

Plymouth Tourism & Visitor Economy Conference 2017

‘Making the most of our opportunities’

Tuesday 14 November 2017

Amanda Lumley

Executive Director
Destination Plymouth

Award Winning Events



Marketing activity

Visit Plymouth | Conferences | Invest

Plymouth
Britain's Ocean City

Search Site 

Things to Do | What's On | Accommodation | Food & Drink | Be Inspired | Explore | Visitor Information



The Barbican

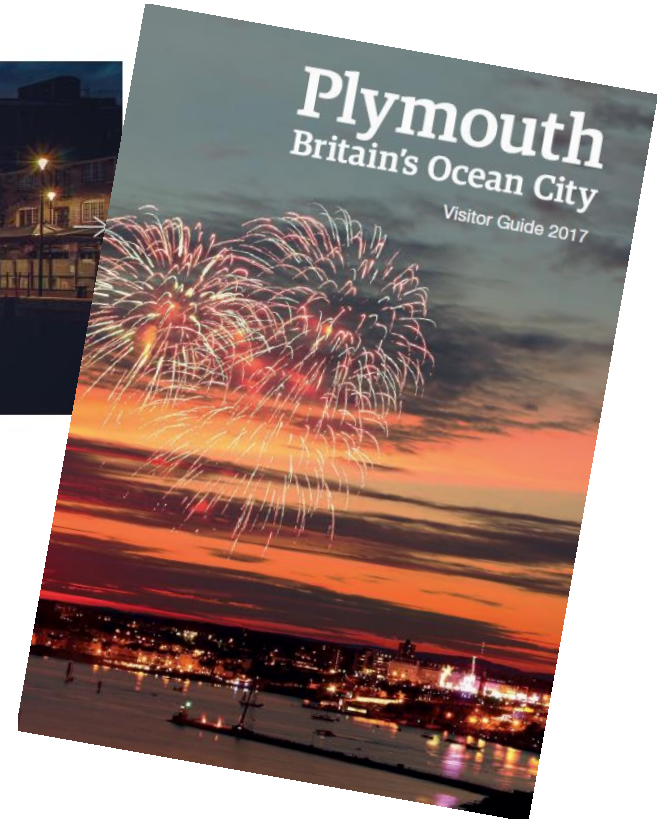


Be Inspired

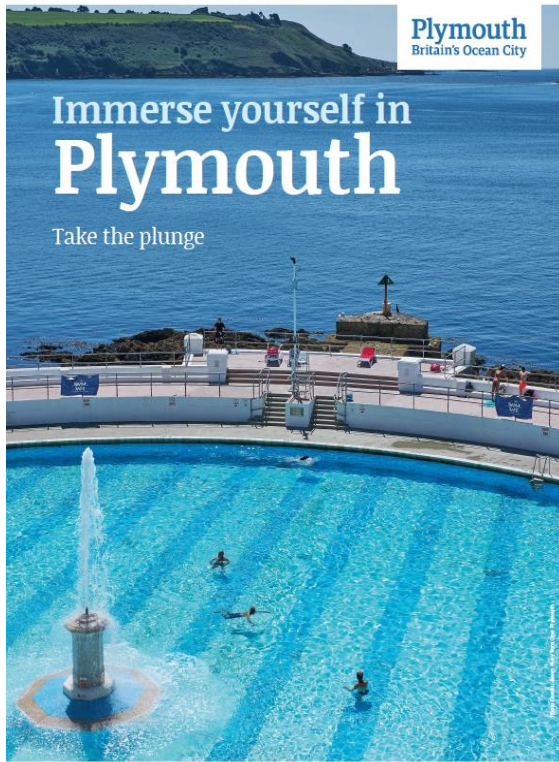
Plymouth is a vibrant waterfront city
packed full of attractions

What's On 	Attractions 	Plymouth Visitor Guide 2017
Accommodation 	Christmas in Plymouth 	Halloween
QUOTE #BESTIDEAL WHEN BOOKING 		

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Campaigns



On holiday, studying or on business
Experience Britain's Ocean City...immerse yourself...

visitplymouth.co.uk WhatsOnPlymouth @WhatsOnPlymouth



Whats On Plymouth
Published by Letitia Price (?) · 4 hrs · €

You only have 1 week left to share your best holiday snaps with us to in with a chance of winning some fab prizes!

We are offering up a selection of giveaways provided by some of Plymouth and surrounding area's top attractions, including:

- Adrenalin
- Gala Spa Boringdon
- Hangloose at Eden
- Wild Futures - Monkey Sanctuary
- Mount Batten Watersports & Activities Centre
- Plymouth Powerboat School
- Tree Surfers

All you have to do is share your best Plymouth holiday snaps by f them into the comments box below or tweeting them to @VisitPly using #SummerinPlymouth.

Entries end Monday 18 September!

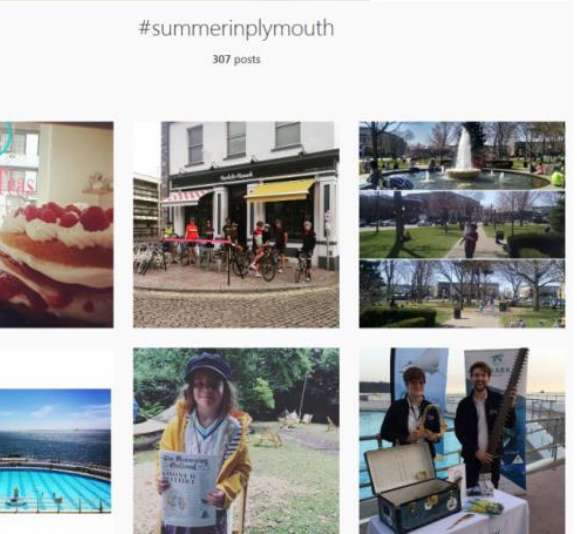
To find out more visit
<http://www.visitplymouth.co.uk/.../competiti.../summerinplymou>

#SummerinPlymouth
visitplymouth.co.uk

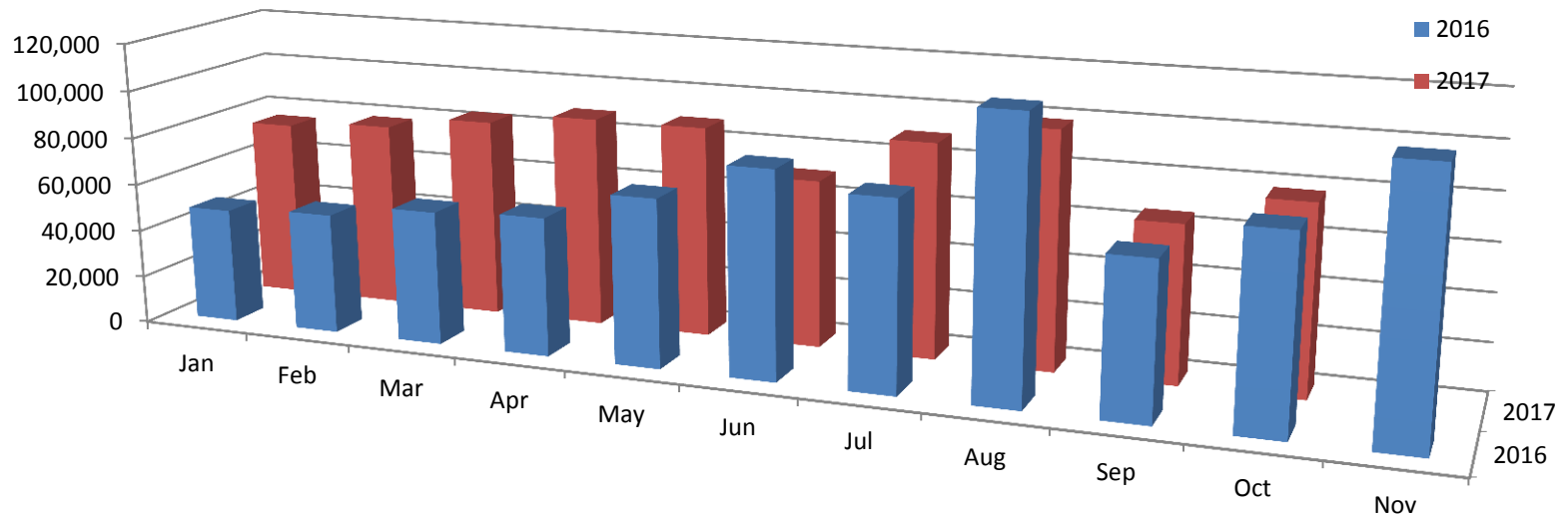
#SummerInPlymouth - Visit Plymouth
To celebrate the start of the summer holidays Plymouth has launched a #SummerinPlymouth competition offering up a selection of giveaways provided by some of Plymouth's top...

[Learn More](#)

VISITPLYMOUTH.CO.UK



Visit Plymouth Web Stats 2016 to 2017



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2016	48,296	50,484	55,938	57,854	70,053	85,798	78,612	115,324	64,308	79,230	107,760	67,643
2017	75,382	78,226	83,709	88,509	88,450	70,049	89,561	98,628	65,311	77,938		

Social media stats



Facebook

What's On Plymouth – 58k likes (reach of over 1m per month) – Increase of 4K from 2016
Visit Plymouth – 9k likes – Increase of 3K from 2016
MTV Crashes Plymouth – 28k likes (reach of over 1 million during week of MTV) – Increase of 9K from 2016

Twitter

@VisitPlymouth – 12.4k followers – Increase of 1.4K from 2016
@whatsonplymouth – 5k followers – Increase of 1K from 2016

Also – an additional 10k followers across

@flavourfestsw @plymouthpirates
@plymfireworks @plymlivemusic
@mtvplymouth @mayflower400uk
@plymseafest @oceancityfest



You Tube

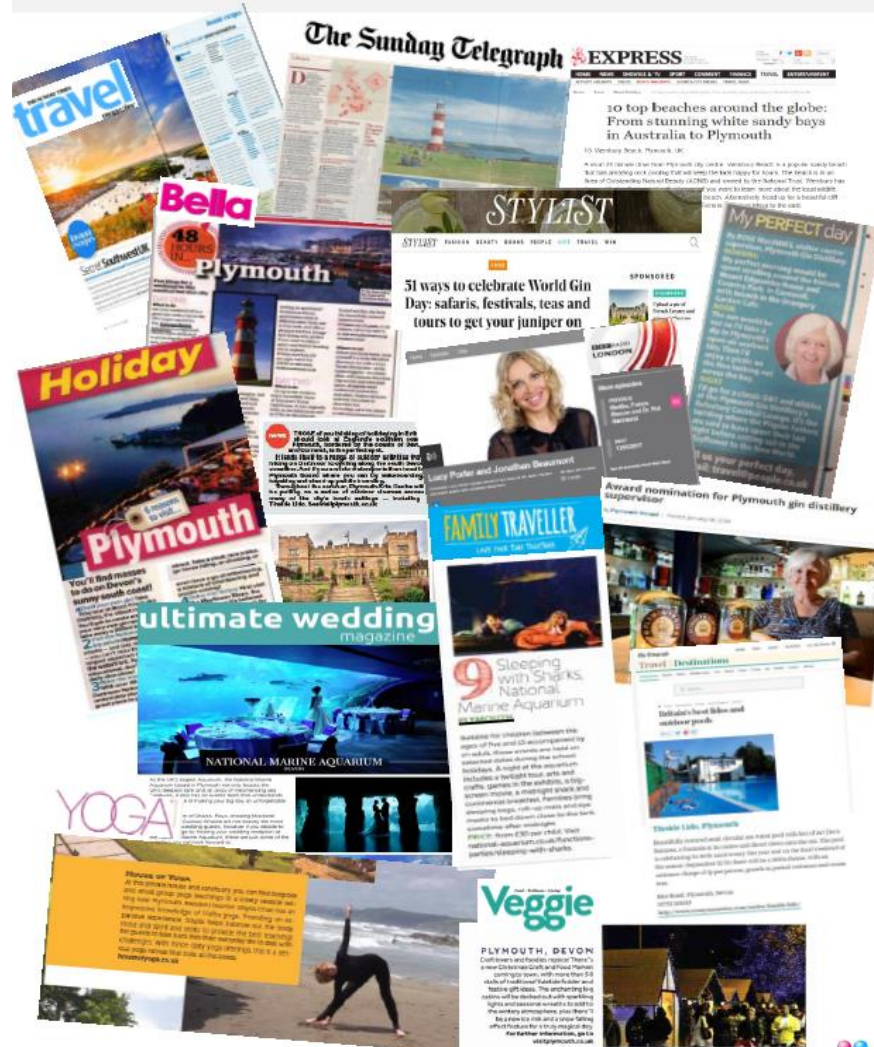
Visit Plymouth

Instagram

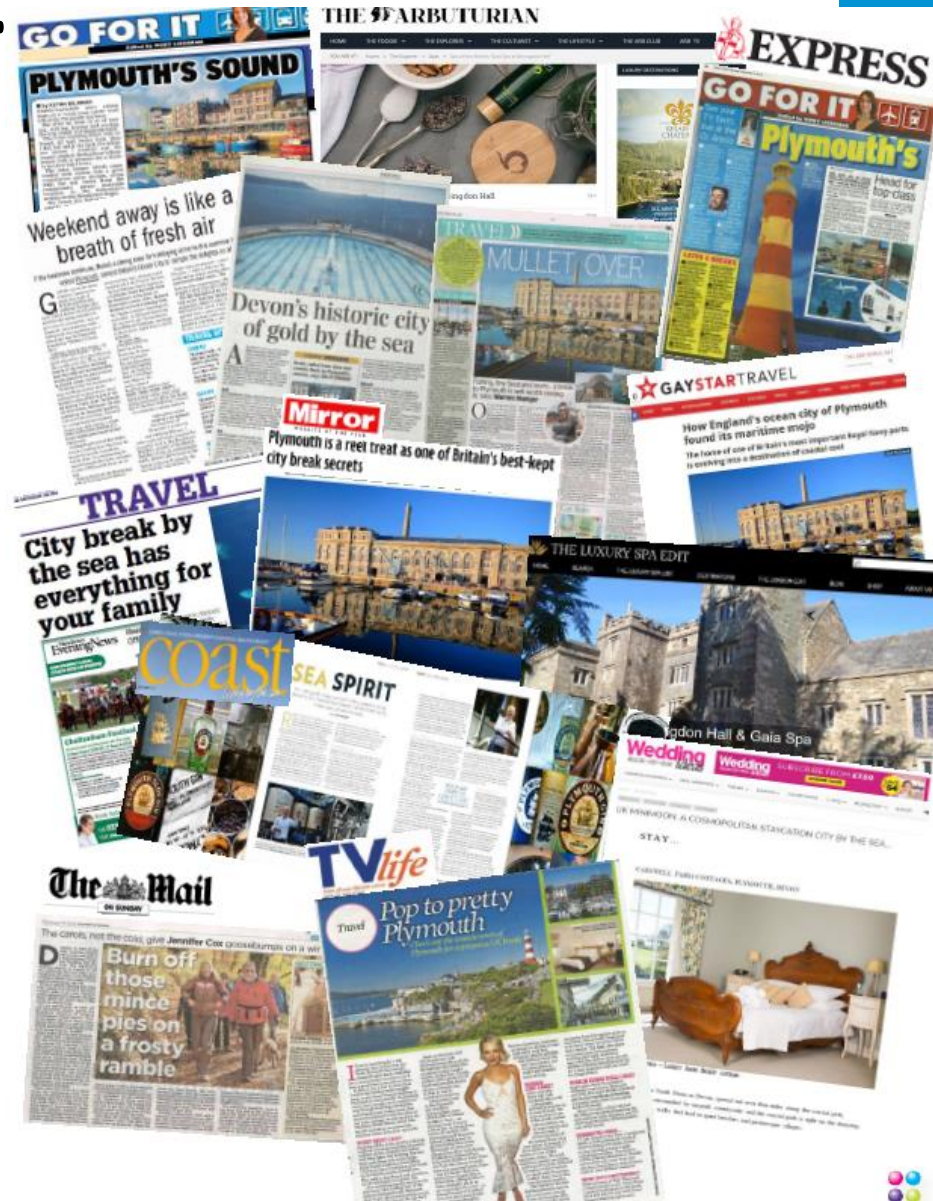
@VisitPlymouth

PR activity...

DESTINATION PLYMOUTH GENERAL COVERAGE SNAPSHOT



PR activity...



PR activity...



PR activity...



PLYMOUTH LITERATURE FESTIVAL DEVON

Special literary-themed events for children will include rhyme time, storytelling, reading and young writers' groups at the city's libraries, a creative crèche and artistic workshops at the School of Creative Arts, performances at Theatre Royal, and a letterpress studio. **To 29 Oct, various prices, plymouthliteraturefestival.co.uk**



PR activity...

8 May 14, 2017 The Sunday Times

Travel 100 BEST SUMMER DAYS OUT

FOOD & DRINK

Eat and be merry at these festivals

22 MHOR FESTIVAL PERTSHIRE

Forget the raft races, disco yoga, live music, cello and outdoor cinema – the strongest suit of this mini festival at a cracking Highlands hotel is the food. Graze on crêpe brûlées burnt to order, hot doughnuts, fresh oysters and local smoked salmon. Buy more than you can carry at the artisan food market, learn knife skills at the butchery demonstrations and showcase your best sponge in the baking competition. Enter the lottery for the Friday Night Feast, where five of the best female chefs in Scotland will cook a course each – they include Lorna McCree, who has just won Scottish chef of the year. May 26-28, day tickets from £20; mhorfestival.net



Below, Bake Off's Candice Brown



23 FLAVOUR FEST PLYMOUTH

Candice Brown told us she'd never been to Plymouth, so we've given her a day off writing for The Sunday Times to wow the crowds at

the southwest's largest free food festival. Once the Bake Off winner has shown you how to make the perfect Victoria sponge, hit the free samples of cheese, bread, olive oil, charcuterie, pickles and popcorn in the market. There'll also be demos



Sci-Fi and fantasy fans flock to 'DevCon' in Plymouth



Eager Sci-Fi comic book and fantasy fans brows the goods on offer in the stalls. Credit: ITV News Westcountry
Thousands of people have attended the DevCon, a Sci-Fi, Film and Comic Fair which has been running in Plymouth for the past three years. The event is the largest of its kind in England, west of Bristol, and mooves riot on the popular 'ComicCon' events which developed in the United States. There are thousands of collectable memorabilia items, with many of the visitors and stall-holders also coming in costume as their favourite icons, with many identifying as part of the cosplay (costume play) movement.

...and families were put what was known as "a holiday", get to Heritage Farm Park. No hard labour is involved – machines have done the heavy lifting. ... but the

<https://www.itv.com/news/westcountry/2017-10-07/sci-fi-and-fantasy-fans-flock-to-devcon-in-plymouth/>
The organiser Les Shefford says, the guests of the event have a real role in shaping it, and one of the main aims is also to raise money for charity.

44 "Visitors are a huge part of this event and we listen to their feedback and take it on-board to offer them what they want to see in the future. We have a great mix of terrific traders on board with us with all the visitor favourites & lots of great new stall holders, setting up the highly popular goods, fabulous and unique handmade crafted items and even a chance to rub yourself one off & highly collectable items. We also have the Southern Troopers who are raising some fantastic money for charity with people donating for photographs with Storm Troopers, Boba Fett and Darth Vader!"

David Warner was one of many star guests. As a veteran of the sci-fi genre, David has starred in several Star Trek films, along with the original Trek movie, and several science fiction television shows. He says events like DevCon remind him of how dedicated many of the fans are to the genre.



8 May 2017 at 10:00am

£3.5 million pledged for Plymouth's Mayflower 400



The Mayflower 400 is a series of events celebrating the 400th anniversary of the Mayflower setting sail for America. It is the largest ever event for celebration of the New World, as just over 100 Pilgrims set sail for the East coast of America in 1620 from Plymouth, Barbican.



The monument was erected in the 1830s, close to the quay where the Mayflower departed in 1620. Credit: ITV

September 2020 will mark 400 years since the start of the voyage. With big celebrations planned to recognise the integral role Plymouth played in the foundation of modern America.

The money will go towards restoration around the Mayflower 400, and on the three Mayflower 400 where tourists can recognise the routes the Pilgrims would have taken in the 17th Century during their brief stay docked in the city.



John Glen MP (center left) from the House of Commons, Made and Sponsored Plymouth 400 Lakes Robust Right and Gary Storer MP (center right) from the House of Commons.

John Glen, Minister for Arts, Heritage and Tourism from the Department for Digital, Culture, Media and Sport visited the city to show there is a national commitment to marking the celebrations a success. He was joined by the local Civic Development MP Luke Pollard.



<http://www.itv.com/news/westcountry/15/3-5-million-pledged-for-plymouth-400/>

More information on Mayflower 400 can be found here.

You can also view our 600 letters report [here](#).



Last updated Wed 9 Aug 2017

THE JEWISH NEWS ONLINE

BRITAIN'S BIGGEST JEWISH NEWSPAPER



Plymouth shul

Most of the early Jewish arrivals to Plymouth were migrants from Amsterdam, who used the town as a stopping stone to America. However, the thriving shul doors and need for governments, tailors and other skills was so plentiful that many decided to stay.

The community that built the synagogue was not the first example of a Jewish presence here, as when Sir Francis Drake a local boy from nearby Tavistock, sailed around the world, he rode in the log that his quartermaster and navigator was Moses the Jew, from Plymouth!

Plymouth's Jewish secrets

Larry Daltroff gets down to business in Somerset and hears the incredible story of how a 300-year-old Jewish cemetery was found in Plymouth, with the help of Google

Custodian Jerry Sibley, who is intent on keeping alive the community, showed me around. He realised, by browsing through papers, that there was a 300-year-old Jewish cemetery somewhere on the famous Hoe. Using Google maps and considerable detective work, he last year unearthed a much neglected, locked, wooden entrance door. The synagogue treasurer handed him a box of old keys, one of which worked and suddenly the door swung open.

Jerry later approached the Ripple Theatre Company and through extensive research, there is now an audio-visual for visitors, dramatising the lives of some of those buried here.

Within the shul there is a feeling of peace, as well as a wonderful Baroque Ark made in Holland and reassembled in situ. The bimah was made by local local builders and looks remarkably like a shul, although there is a dwindling and quite elderly community, the shul is immaculately kept. Donations from visitors are helping to keep the building in good repair, along with private tours.

Finally, Jerry recounted the story of Leon Solomon, who generously gave money for building improvements in 1984. Little could he know that many years later, his grandson, Ernest, who changed his surname, would marry a woman who would one day be named with Hitler. Her name? Mrs Vivian Simpson!



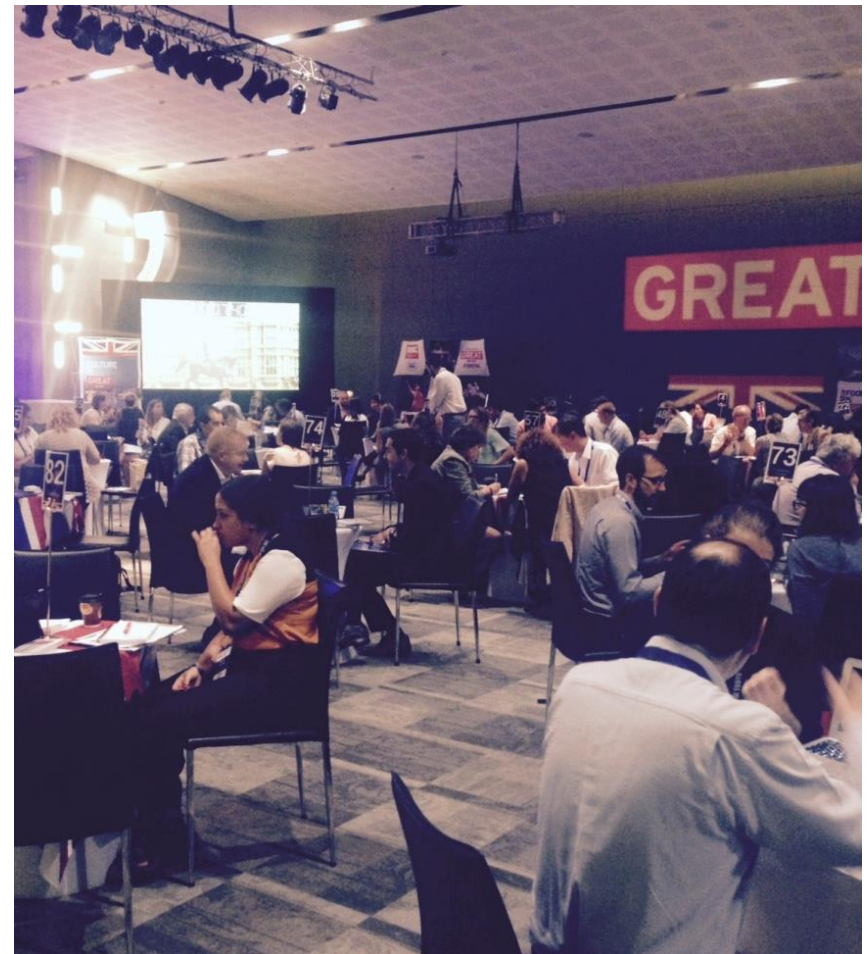
Plymouth shul

International marketing

UK Inbound conference – 26 contacts

Plymouth database – over 1300 contacts – some from Destination America previous Sept and explore GB

October fam visits – Kuoni and Chinese tour operators visited Plymouth and had positive feedback for their welcome and experience in the city.



International marketing

SW Fund campaign:

Exhibitions

- Vakantibeurs ,
Holland– 28 contacts
- ITB Berlin – 20
contacts



International marketing

SW Fund campaign:
E-news and fam visits:
Database – over 1235
contacts generated
from exhibitions and
events
Trade directory
produced

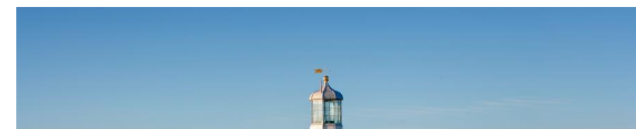


Welcome to the Destination Plymouth International Newsletter

Welcome to our first international newsletter which we hope will provide you the inspiration and information for a unique and memorable visit to Plymouth.

There has never been a better time to visit Plymouth, Britain's Ocean City. With its spectacular sea views Plymouth lies in the South-West corner of the UK providing a gateway to the stunning coastlines of Devon and Cornwall and Dartmoor National Park. It has the perfect blend of city culture, coast and countryside.

Renowned for its rich world maritime history, Plymouth has an array of accommodation to suit all budgets, award-winning events, top visitor attractions, a multitude of restaurants and cafés, a major music venue and theatre for the region and a huge choice of shopping outlets to suit all your visitor schedules. Whether it is a day trip, weekend away or a full on holiday there is a diverse range of experiences available for everyone.



International marketing

- Visit Britain support
- Links to visit Britain trade site for bookable product
- Familiarisation visits

Plymouth Boat Trips - Catch and Cook Fishing Trips

After some lunch in one of The Barbican's many restaurants, what better way to have fun and explore the high seas than with [Plymouth Boat Trips](#) on a 3.5 hour mackerel and deep-sea fishing trip? Fishing the local waters of Plymouth Sound, along with reefs and wrecks, searching for species such as mackerel, herring, cod, pollock, sea bass and the infamous conger eel, these trips are suitable for everyone, from expert fishermen to absolute beginners. All the necessary equipment and safety gear is provided, so all those on board can sit back and try and spot minke whales, basking sharks, dolphins or even leatherback turtles!

On returning to the harbour the "fishermen" can stop at The Boathouse Café on the quayside, where their catch will be prepared and cooked, to order, by the café's expert chefs.



Tour details

Min - Max capacity:

6 - 18 for scheduled trips or private charters

Frequency:

June: 1pm Monday to Friday, 9.15am and 1pm at weekends
July and August 9.15am and 1pm daily
September: 1pm Monday to Friday, 9.15am and 1pm at weekends
October: 1pm daily
November - March: Saturday & Sunday 1pm
April - May: 1pm daily

Private charters:

Please contact to request

FIT or Groups:

FIT or groups.

Translation:

Website available in Chinese, French and German

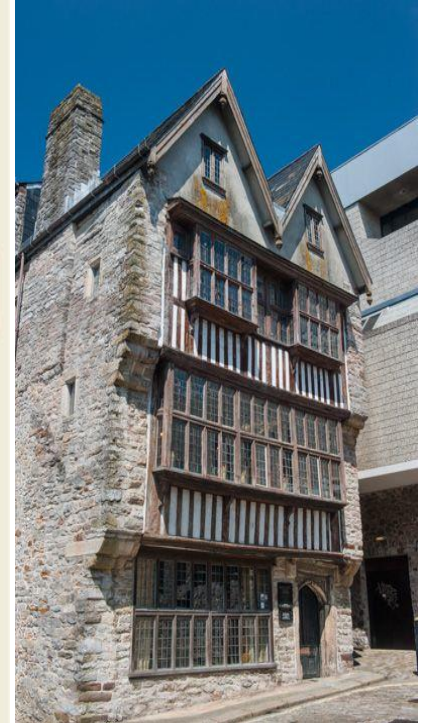
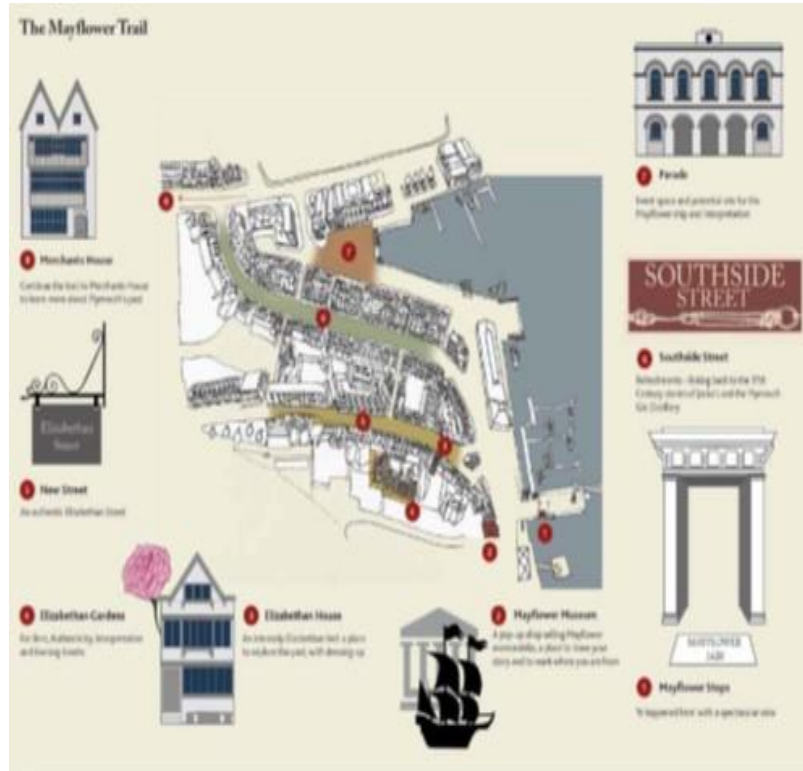
[Website: Plymouth Boat Trips](#)



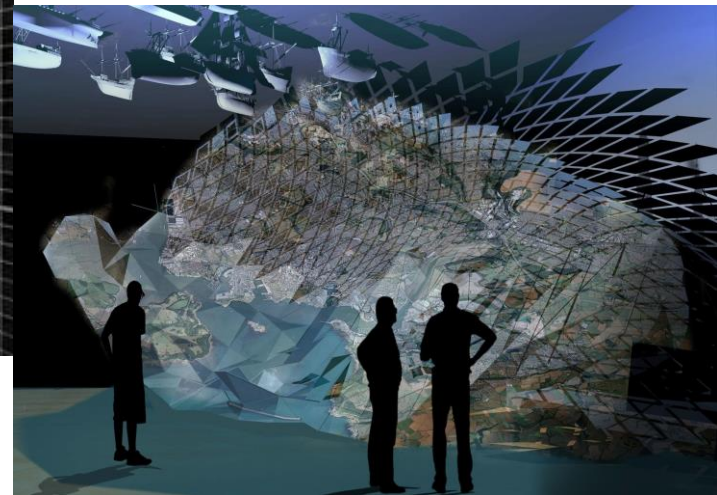
Supporting our Mayflower objectives

- **Develop capital** infrastructure to support the visitor economy
- **Develop** a 'Mayflower' visitor marketing campaign and work with Visit England/Britain to develop US market
- **Use** major events to globally position Britain's Ocean City

Capital projects:



Capital projects:



Capital projects:



National partner activity



Work to date..

- Project manager recruited Oct 2016
- National trail feasibility study delivered in March 2017
- HLF bid for £4.75 million for national trail (11 partners) submitted April 2017
- New partnership website produced
- Photographic and video content developed
- 10 national itineraries developed working with trade
- International PR agency recruited

Mayflower Explorer

Explore England & the journey of the Mayflower Pilgrims



What's included:

- 10 - day tour can be tailored to individual requirements
- Tour may start and finish at any destination. The story begins in Nottinghamshire.
- Independent traveller
- Suitable for groups
- Tour Guide Advised
- There is rail access to most destinations. For the full national itinerary, we recommend escorted tours. Some areas would require a driver guide.
- London Plus
- All London and regional airports. Including East Midlands, Doncaster Robin Hood, Humberstone, Birmingham, Exeter.



Follow the journey of the Mayflower Pilgrims from the beginnings of Separatism in rural England, their time in Holland and the story of the Mayflower Ship and her Master, through the south coast ports to Plymouth - their final departure point for the New World.

A story of courage and conviction, secret worship, growing persecution and the start of an epic journey that would establish the Mayflower Compact.

Tour Highlights:

- Visit the villages and churches of Scrooby, Babworth & Austerfield that were home to radical Puritan congregations and where Bradford and Brewster shaped their beliefs
- Explore Gainsborough Old Hall, one of the best preserved medieval manor houses in England
- Walk the cobbled streets of historic Lincoln, see King John's 1215 Magna Carta whose influence is seen in the Mayflower Compact and the American Bill of Rights
- Visit Boston Guildhall and the cells where the fleeing Pilgrims were held and tried
- Visit Immingham from where the Separatists escaped to Holland
- Travel to Leiden, Holland where the Separatists spent many years
- Go in search of Pilgrim Edward Winslow in Worcester & Droitwich Spa
- Explore the Port of Harwich where the Mayflower ship was built and her Master Christopher Jones lived
- Follow the journey of the ship to her home port in London and explore historic Rotherhithe and Southwark
- Explore the port city of Southampton where the Mayflower and Speedwell ships prepared for voyage
- Visit Dartmouth where the Mayflower and Speedwell ships stayed whilst undergoing repairs
- Stand on the Mayflower Steps in Plymouth, the city from where the Mayflower ship and her passengers finally departed on 16 September 1620.



Work to date..

- Work with Cruise Britain to develop 'Mayflower cruise' product
- Submitted DEF grant bid April 2017
- First trade partners took product to market in US market Sept 2017
- Formal international launch at DBNA and WTM Nov 2017
- Research commissioned
- jointly in USA through general panel/family societies
- demonstrates strong interest



HOT PROSPECTS

Definition:
Very likely to visit England and / or the Netherlands in 2020 if the anniversary is highlighted and promoted to them.

5.5% of the total U.S. adult population
Equates to
13m U.S. Citizens
A further 36% are warm prospects;
likely to visit 2020.

21% of GSMD and NEHGS
Equates to
51,000 U.S. society members
4 x more likely to visit than the general population.

CHARACTERISTICS

- ✓ More likely to be aged 45 - 54
- ✓ In over a third of households the main income earner is CEO, board director, senior manager or professional
- ✓ Often upmarket and affluent
- ✓ Very likely to have previously holidayed in England
- ✓ Over half have been on an international vacation within the last 3 years
- ✓ Just as likely to be male or female, if there is an established interest in ancestry

1620—2020
Mayflower 400™

Steering our future,
inspired by the past.

MAYFLOWER 400 U.S. TOURISM SURVEY - KEY INSIGHTS

In 2020 the United Kingdom, the United States of America and the Netherlands will commemorate the 400th anniversary of the sailing of the Mayflower ship and the story of her passengers and their journey that unites these nations.

The survey commissioned by Mayflower 400 UK provides insights into the travel behaviour and propensity to travel of the U.S. population for the Mayflower 400 anniversary.

This survey was conducted in the U.S.A. between 28 June – 31 July 2017 with 4,865 U.S. citizens aged 18+ drawn from members of the General Society of Mayflower Descendants (GSMD), the New England Historic Genealogical Society (NEHGS) and the wider U.S. adult population.

TRAVEL PLANNING & DECISION MAKING



Have previously made an international trip regarding family history:
40% of NEHGS and GSMD members
26% of the U.S. population



66% will stay an average of 8-14 nights



Trip type

39% intend to book and plan independently
30% intend to buy package
14% plan to take a group tour
12% plan to take a specialist tour



64% will travel in a party size of 2 adults



Search engines, national tourism website and trip advisor are among the top sources of information used for planning an international vacation



Booking international vacations

69% usually book online
20% of GSMD usually book in person with a travel agent

DURING THEIR STAY



75% would like to stay in London for part of their trip



Over half would make a specific visit to Plymouth, Leiden, Boston and Southampton

WHAT APPEALS?



GSMD & NEHGS members:
Embark on a personal journey, following in the footsteps of your Pilgrim Ancestors. Follow the story of the Mayflower ship, its passengers and their journey



90% are interested in attending historical talks and lectures



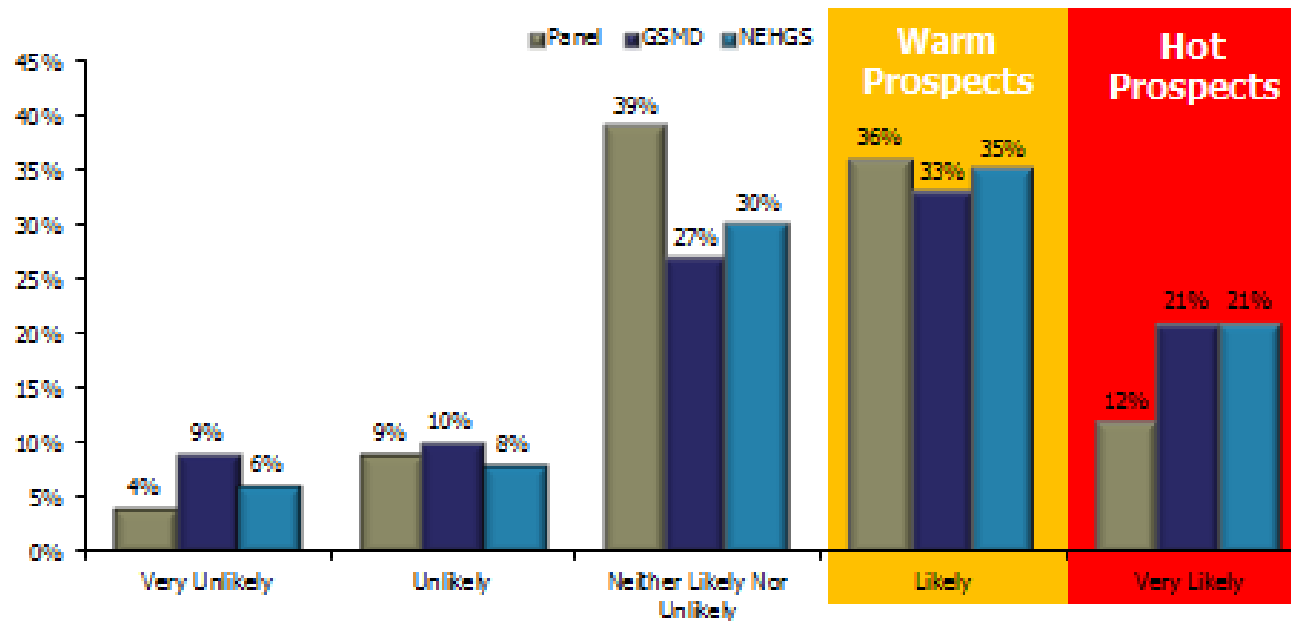
70% are interested in doing some walking on their trip



U.S. general population:
Experiencing England's culture, food and sights whilst exploring England's role in the Mayflower story

Over a fifth of the NEHGS and GSMD participants are 'very likely' Hot Prospects to visit England in 2020. 12% of the U.S. Panel population are Hot Prospects with a further 36% classified as Warm Prospects.

From what you now know and have seen or read about the Mayflower 400 commemorations, how likely would you be to visit the England in the anniversary year of 2020?
England by Collector ID



Base: Very Unlikely (n=201), Unlikely (n=424), Neither Likely Nor Unlikely (n=1,694), Likely (n=1,704), Very Likely (n=691), Sample Size = 4,694

Source: Mayflower 400 US Tourist Survey 2017
Downloaded by HABIT5

HABIT5

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We recommend that the 'very likely' or Hot Prospect segment represent a more reliable base to profile and project demand from.

They are the core target group. The bulls eye if you like.

OUTSTANDING UNDERSTANDING™

Sizing Demand in the U.S. adult population

We estimate that 5.5% of the total U.S. adult population are Hot Prospects to visit in 2020, this equates to 13.7m people.

From what you now know and have seen or read about the Mayflower 400 commemorations, how likely would you be to visit the countries below in the anniversary year of 2020?

Population	Volume	Source/Calculation
U.S. Adult Population (Over 18 years)	249,485,228	US Census Bureau: 'Estimates of the Total Resident Population and Resident Population Age 18 Years and Older for the United States, States, July 1, 2016'
'Prospect Pool' Estimate of U.S. Adult Population meeting the criteria applied to recruit the Panel sample.	111,445,031	Mayflower U.S. Tourism Survey 2017: 44.67% of the U.S. Adult population after 55.33% of the Panel Survey meet the criteria applied after disqualification for: 'No valid passport' or 'Very Unlikely to visit England' or 'Never had vacation abroad' or 'Not U.S. Citizen'.
'Warm Prospects' Estimate of incidence in the U.S. Adult Population 'likely' to visit.	40,120,211	Mayflower U.S. Tourism Survey 2017: 36.1% of the 'Prospect Pool' or 16.1% of the total U.S. Adult Population, based upon the Survey findings are predicted to express the opinion that they are 'likely' to visit England in 2020 once aware of the Mayflower 400 commemoration.
'Hot Prospects' Estimate of incidence in the U.S. Adult Population 'very likely' to visit.	13,707,741	Mayflower U.S. Tourism Survey 2017: 12.3% of the 'Prospect Pool' or 5.5% of the total U.S. Adult Population, based upon the Survey findings are predicted to express the opinion that they are 'very likely' to visit England in 2020 once aware of the Mayflower 400 commemoration.

In essence, we need to:-

- A) Very efficiently target them such that they are made meaningfully aware of Mayflower 400 (based upon profile information from the Survey)
- B) Deploying the right messages and propositions (based upon the Survey findings) that will resonate with them and motivate them to act and plan/book their visit.

HABIT5

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1620—2020
Mayflower
400

We would stress that 'Hot Prospects' need to be activated for actual visits to materialise.

(NB The survey participants have had many elements of the Mayflower 400 proposition put directly in front of them within the questions.)

'Warm Prospects' and 'Hot Prospects' are discrete populations.

OUTSTANDING UNDERSTANDING™

MAYFLOWER 400 – results to date

Trade shows:

DBNA North America, Explore GB 2016/17, Sea Trade Hamburg, Meet the buyer New York and Boston Oct 17

Over 130 overseas contacts acquired for international database

Fam trips and events:

UK Inbound convention, Discover event, fam trips this week and in spring 2018

Positive feedback from those on fam trips and continued working with them to develop plans – over 40 on fam visits to date

MAYFLOWER 400 – results to date

- **Bookings and interest expressed:**
- Select travel booking for Sept 2018 (confirmed)
- Kuoni and Abercrombie – here 2nd week October
Kuoni adding Mayflower product to their brochures this year
- Multiple cruise operators– planning cruises 5 booked 2018, 1 for 2020
- MICE – 1 lead confirmed for 2018
- **Further £500,000 secured via DEF for development of US marketing activity up to 2019**

MAYFLOWER 400 – World Travel Market

- 20 media appointments
- Over 40 trade leads
- Largest tourism show globally – over 5,000 exhibitors
- 51,500 visitors



Looking forward into 2018....

- Opportunities for buying into international campaigns in 2018
- Visit Devon joint memberships agreed
- Marketing Partnership with GWR

The logo for Visit Devon, featuring the word "VISIT" in large, bold, orange letters on a white background, and the word "DEVON" in large, bold, white letters on an orange background.

VISIT
DEVON