collections are events grouped by a curatorial theme.

60%

visitors use collections/neighbourhoods to plan their visits

85k

Spotlighted to subscribers in Festival Bulletin

MEDIA

1,000

average listeners per podcast episode



MARKETING STATISTICS (cont.)

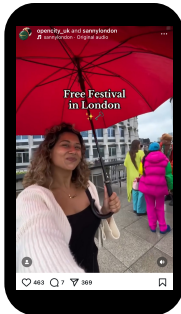
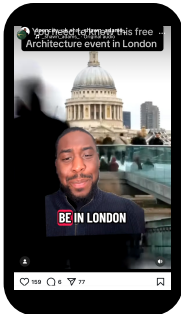
INSTAGRAM

1.5m total views

0.5m reel views

x3 more views on influencer collabs

50+ collaborative posts

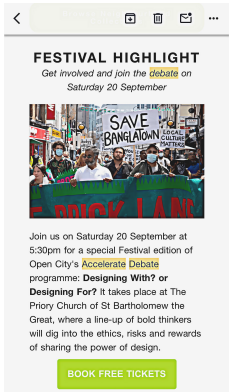


NEWSLETTERS

527,820 total opens of our Daily Festival Bulletin

85,000 subscribers to our weekly Open City newsletter

20% of Festival Bulletin click-throughs are to sponsored/highlighted content



PRINT

737 contributor marketing packs sent out with onsite collateral

Popular activations include wayfinding posters, flags, and door hangers.



PRESS

Reached in collaboration with our communications partner, Caro Communications.



110

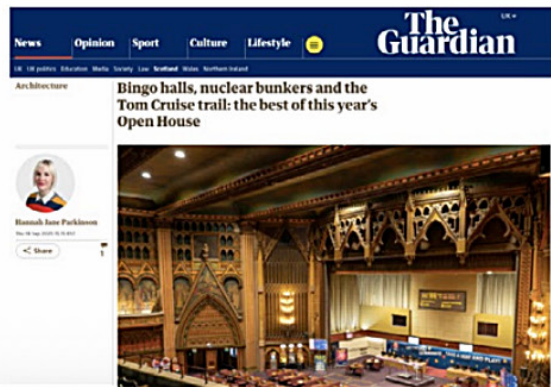
pieces of media coverage with

5.81m

estimated views and

818m

estimated audience



Outlets included the Financial Times, The Guardian, Metro, The Standard, The Sun, AJ, Elle Decoration, Time Out London, Londonist, Secret London, BBC Radio London, Monocle radio, Homes and Gardens, the Mayor of London's Culture newsletter and many more...

The new 2025 London Open House Festival tours to book

2025 London Open House launches this weekend, running 12-21 September. Here, we showcase the new season in the residential estate, flagging the exciting additions to the festival's growing house tour programme.



Open House Festival 2025: Which Buildings to Open? Which Need Booking?

By Mia

Last Updated 21 July 2025



TIMELINE

Mid-July to mid-August is our peak traffic period, offering the strongest opportunities for promotion. Availability during this time may be limited.

MARCH:

Open to applications.
Open House Festival staff and volunteers approaching new and returning sites, running training.

MID-JULY:

Website goes live to the public

MID-AUGUST:

Bookings for ticketed events go live online

NOVEMBER:

Evaluation results shared

JULY:

Finalising Collection and Neighbourhood text and aims

EARLY-AUGUST:

Launches of Festival Collections and Neighbourhoods

12-20 SEPTEMBER

**OPEN HOUSE
FESTIVAL** 

PAID PROMOTION OFFERINGS

Summary of benefits. Discounts available for multiple items. VAT not included.

For events requiring pre-booking, promotion can run until bookings open on 19 August.
Drop-in events can be promoted up to and during the festival, subject to availability.

PLATFORM	ITEM	WHAT YOU GET	COST	AVAILABILITY
INSTAGRAM	Story (24 hr)	24 hour story with link sticker and/or tag	£200	Good availability
	Collab Feed Post (single image)	Collaborative post with caption, tags, and geolocation	£350	Good availability
	Collab Carousel Post (client created)	Collaborative carousel (up to 10 slides provided by you) with caption, tags, and geolocation	£500	Good availability
	Reel Options (Collab)			
	1. Shared Reel (Client-Created)	You provide a finished reel; we post and promote it	£350	Limited
	2. You Provide Footage, We Edit	You supply footage; we script, select clips and edit. Please provide concise, high-quality content.	£1,200	Very limited
	3. Full Production by Us	We handle scripting, filming, editing.	£2,500	Very limited
FESTIVAL BULLETIN <i>(Drop-ins only)</i>	'Drop in Highlights' Feature	Featured in the body of the bulletin with photo and link	£450	Very limited; subject to scheduling
	'Festival Pick' Main Spotlight Feature	Spotlighted at the top of the bulletin with image, link and short copy	£1,000	Very limited; subject to scheduling
OPEN CITY NEWSLETTER	Featured sentence	Short text listing/mention with link	£300	Very limited
	Spotlight Feature paragraph	Image, 50–100 word feature, and link	£750	Very limited
WEBSITE	Curated Collection Placement	Inclusion in a themed collection on the festival website	£1,500	Limited; subject to curatorial fit
PRESS + MEDIA	Podcast shoutout	Verbal mention within the festival edition of Open City's 'The Brief' podcast with credit and link in show notes	£500	Very limited; subject to episode fit
	Festival Launch Press release mention	Named inclusion in the official festival launch press release distributed to national and sector media (mid-July)	£1,000	Very limited; pre-launch only, subject to editorial discretion
IN-PERSON	On site/activation programming	Bespoke activation or programming at your festival event	£2,000+	By application
ADD-ON	Post-festival Metrics One-Pager	Summary of your reach and performance across platforms, in a designed format to share with your stakeholders	+£100	Available with any booking

CONTACT



celia@open-city.org.uk



www.open-city.org.uk



[@opencity_uk](https://www.instagram.com/opencity_uk)



Photo: Anna-Rose McChesney

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