

# Marketing update June 2019

Amanda Lee

## A Rainy Day in Plymouth Itinerary https://www.youtube.com/watch?v=6mfAWjUS OaM



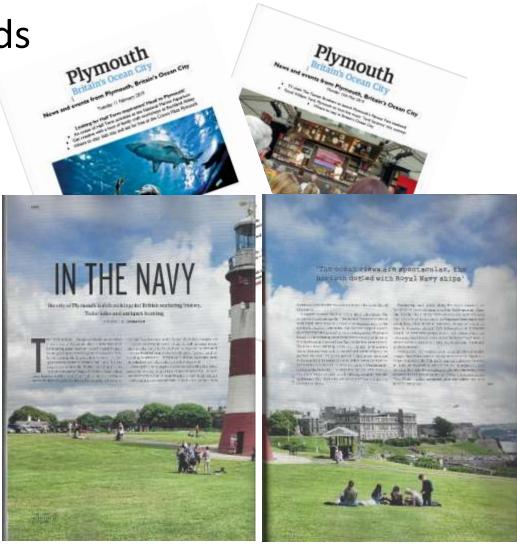
# The people you need to know...

- PR national and local
- Social media are you following our channels?
- Website
- General marketing support and collateral
- International marketing



## How we work to deliver PR coverage

- National press sends
- Press trips
- Press releases
- Blog content





### **2019 Visitor Guide**



The 2019 Visitor Guide was launched on 4 March 2019, with a more in destination focus this year's guide includes usable itineraries, clear listings of things to do in the city and strong visual imagery.

The guide is distributed to regional attractions, hotels, places of interest and tourist information centres via a distribution company as well as available online on the Visit Plymouth website and promoted across all of our digital channels to reach a national and international audience.

## Social media

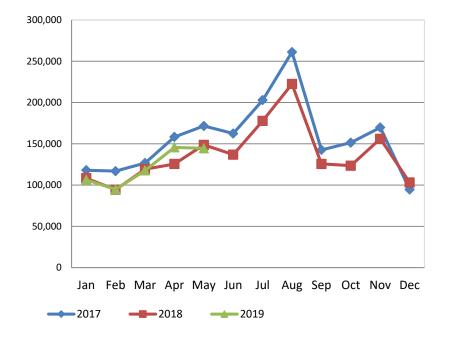
## **AUDIENCE TOTALS**

	What's On	Visit	Invest	TOTAL
f	61,585	11,332	n/a	72,917
<b>Y</b>	6,793	14,276	3,803	24,872
Ø	n/a	2,759	n/a	2,759
in	n/a	n/a	542	542
TOTAL	68,378	28,367	4,345	101,090

### Also – an additional 10k followers across

@flavourfestsw @plymouthpirates @plymfireworks@plymlivemusic @mayflower400uk@plymseafoodfest

## **Digital performance: Website**



- Total number of unique visitors in the last quarter was 145,389, which is up on the previous quarter, mirroring previous years trends (2018: 128,084)
- Developing SEO to further improve website performance
- In the last quarter, the most popular pages visited have been: What's On and Attractions
- The top 3 routes for visitors reaching the site are: organic search, social media and direct visits with referral traffic, display and email contributing in a smaller way.

### Plymouth Britain's Ocean City

## Newsletters

Weekly e-newsletter to consumers focussed on events, activities and key messages about the city. Driving traffic to the Visit Plymouth website

### Key stats:

Delivery rate: 99.8% Open rate: 20% Click rate: 2%

Following GDPR data cleansing we now have 3700 subscribers Plymouth Plymouth Armed Forces Day Saturday 29 June 2019 Celebrate Plymouth's proud military tradition at our annual Armed Forces Plymouth Hoe is the perfect setting to showcase the services, becoming a spectacular stage where you can enjoy displays and parades. This year, the air display will be headlined by the spectacular Red Arrows who are returning to Plymouth for the first time since 2012. There will also be flypasts from a Royal Navy Merlin helicopter and an RAF The exciting arena programme will also be returning, with highlights including the Tri-Service Field Gun competitions and the thriling unarmed combat display by the Royal Marines. There will also be military vehicles and equipment on display to see up close. From 6pm, enjoy a free evening concert on the main stage, with One From opin, enjoy a new evening concert on one main segre, more real Step Behind, Europe's biggest tribute to Madness, a Tom Jones tribute act and Scarlett Lee, the 2018 X Factor runner-up.

Behind, Euroyer act and Scarlet Lee, the 2014 First References Ref What's On Physical Workly E- News

PLYMOUTH STH-8TH JUNE 2019

Plymouth

#### MTV Music Week: Plymouth

Wednesday 5 to Saturday 8 June 2019

MTV will be here in 2 days time for an utiforgettable four-day music extravagenze.

Running from Wednesday 5 to Saturday 8 June, MTV Music Vieek will see a huge range of acts perform in the oty at live evening shows, along with inspirational daytime events targeted at young people with a passion for music.

#### MTV Push, Wednesday 5 June, The Treasury

ach month MTV showcases the hotlest emerging takent as part of MTV Push five nights and on the 5-June will come to Plymouth to koic off usic Vieek in style This is the official Music Week launch party with a selection of stripped back, exclusive inve performances.

ists announced include Hamzaa, Jvck James, Ray BLK and Sushi Sounds with host Tinea Taylor.

Tickets start at £10 (plus booking fee)

#### TV Presents, Thursday 6 June, Plymouth Pavilions

resents is bringing the best in live Rock and Indie music, artists voed include The Vaccines, Yungblud, The Amazons and Pale Waves, with host Jack Saunders.

Tickets start at £17 (plus booking fee)

YO! MTV Raps, Friday 7 June, The Hub

# Content first

### Plymouth Britain's Ocean City



Be Inspired

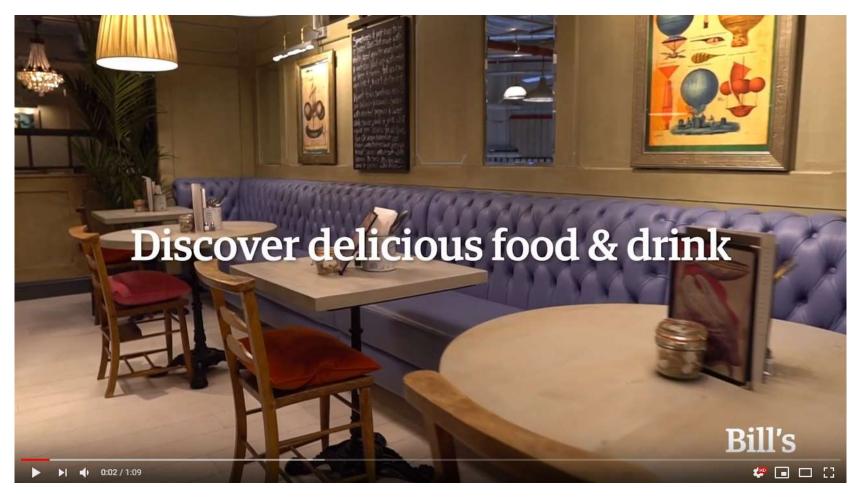
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FAMILY

Plymouth

- Print and digital content working harder together – with print itineraries translated into digital content
  - NEW video itineraries
  - NEW layout for pages with image led navigation
- Regular blogs
- Developed social media content in line with feature content: Top 10 lists etc

## Discover Delicious Food & Drink in Plymouth https://www.youtube.com/watch?v=LhaHk6Be Ys0



## **Developing our content**

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#### Visit Plymouth Blog



at MTV Music Week with FREE daytime sessions

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MTV Many Week Physically has began. said with it there not smar behaving supportunities to faces from and speak to

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## Looking back: Spring campaign





**GET OUT ON** 

Plymouth

Plymouth

Campaign included:

- Organic social posts across our channels
- Paid for content within Plymouth Magazine and Plymouth Chronicle
- Competition mechanic within Plymouth Chronicle
- Dedicated 'Get on the Water' content on Visit Plymouth website



## Looking forward: Family Fun in Plymouth

July – September

Focused on driving visit from families during school holiday periods.

Specifically targeting day visitors and those staying in South East Cornwall, South Devon and visiting friends and family in the city





# Looking forward: Food and Drink

### September – October

Focused on overnight stays, weekend and mid-week with a targeted activity plan aimed at cultural couples.

Key messaging around Food and Drink with a plan to create a suite of food and drink content to showcase Plymouth as a foodie break destination.



### Plymouth Britain's Ocean City

### Christmas Shopping in Plymouth Britain's Ocean City

### Full of Bright Ideas

Gifts for everyone - Big brands - Independent boutiques - Christmas Market
Penguins: A LEGO brick trail - Fab food & drink - Plenty of buses & parking
visitplymouth.co.uk

## Looking forward: Christmas

Mid October – December

Delivered on behalf of British Land and Plymouth City Centre Company

Retail driving footfall campaign for Christmas promoting the city for Christmas shopping and using Christmas activations as reasons to visit.

Targeted at local and regional residents and visitors.

# Looking forward: 2020

- Joined up approach to marketing and comms
- Mayflower being used as leverage for Plymouth as a destination
- Seasonal campaigns across the year
- 2020 visitor guide will be out this NOVEMBER!

# Dates for the diary

- **29<sup>th</sup> June**: Armed Forces Day
- 6<sup>th</sup> July: Plymouth Summer Circus
- 6 July 7 September: Plymouth Summer of Fun
- 8 July 15 September: Elmer's Big Parade
- 6 8<sup>th</sup> August: Rolex Fastnet Race
- 9-11<sup>th</sup> August: Ocean City Blues n Jazz Festival
- 14 15<sup>th</sup> August: British Firework Championships
- **17-18<sup>th</sup> August:** Ocean City Motorcycle Festival
- **31<sup>st</sup> August:** West End Carnival & Plymouth Market 60<sup>th</sup> birthday
- 14 15<sup>th</sup> September: Seafood Festival

# Don't forget to add your events to Visit Plymouth so that we can share them across our channels!

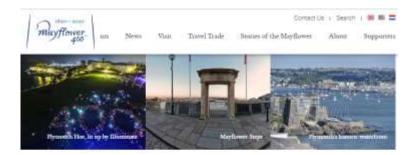
Plymouth Britain's Ocean City



# International marketing Amanda Lee

# Mayflower 400 Visitor Project

- Digital trails app launched in April
- Press trips to Plymouth including London Unattached
- Mayflower 400 tours live and on sale with travel operators
- Sky High Dutch TV company, producing 5 part documentary on Mayflower with 2 episodes in England



### Plymouth and the Mayflower story

The Mayflower and Speedwell were 300 miles clear of Land's End when the smaller ship once more began leaking badly and couldn't risk continuing. They turned about for Plymouth.

By this time, the transped, damp and moreable passengers had already spent up to six weeks at sea basically getting nowhere, with a fair wind and good fortune they would have hoped to be closing on their destination by then. The Speedwell was finally declared until for the journey. Some of the Pilgrims dropped out, the remainder provided onto the MaySower, which required re-provisioning, despite funds running low.

She left on 16 September with up to 30 crew and 102 passengers on board. Just under half of them were Separatists, the rest were economic migrants - skilled tradespeople sent by the investors to help build the new colony.

It is believed the Pilgrims received a warm welcome in Plymouth. Those that did not live on board ship probably stayed in or visited houses around the quay such as filland House and the Elizabethan House. These buildings still stand today

Island House, situated on Southside Street, dates from between 1672 and 1600 and is reputed to be one of the houses the

# **DEF: US Connections**

- Plymouth is working alongside 12 partner destinations who form the Programme Board on the 'US Connections' project.
- Developing newly packaged tourism products around identified and tested themes that will attract the US inbound market to England.
- Providing tour operators and the travel trade with inspiration and information they need to develop and sell bookable holidays to England.
- Following a tender process, five private sector organisations have been selected to work with US Connections to distribute and sell US Connections content until 2021 (and beyond).
  - **Tribe 101** focussing on online tours based around family groups
  - Barton Hill
  - Pinpoint Britain
  - Select Travel Services
  - **Reformation Tours** Focussing on Mayflower Tours



# US Connections: results so far

- 35 new bookable tours and experiences have been developed
- 4 itineraries and travel trade directory created
- ISEBOX online platform delivered to hold image, video and itinerary content for all destinations
- VB US funded campaigns with TripAdvisor and TravelZoo with US Connections content on both platforms
- Attended Explore GB in May and showcased at UK Inbound in March
- 5 press trips hosted to date generating £150,000 worth of PR coverage

# Planned activity

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- Working with destinations to develop new bookable product with a US Connections theme
- 3 familiarisation visits covering US connection themes and destinations
- Microsite for US Connections content to be created to hold all information

# **Tourism Exchange Great Britain**

- Exciting new opportunity to help grow your international business through travel trade
- New online platform via Visit Britain/Visit England
- One stop exchange for English tourism suppliers (attraction, accommodation, tours etc) to link with distributors across the world

Britain's O

- System goes live at the end of June at TXGB.co.uk
- Separate sessions will be organised to share more detail about this opportunity

# Reminder: Support available

- National and local PR support
- FREE events listings on Visit Plymouth
- Access to Plymouth marketing materials for use at your venues

Plymouth

Britain's Ocean

- Familiarisation trip/itinerary involvement
- Social media sharing and support of messages

Please share your content with us so that we can support you!



# Thank you