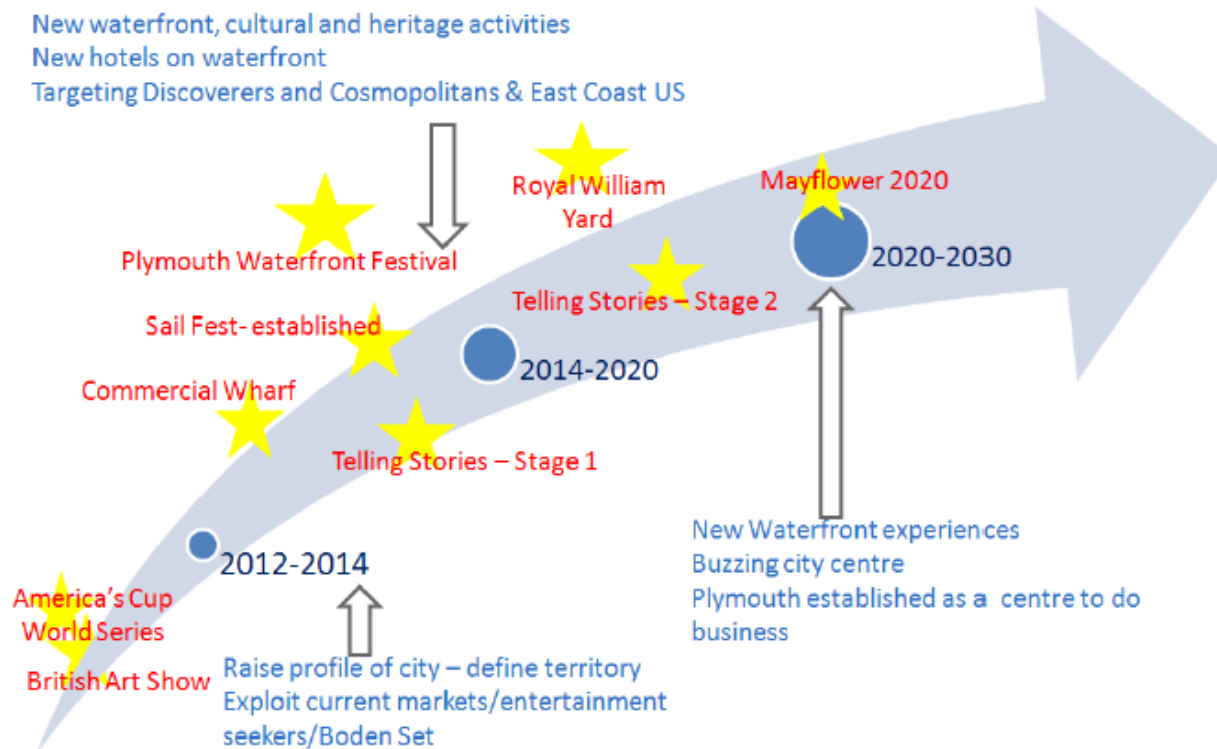


# Plymouth

Britain's Ocean City



# Its been nearly 10 years!

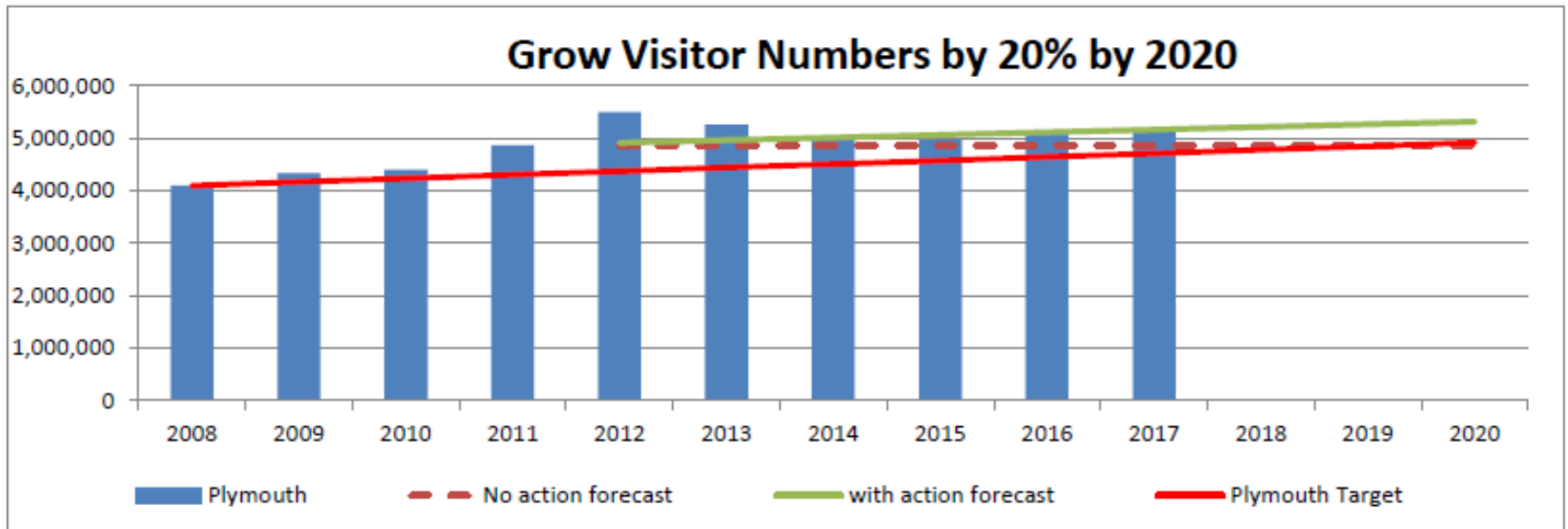


# Our key aims...

- ▶ Higher profile of Plymouth as a city to visit
- ▶ Numbers of jobs created and sustained
- ▶ Growth in volume and value of tourism
- ▶ Greater community pride, cohesion and safety
- ▶ Greater visitor satisfaction

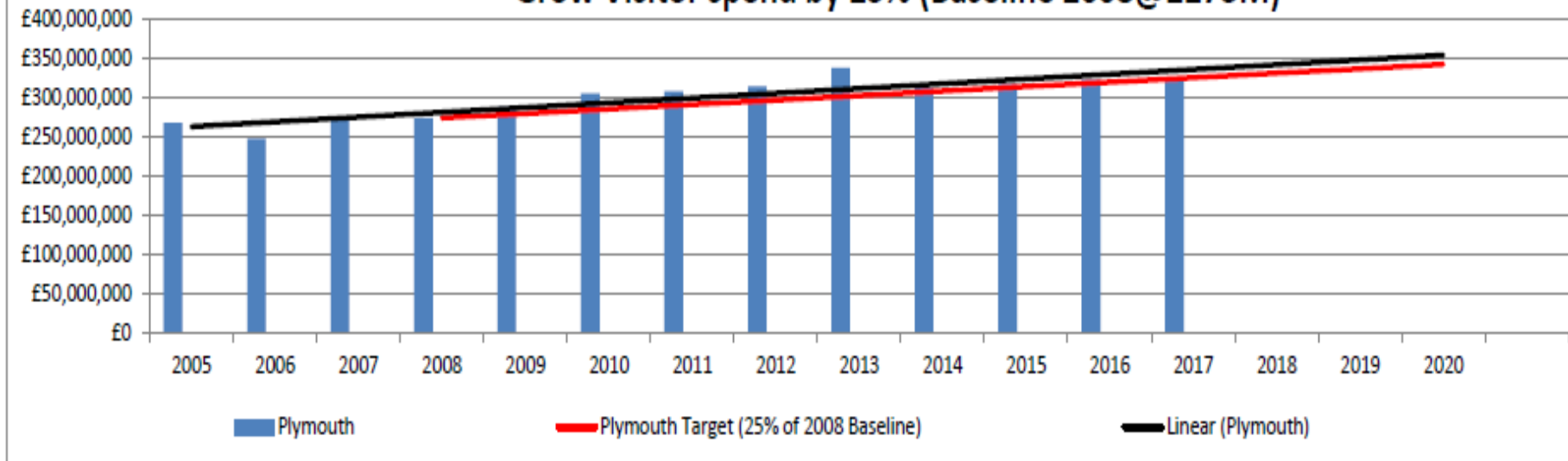
# Strong growth

### Grow Visitor Numbers by 20% by 2020



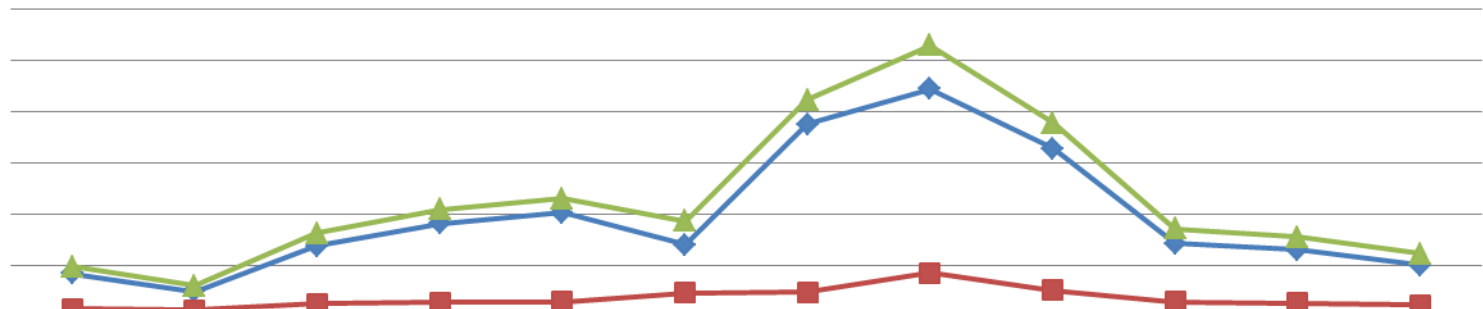
# Increasing spend

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



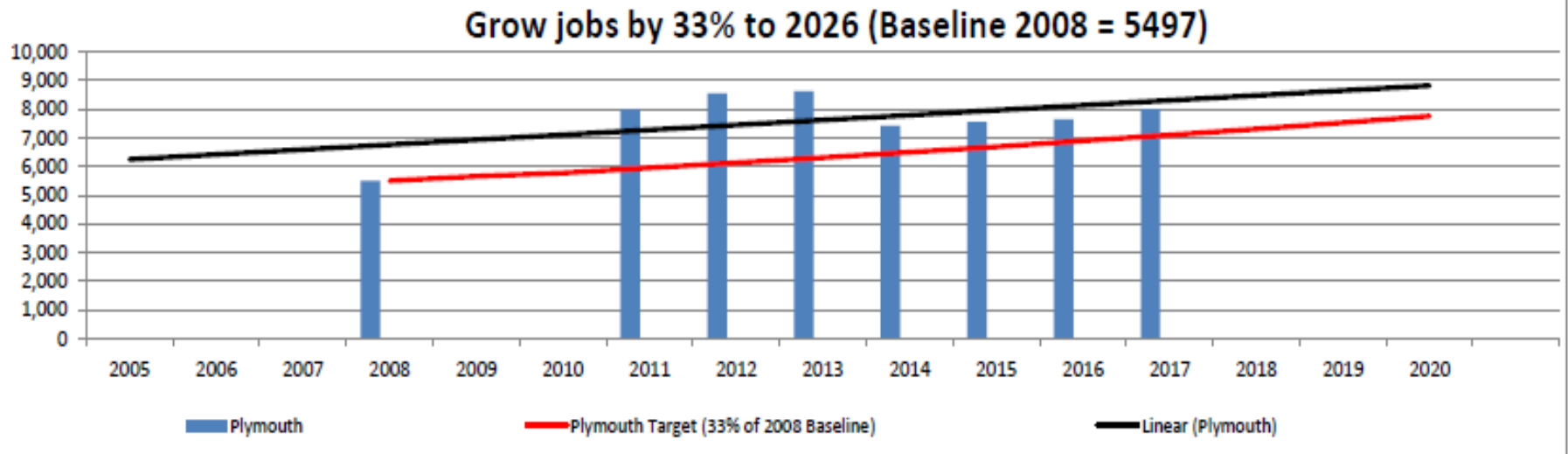
# Devon seasonality

Seasonality - spend



|                    | Jan  | Feb  | Mar  | Apr   | May   | Jun  | Jul   | Aug   | Sep   | Oct  | Nov  | Dec  |
|--------------------|------|------|------|-------|-------|------|-------|-------|-------|------|------|------|
| UK spend (mn's)    | 41.6 | 23.9 | 68.7 | 90.6  | 101.0 | 69.7 | 187.4 | 221.7 | 163.4 | 70.8 | 64.5 | 50.0 |
| OS spend (mn's)    | 7.2  | 5.9  | 12.5 | 13.4  | 14.0  | 23.1 | 23.8  | 42.1  | 25.2  | 14.4 | 12.8 | 10.8 |
| Total spend (mn's) | 48.8 | 29.9 | 81.2 | 103.9 | 115.0 | 92.9 | 211.1 | 263.8 | 188.6 | 85.1 | 77.3 | 60.8 |

# Providing jobs



## Key areas of activity...

- Product development – capital projects
- Marketing activity – all channels
- Business support – mainly via BIDS



# Visitor Plan 2011 – Success to date



Bretonside



The Box



Better Places Plymouth



Railway Station



Charles Cross



Bath Street



Millbay



Market Way



Elizabethan House

# Award Winning Events



Some highlights .....

<https://youtu.be/t4bSWp-zZIM>

Or perhaps something a bit more lively .....

<https://www.youtube.com/watch?v=wDUlbcXUYIU>

# Whatever way you look at it....



# What next?



Big thing!!!



# Considerations ....





Or perhaps something a bit more lively .....

[https://youtu.be/HKaQR\\_NpJ0A](https://youtu.be/HKaQR_NpJ0A)