

Destination Plymouth
'Promoting Britain's Ocean City'

Member presentation
June 2019

Today.....

12.00pm Amanda Lumley

National update, sector deal, new visitor plan

Cruise marketing

12.30pm Amanda Lee

Domestic activity, campaigns and PR

13.15pm Letitia Price

Website and social media developments

13.45pm Sean Gibson – City College apprenticeships and business support

14.15pm Amanda Lee

International marketing update

14.30pm Charles Hackett

Mayflower 400 update

15.00pm - Close

National picture

Key issues:

- Future funding for DMO's
- DEF programme
- Industrial strategy
- Comprehensive spending review
- Sector deal – tourism zones
- Air BnB
- TXGB
- Brexit



Vision



Plymouth is Britain's Ocean City,
famous for its Waterfront.

We will become **Europe's finest waterfront city,**
celebrated for our unique and diverse marine life,
culture and experiences.

We will continue to be recognised as **unique among
UK cities** for our natural drama and 500-year history
as a place of embarkation and exploration.

High level ambitions:

Our national marine park will be globally recognised for amazing experiences, by, on, in and under the ocean.....



High level ambitions:

We will be known internationally for 'jaw
dropping art, authentic cultural experiences
and our urban spirit....



High level ambitions:

We will be the South West's premier and top ten UK visitor destination...



will be recognised nationally as best in class for our digital, creative and cultural approach in everything we do...



Enabling priorities

Partnership

People

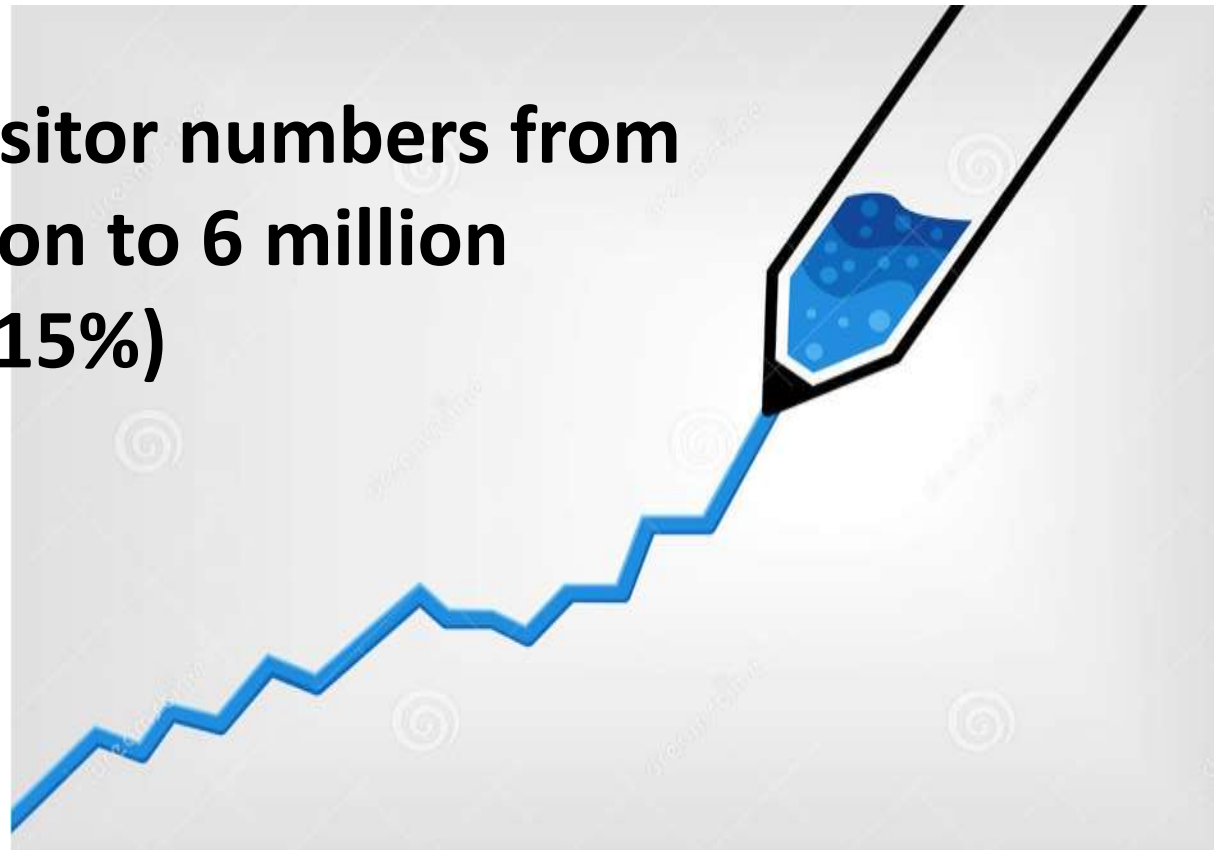
Brand

Infrastructure

Measures

To grow visitor spend from £333 million to £450 million (an increase of 30%)

To grow total visitor numbers from just over 5 million to 6 million (an increase of 15%)



Visitor plan next steps..

Consultation with partners on:

- Development of business plan
- Marketing plan
- Star projects

Target launch date early 2020

Cruise project

- Development of further new cruise itineraries in 2018/19
- Launched to market at Sea Trade Global March
- Very positive take up leads still being followed up



The image shows a brochure for Plymouth Beyond Plymouth, celebrating the Mayflower 400 (1620-2020). The brochure features a large photograph of Dartmoor rocks at sunset. It includes sections for Port Details, Local Guides, and Coach Companies, along with smaller images of The Mayflower Steps and a harbor scene in Looe, Cornwall. A vertical decorative strip on the right side of the brochure features a stylized Union Jack and a row of stars.

Plymouth
Beyond Plymouth

1620—2020
Mayflower
400

Port Details

PORT - Plymouth Millbay Docks
Address: Port Office Millbay Docks, Plymouth, PL1 3EF
Contact: Mike Reynolds
+44 (0)1752 542121
mreynolds@ports.co.uk
Millbay Docks is a short distance from Plymouth City Centre and waterfront attractions. Ideal for shore excursions.
Maximum berth length (LOA): 210 metres

Local Guides

Unique Devon Tours
www.uniquedevontours.com
Tel: +44 (0)1595 928070
Tel: +44 (0)1903 812556
Driver guided tours.

James Oulton
www.selectsouthwesttours.com
Tel: +44 (0)1752 250341
Driver guided tours.

Jane Dymack
bestfourwheels@gmail.com
Tel: +44 (0)275 462225
Blue Badge Guide who provides walking tours of the historic Barbican

Coach Companies

Plymouth coaches offer pick-ups from the port for full and half-day excursions on luxury coaches.

Plymouth Citycoach
www.citycoach.co.uk
+44 (0)1752 554207
Capacity: 59

Target Travel
www.targettravel.co.uk
+44 (0)1752 245500
Capacity: 32

For further information about coaches and buses in Plymouth please visit
visitplymouth.co.uk/visitor-information/
travel-information/travel-trade-and-groups

An Introduction to Plymouth – Britain's Ocean City

From the Port of Plymouth, visitors can explore the historic city with its spectacular sea views, which lies in the South West of England, UK, providing a gateway to the stunning coastlines of Devon and Cornwall and the natural beauty of Dartmoor National Park. It has the perfect blend of vibrant city culture, coast and countryside.

The Mayflower Steps

Looe, Cornwall

Thank you