

# Marketing update

## June 2019

Amanda Lee

# A Rainy Day in Plymouth Itinerary

<https://www.youtube.com/watch?v=6mfAWjUSOaM>



# 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
	61,585	11,332	n/a	72,917
	6,793	14,276	3,803	24,872
	n/a	2,759	n/a	2,759
	n/a	n/a	542	542
TOTAL	68,378	28,367	4,345	101,090

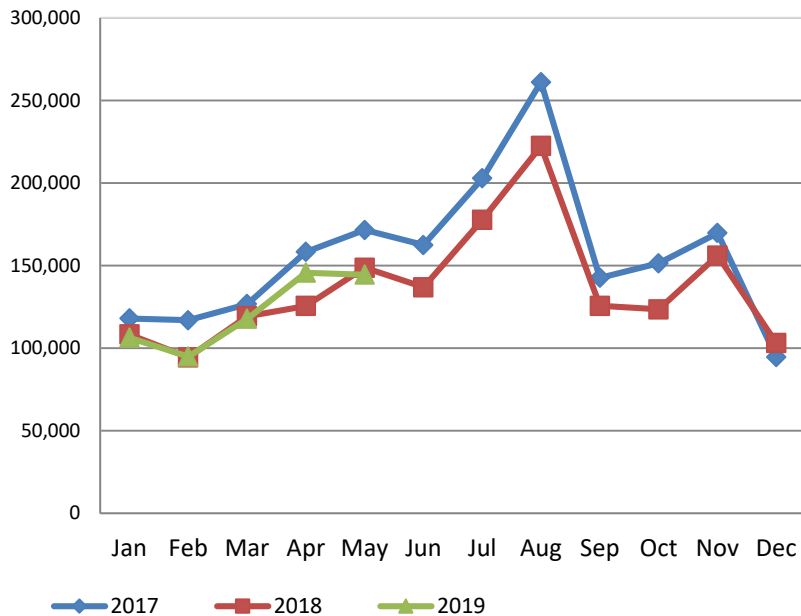
**Also – an additional 10k followers across**

@flavourfestsw @plymouthpirates @plymfireworks

@plymlivemusic @mayflower400uk

@plymseafest

# 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.

# Newsletters

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

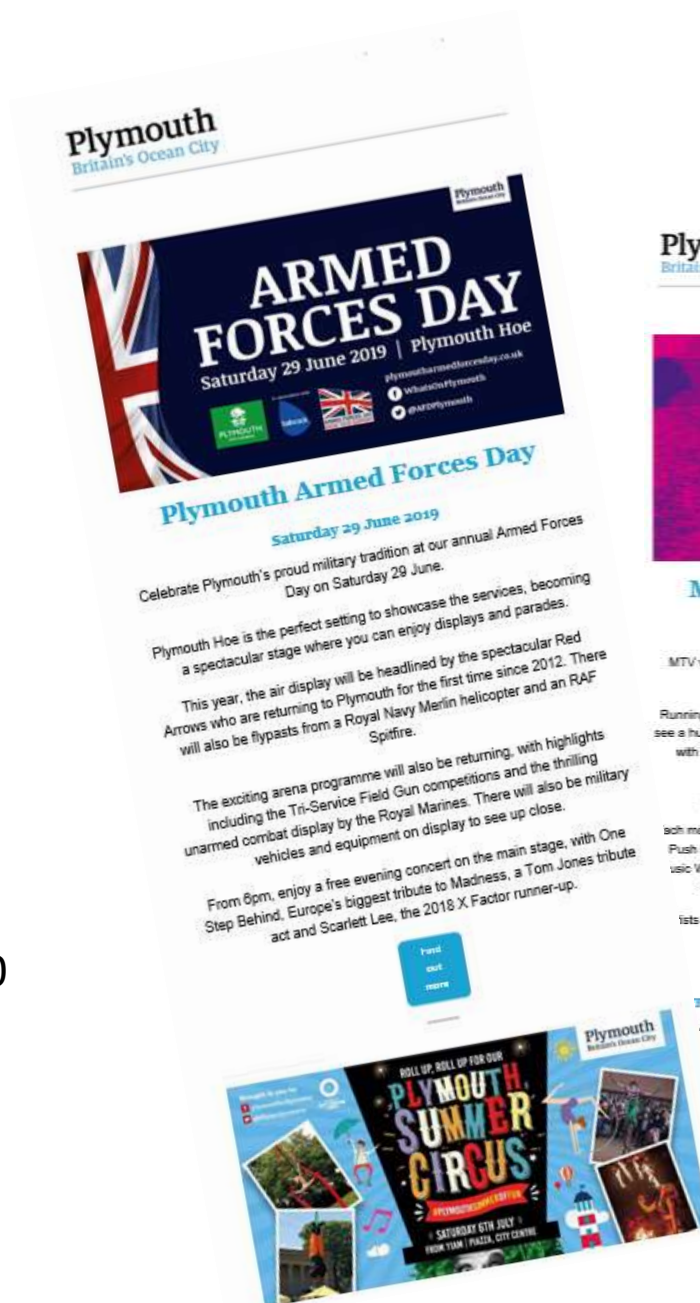
## Key stats:

Delivery rate: 99.8%

Open rate: 20%

Click rate: 2%

Following GDPR data cleansing we now have 3700 subscribers



## Plymouth

Britain's Ocean City



### MTV Music Week: Plymouth

Wednesday 5 to Saturday 8 June 2019

MTV will be here in 2 days time for an unforgettable four-day music extravaganza.

Running from Wednesday 5 to Saturday 8 June, MTV Music Week will see a huge range of acts perform in the city 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

Each month MTV showcases the hottest emerging talent as part of MTV Push live nights and on the 5 June will come to Plymouth to kick off Music Week in style! This is the official Music Week launch party with a selection of stripped back, exclusive live performances.

Acts announced include Hamza, 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

TV Presents is bringing the best in live Rock and Indie music, artists booked 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



- 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

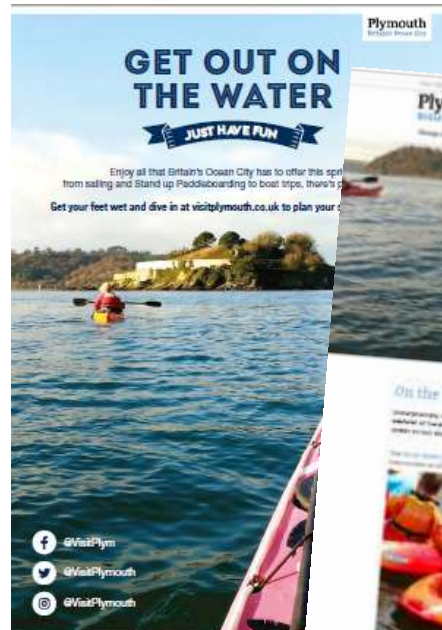
# Discover Delicious Food & Drink in Plymouth

<https://www.youtube.com/watch?v=LhaHk6BeYs0>





# Looking back: Spring campaign



## 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.

*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](http://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

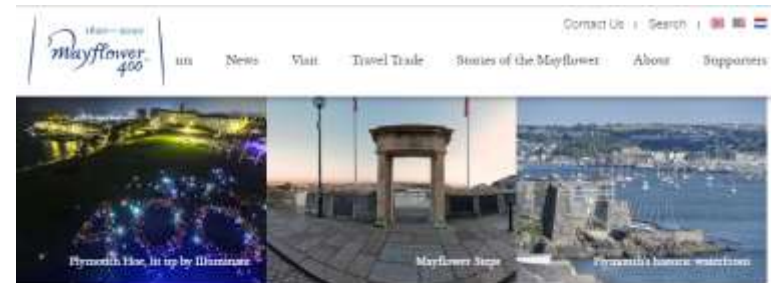
**Don't forget to add your events to Visit Plymouth so that we can share them across our channels!**

# 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 cramped, damp and miserable 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 unfit for the journey. Some of the Pilgrims dropped out, the remainder crowded onto the Mayflower, 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 Island House and the Elizabethan House. These buildings still stand today.

Island House, situated on Southside Street, dates from between 1573 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

- 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
- System goes live at the end of June at [TXGB.co.uk](http://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
- 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