

Destination Plymouth
'Promoting Britain's Ocean City'

Visitor economy and
Tourism conference 2016

Plymouth

Britain's Ocean City

<https://youtu.be/lv0NeD1zqhM://>

Destination Plymouth
'Promoting Britain's Ocean City'

Adrian Vinken, OBE
Chairman
Destination Plymouth

Destination Plymouth
'Promoting Britain's Ocean City'

Elinor Eaton
Development Manager New
Continental Group

Destination Plymouth
'Promoting Britain's Ocean City'

Deirdre Wells, OBE
Chief Executive, UK Inbound

Destination Plymouth
'Promoting Britain's Ocean City'

Amanda Lumley
Chief Executive
Destination Plymouth

Today's theme: 'Who's your customer?'

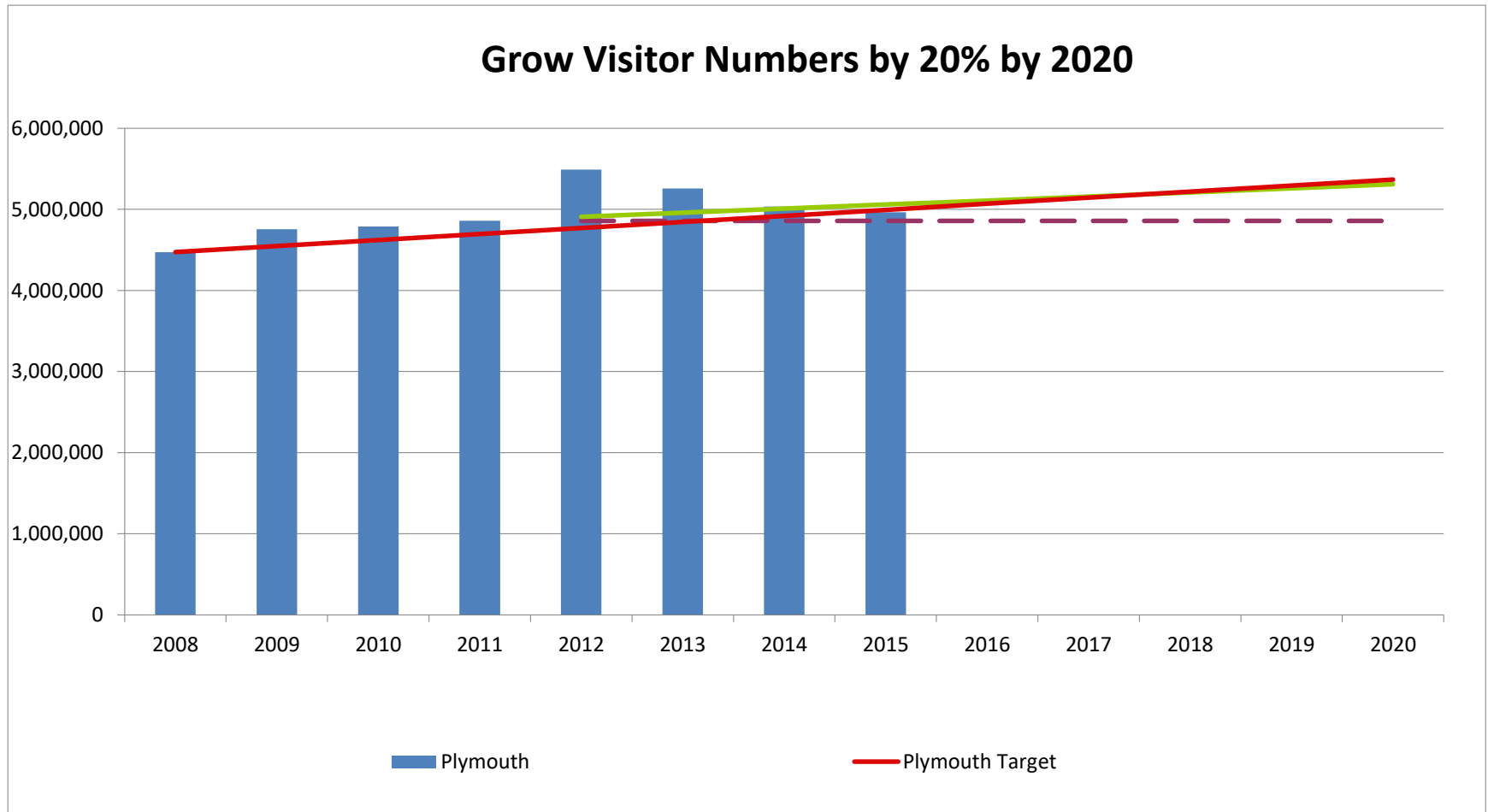
- Where do our current visitors come from?
- How are we performing currently - highlights?
- What new audiences should we target?
- Plans for 2017
- How are plans for Mayflower 400?

Delivering in partnership



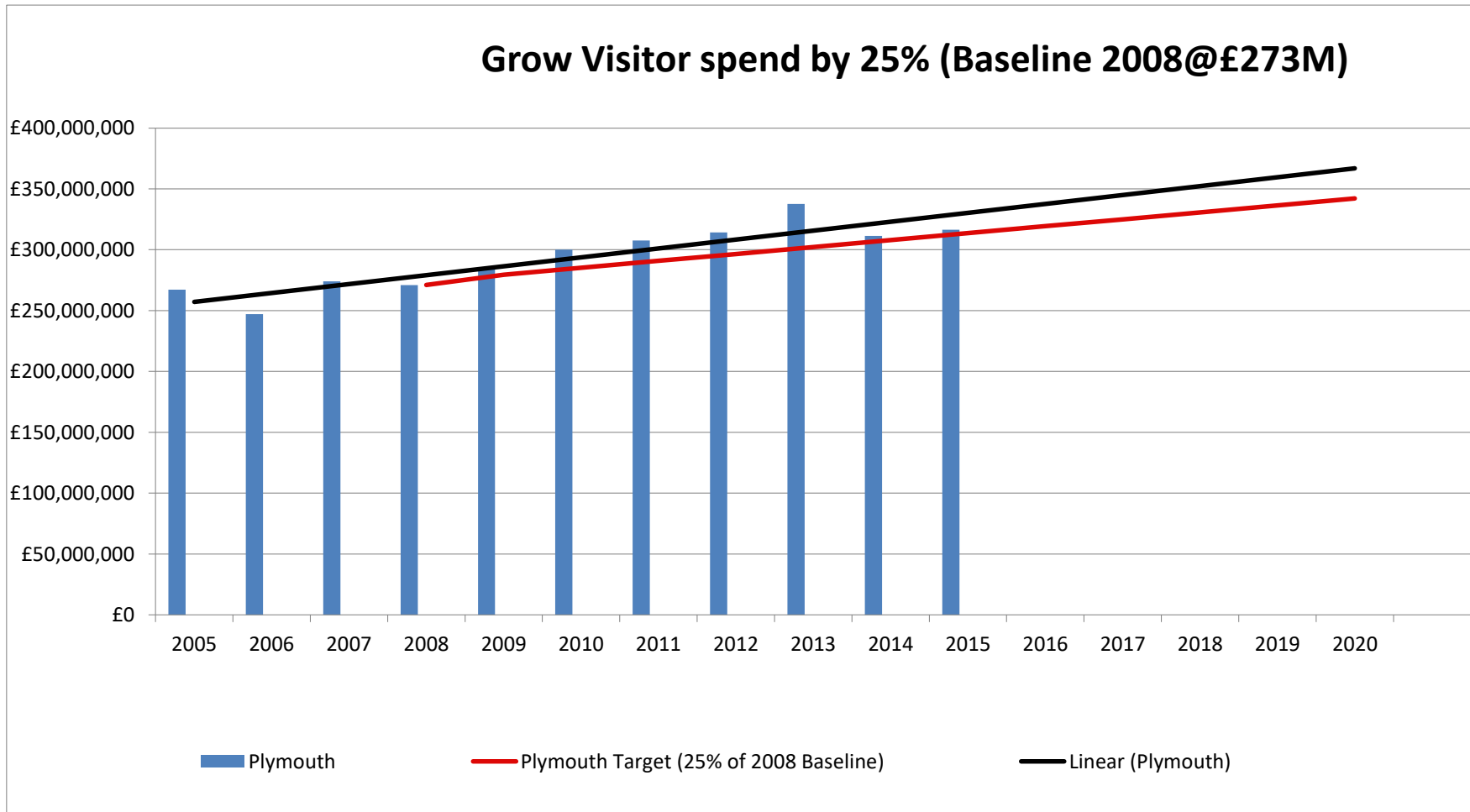
Visitor numbers

Grow Visitor Numbers by 20% by 2020



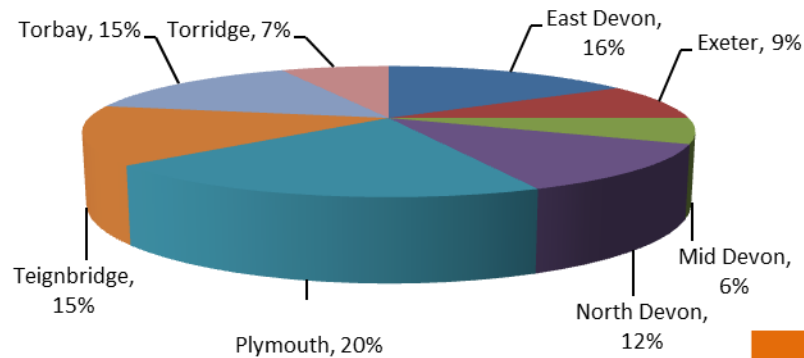
Visitor spend

Grow Visitor spend by 25% (Baseline 2008@£273M)



County context day visits

All day visit spend



Area	Day visits	Day visit spend
East Devon	4.0	£135.1
Exeter	1.8	£74.6
Mid Devon	1.6	£52.9
North Devon	3.0	£101.6
Plymouth	4.3	£169.4
Teignbridge	3.5	£121.7
Torbay	3.4	£125.3
Torridge	1.8	£58.4

Highlights of 2016 – Award Winning Events



Highlights of 2016 - Marketing

Website

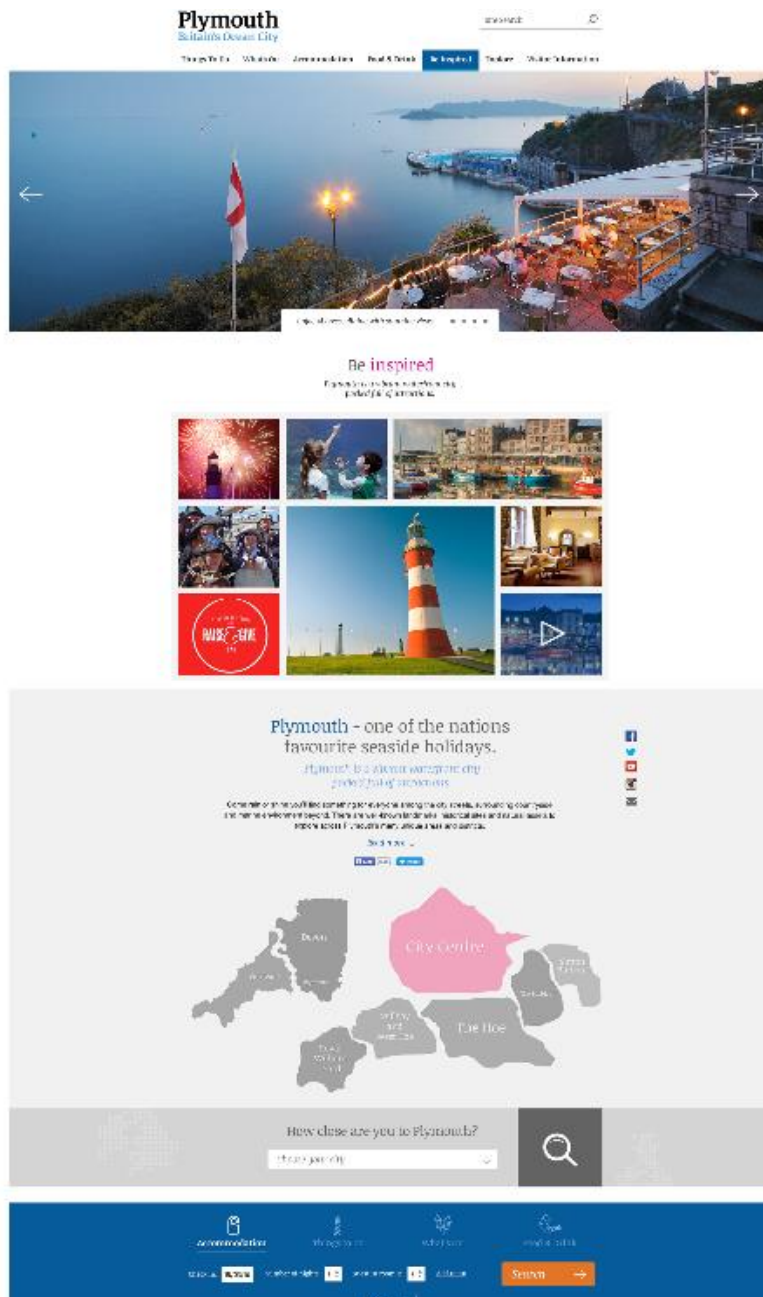
Social media

Campaigns: Summer, Christmas

SW Fund campaign – promoted at:

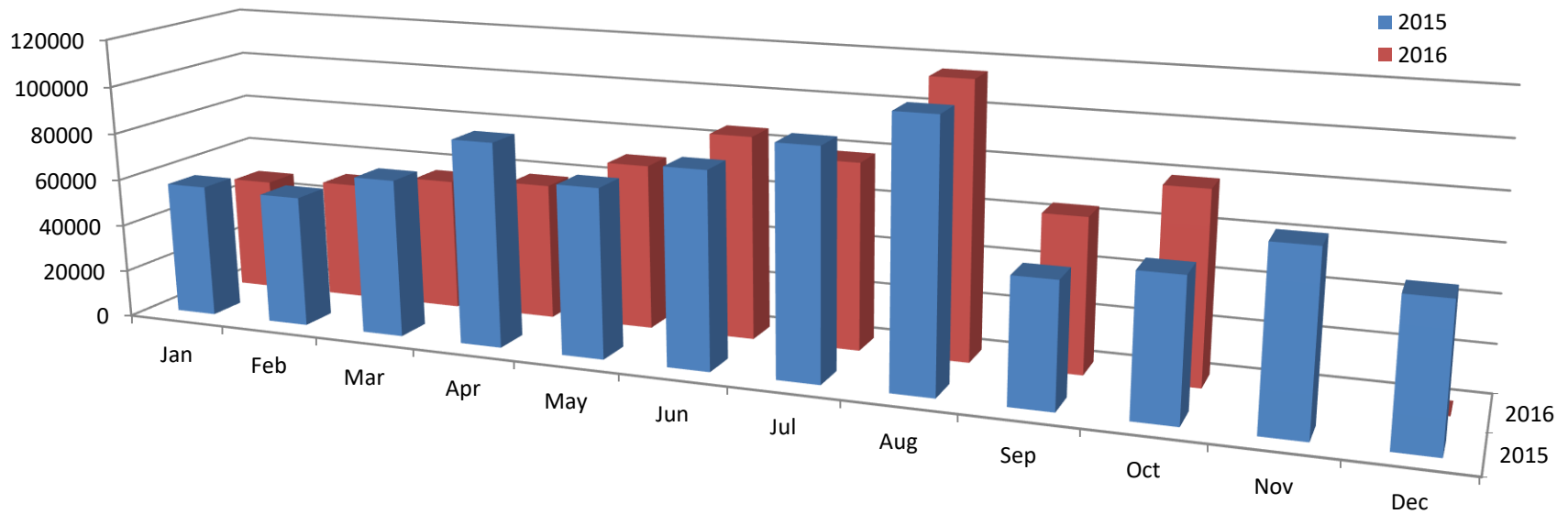
Destination Americas, Vakantibeurs, Explore GB,

ITB Berlin



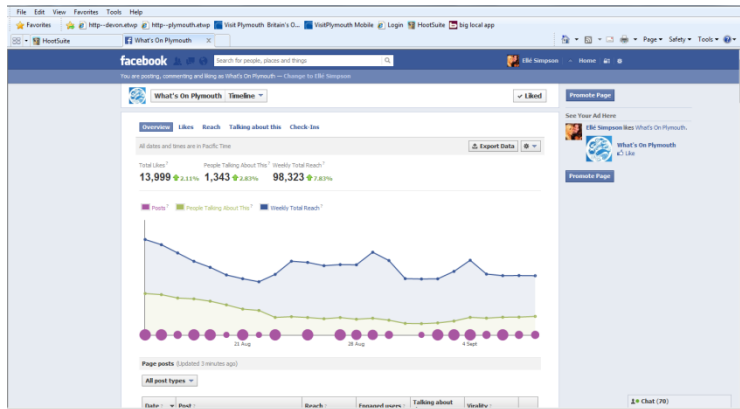
New visitplymouth website

Visit Plymouth Web Stats – 2015 to 2016



Visit Plymouth Web Stats – 2015 to 2016												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2015	56335	55444	66579	85894	71057	81963	94903	110159	51528	57878	72878	58,368
2016	48,296	50,484	55,938	57,854	70,053	85,798	78,612	115,324	64,308	79,230		

Social media stats



Facebook

What's On Plymouth – 54k likes (reach of over 1m per month)

Visit Plymouth – 6k likes

MTV Crashes Plymouth – 19k likes (reach of over 850k during week of MTV)

Twitter

@VisitPlymouth – 11k followers

@whatsonplymouth – 4k followers

Also – an additional 10k followers across

@flavourfestsw @plymouthpirates

@plymfireworks @plymlivemusic

@mtvplymouth @mayflower400uk

@plymseafest @oceancityfest

You Tube

Visit Plymouth

Instagram

@VisitPlymouth



2,405
TWEETS

129
FOLLOWING

3,595
FOLLOWERS



Edit profile

PR Activity

Plymouth's thrilling calendar of summer events



Residents and visitors to Plymouth are in for a treat this summer as the city plays host to an exciting calendar of world class events including The Transatlantic sailing race, Armed Forces Weekend, Flavour Fest, the British Firework Championships and MTV Crashes Plymouth

The Transatlantic

24 April to 2 May
Plymouth Waterfront

At least 20 of the best sailing yachts will be competing in the Transatlantic sailing race, which will see the Plymouth to Barbados they proceed to take on one of the world's most difficult sailing routes.

The Transatlantic is the oldest and most famous of the world's long distance sailing races. It was first sailed in 1790 by the ship the *Swallow* from New York, USA to Barbados in the West Indies. The race is now sailed from Plymouth to Barbados and is one of the most important and famous races in the world. The race is sailed in the summer months, usually in May or June, and is a test of endurance and seamanship for the sailors.

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Armed Forces Weekend

10-12 June
Plymouth City Centre

Located on West Quay and Commercial Road, The Armed Forces Weekend is one of the most popular events in Plymouth. It is a celebration of the armed forces and their families. The event features a variety of activities, including live music, food stalls, and a parade of military bands. It is a great opportunity for the public to meet and thank the men and women who serve our country.



at an event which displays as well as aircraft performances.

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competition ranging from off-shore racing to classic aircraft displays. The event is a celebration of the armed forces and their families. It is a great opportunity for the public to meet and thank the men and women who serve our country.

WMN

How England's ocean city of Plymouth found its maritime mojo

The home of one of Britain's most important Royal Navy ports is evolving into a destination of coastal cool



Royal William Yard Harbor in Plymouth

13 May 2016 by Jamie Tabberer

Recommend 0 Tweet 0 G+ 0

Gay Times

22 SATURDAY EXTRA

TRAVEL SATURDAY, DECEMBER 26, 2015 M.E.E.

TRAVEL

City break by the sea has everything for your family

A bustling centre, dramatic coastline and also idyllic countryside are on offer on a weekend away in Plymouth, writes LIZ FORBES



Cheltenham Festival

Drinking and entertainment all the way
2 days from £189.00, 17 March 2016

to experience the excitement and entertainment of one of the most famous horse racing festivals in the world. The festival is held at Cheltenham Racecourse and is a great opportunity for the public to see some of the best horses in the world compete for the top prizes.



something to suit everyone. Whether you're looking for a relaxing weekend or a more active one, Plymouth has everything you need. The city is a great base for exploring the coastline and the countryside. There are plenty of things to do, from visiting the historic sites to enjoying the beautiful views.

Book today to reserve your place!
Call 0330 160 7729
Visit www.newmarkettravel.com



The city centre and waterfront will be filled with active packed activities for children of all ages and with this year's theme of Superheroes, it promises to be a great day out.



Flavour Fest

Drinking and entertainment all the way
2 days from £189.00, 17 March 2016

to experience the excitement and entertainment of one of the most famous horse racing festivals in the world. The festival is held at Cheltenham Racecourse and is a great opportunity for the public to see some of the best horses in the world compete for the top prizes.

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WOinPlymouth

Manchester Evening News

PR Activity



SEA SPIRIT

From taking pride of place in Nelson's drinking cabinet to fuelling the roaring 20s, Plymouth Gin is steeped in as much history as the famous naval port where it's made.

Right in the heart of Plymouth, close to sailing boats in the harbour, the dark brick town hall building houses an ancient distillery. It's here that the Plymouth Gin distillery has been producing the spirit for over 300 years. The distillery is a Grade II listed building, and the spirit is made in a traditional way, using only the finest ingredients. The spirit is made from a blend of three different gins, and is aged in oak barrels for a minimum of 12 months. The spirit is then bottled and ready to be enjoyed.



PHOTOGRAPH BY JONATHAN WOODS FOR THE HERALD. PLYMOUTH GIN IS MADE IN A TRADITIONAL WAY, USING ONLY THE FINEST INGREDIENTS.

Coming soon...

Shiver your timbers with weekend of pirate fun

Get ready for two days of action-packed pirate fun and adventure, with a feast of music, dance and food for all the family...

ASIDE our hearted Don't be a pirate! Plymouth's annual Sea Spirit Weekend on Saturday and Sunday.

Come aboard a pirate ship for free

More pirate-themed activities

Collect your official Pirate Trail and see if you can become Captain!

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The Herald, Friday April 29, 2016

Coming soon...

Bank Holiday extravaganza sure to make a real splash

Kick-back in Plymouth's fab restaurants and bars this May Bank Holiday weekend while enjoying a feast of entertainment

PLYMOUTH is looking for something to do this Bank Holiday weekend. The city's fab restaurants and bars are sure to make a real splash. The city's fab restaurants and bars are sure to make a real splash. The city's fab restaurants and bars are sure to make a real splash.

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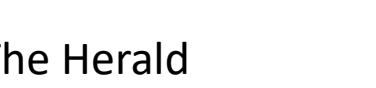
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Plymouth

Britain's Ocean City

MAY BANK HOLIDAY BONANZA

hour will leave the Jack, Leick Phipps and Don Duck 17 will be the last boat to leave Sutton Harbour at 11pm.

Timetable of events

Race Village, West Pier and Commercial Wharf
April 29 to May 1, 10am-5pm
Greenwich Harbourside
April 29 to May 1, 10am-5pm
Firework Display, The Barbican
April 30, 10pm-11pm
May Bank Holiday Bonanza
May 1, 10am-5pm
May Bank Holiday Bonanza
May 2, 10am-5pm
May Bank Holiday Bonanza
May 3, 10am-5pm

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The Herald

Plymouth

Britain's Ocean City



Plymouth

Britain's Ocean City

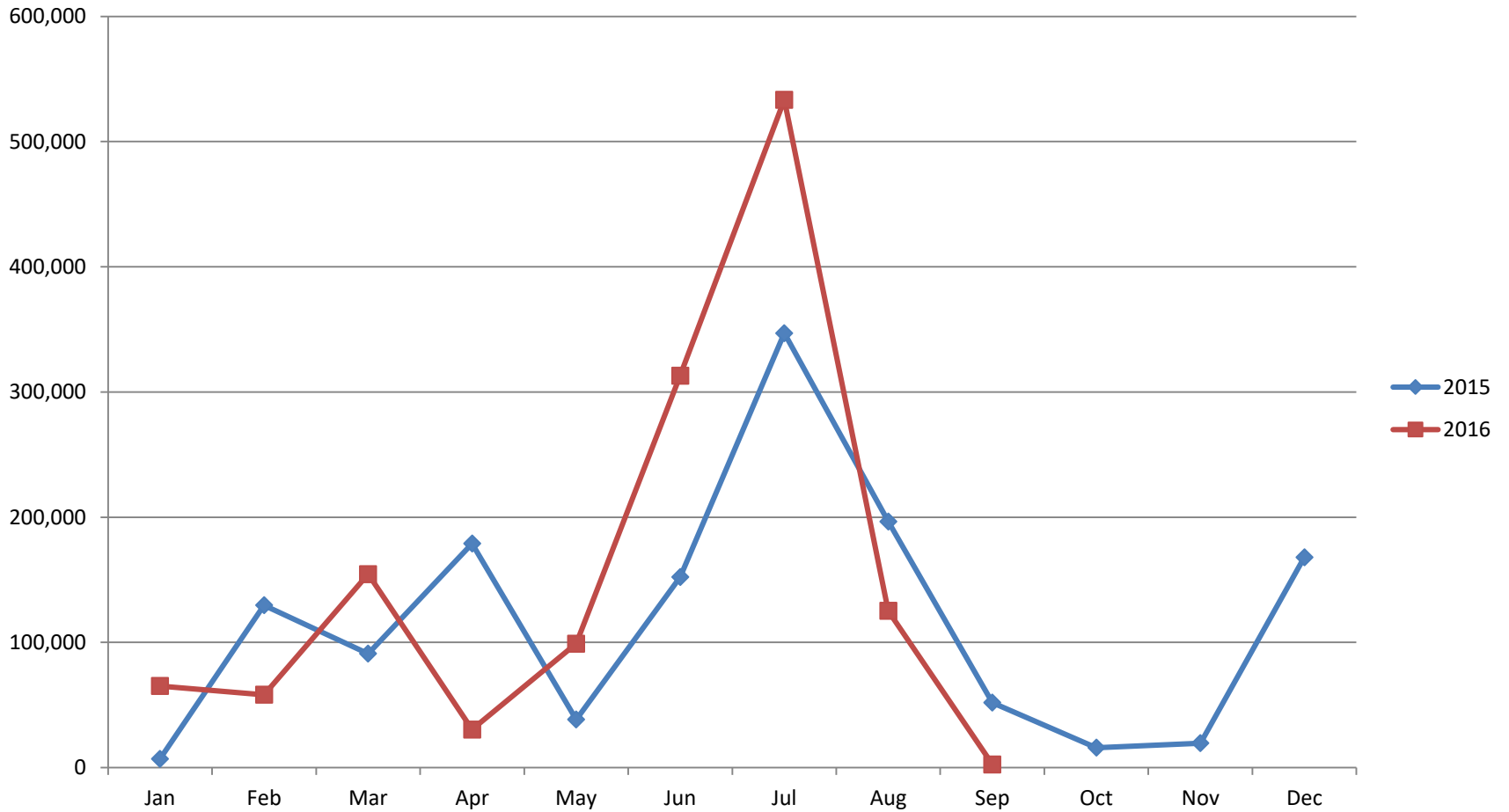


PLYMOUTH PIRATE WEEKEND

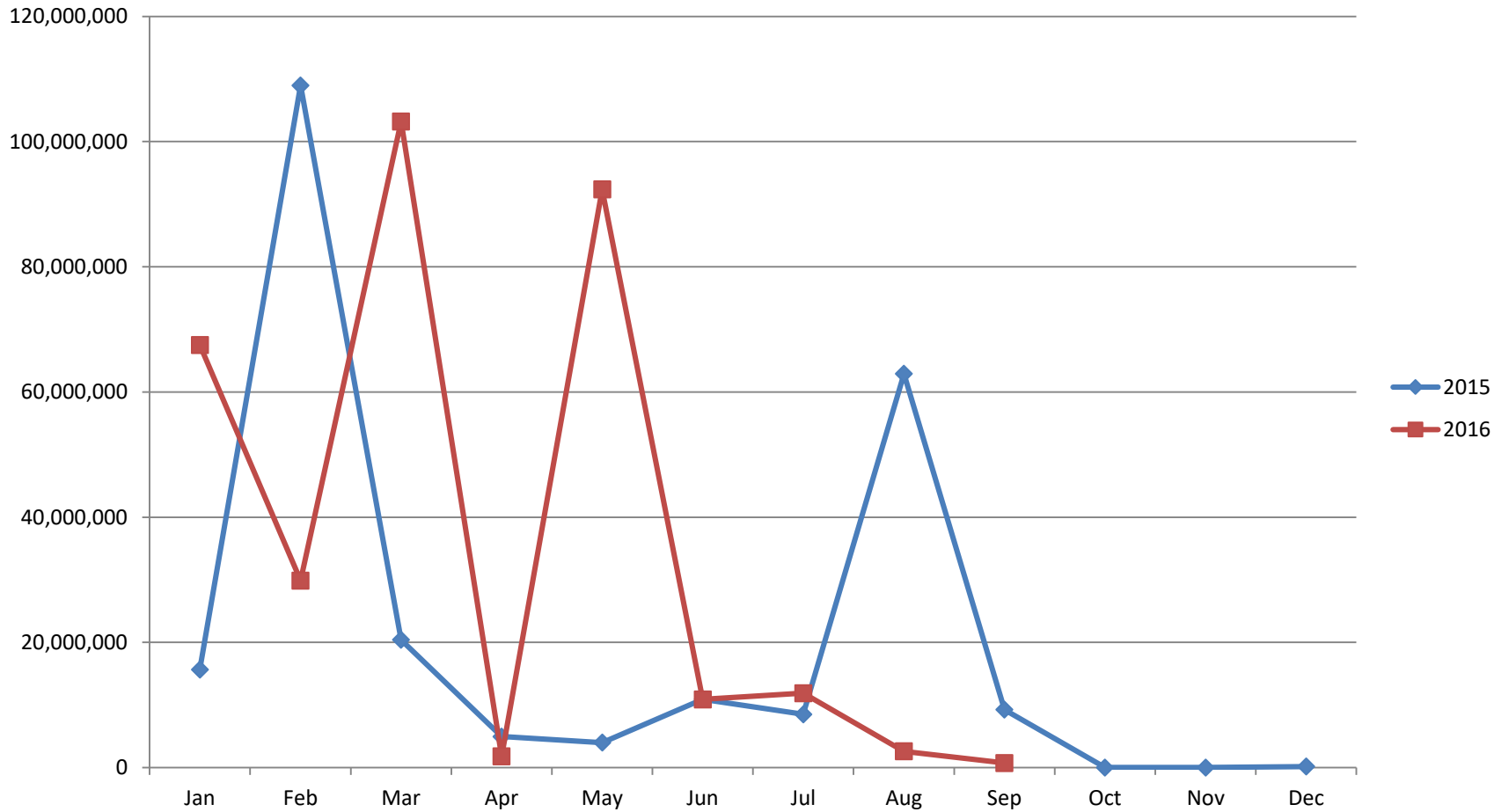
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PR Coverage



PR Circulation



Highlights of 2016 – Capital projects



Highlights of 2016 – Capital projects



Highlights of 2016 – Capital projects



What's new for 2017?

- New website further development
- International marketing activity working with SW Travel Trade group
- Thematic campaign development

1620—2020

Mayflower
400™

International partnership

YORKSHIRE

- Austerfield & Doncaster

NOTTINGHAMSHIRE

- Scrooby & Babworth

LINCOLNSHIRE

- Gainsborough area
- Boston
- Immingham

LONDON/ESSEX

- Rotherhithe
- Harwich
- Leigh-on-Sea

HAMPSHIRE

- Southampton

DEVON

- Dartmouth
- Plymouth

HOLLAND

- Leiden
- Amsterdam

MASSACHUSETTS

- Plymouth
- Provincetown/Cape Cod
- Wider Plymouth Colony
- Boston

International partnership



Highlights of this year..

- Visit to US in April with Plymouth Culture – presentation to over 60 organisations in Boston
- £500k funding from Visit England for national Mayflower Trail
- US Ambassador reception September
- First international meeting in Leiden in September
- Illuminate now developing in every location across UK



Going forward in 2017

- New Mayflower Chief Executive – Jan 2017

Funding bids submitted:

- £500k Cultural Destinations
- £1.2 million EOI to Discover England fund
- UK Inbound conference Feb 2017
- Launch of national visitor trail Nov 2017

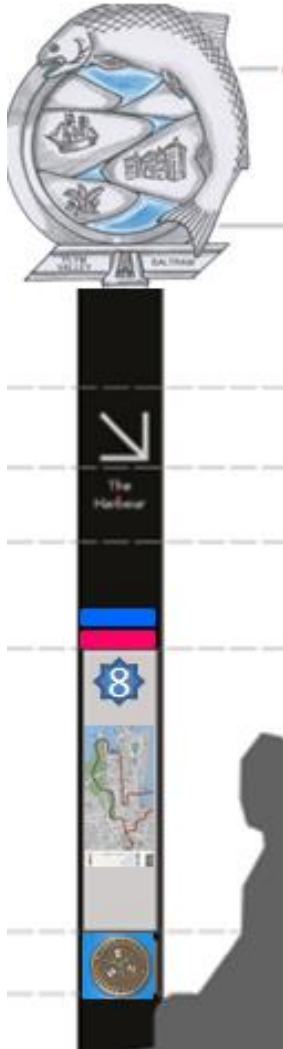
MAS ship



Education



National Visitor trail



A coherent trail concept which can be **replicated** across the Mayflower Compact partner locations.

Consisting of a coordinating system of **components**:

- Place Markers –
- Waymarkers – Floor plaques
- Interpretation panels

With links to

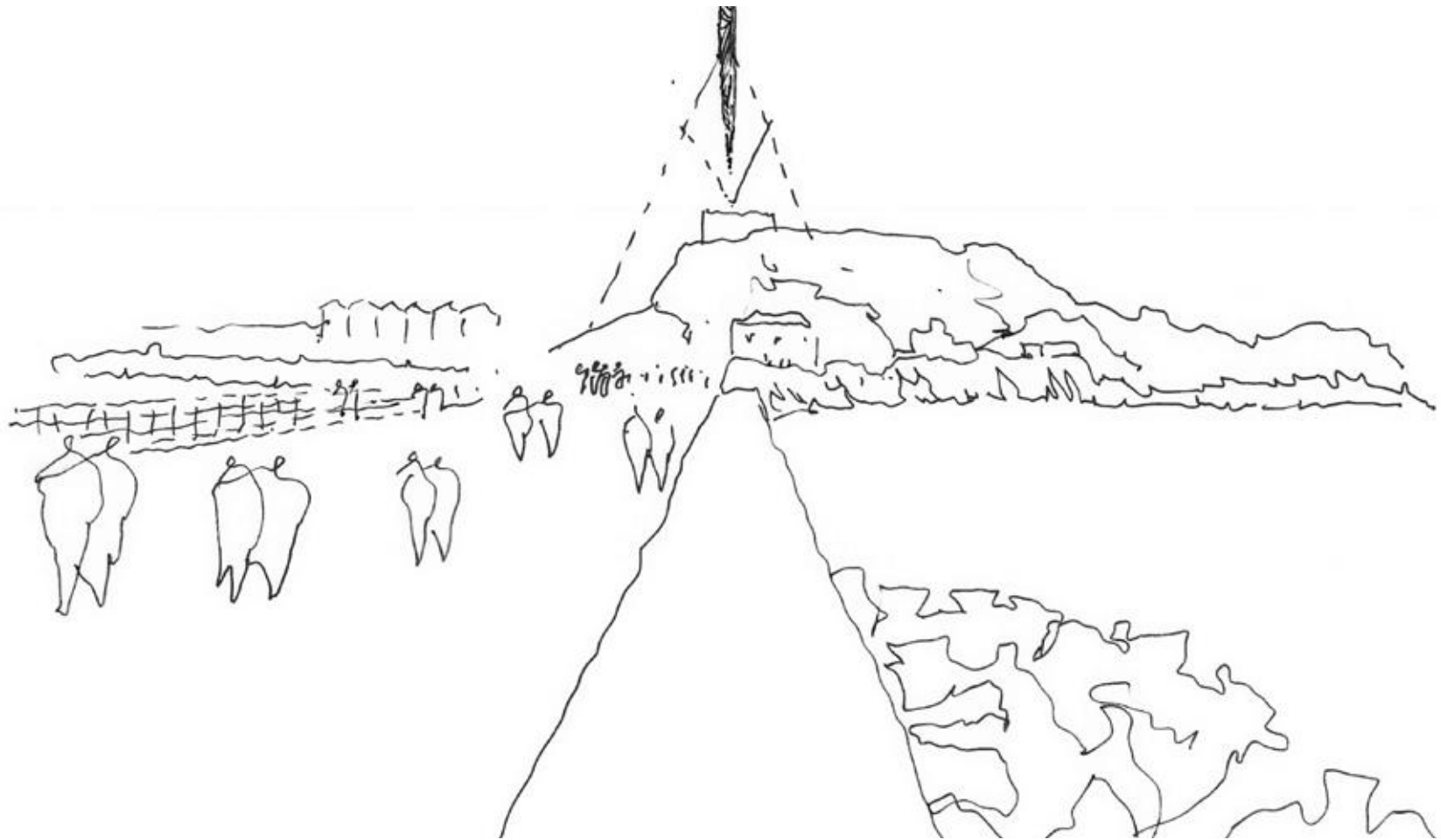
- digital media
- existing public information and signage

Also importantly, a replicable **process** of co-creation with the artisan and community

International marketing



Mayflower monument



Mayflower trail

8 Merchants House
Continue the trail to Merchants House to learn more about Plymouth's past

7 Parade
Event space and potential site for the Mayflower ship and interpretation.

6 Southside Street
Refreshments - linking back to the 17th Century stories of Jacka's and the Plymouth Gin Distillery

5 New Street
An authentic Elizabethan Street

4 Elizabethan Gardens
For Rest, Authenticity, Interpretation and Evening Events

3 Elizabethan House
An intensely Elizabethan feel: a place to explore the past, with dressing-up

2 Mayflower Museum
A pop-up shop selling Mayflower memorabilia, a place to leave your story and to mark where you are from

1

Elizabethan Street

SOUTHSIDE STREET

MAYFLOWER 1620

Key projects – Cultural programme



Sporting events



1620—2020
Mayflower
400™

Illuminate and Thanksgiving

Thursday 24th November 4.45pm



Ceremony 4.45pm

Mayflower Steps

Parade 5.40pm

Leaving Commercial Wharf

Projections 6.30pm

Plymouth Guildhall

You are invited to the Illuminate and Thanksgiving event as part of Mayflower 400 leading up to 2020.

Join us at the Mayflower Steps for the ceremony which will include performances by the Mayflower 400 Legacy Choir, the Navy Volunteer Band and the Young City Laureate as well as speeches by The Lord Mayor of Plymouth and The Chair of Plymouth Waterfront Partnership.

Follow the magical community light parade with theatrical elements to the Plymouth Guildhall where you will be treated to spectacular projections against the building.

Destination Plymouth
'Promoting Britain's Ocean City'

Esther Pearson, Director
South West Coast Path
Association

Destination Plymouth
'Promoting Britain's Ocean City'

Amy Scarth
Senior Consultant with
Acorn Tourism Consulting
Ltd

Destination Plymouth
'Promoting Britain's Ocean City'

Andrew Stokes
England Director, Visit
Britain

Destination Plymouth
'Promoting Britain's Ocean City'

Robin Barker
President, Tourism
Management Institute

Destination Plymouth
'Promoting Britain's Ocean City'

Samantha Richardson
Academy Director
National Coastal Tourism
Academy

Destination Plymouth 'Promoting Britain's Ocean City'

**Dominic Jinks,
Executive Director, Plymouth
Culture**