

# Victoria Allen

Marketing and Events Manager  
Plymouth City Council



***“They went to the seaside, but not a nice seaside like Eastbourne, more a sort of evil seaside like Plymouth”***

Charlie Brooker's 2013 Wipe



# Plymouth Visitor Plan

## Shared Leadership, Shared Delivery

Plymouth City Council

Destination Plymouth

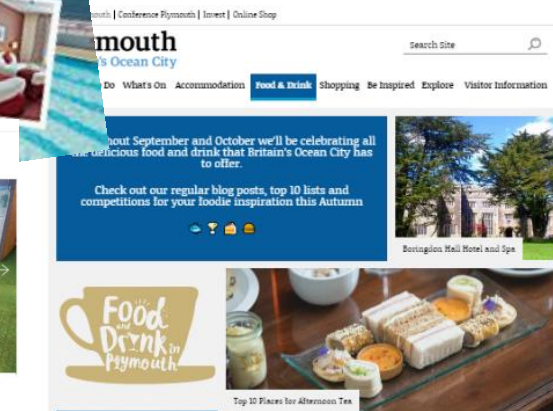
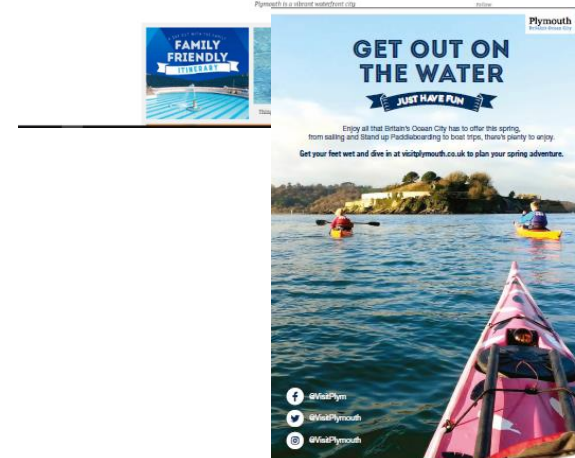
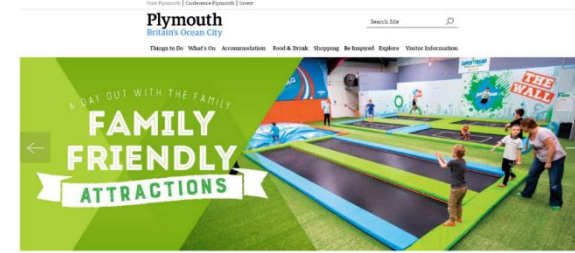
Plymouth Waterfront Partnership

Plymouth City Centre Company



# Engaging Campaigns

- Seasonal campaigns focussed on our key messaging:
  - On the Water
  - Family Friendly
  - Food and Drink
  - Christmas shopping
- 
- Competitions with an average of 1500 entries per campaign



# Engaging campaigns



# Events as a catalyst for engagement

**In 2019...**

- Over 500,000 people attended our events
- The British Fireworks Championships and Armed Forces Day:
- £6.4m spend estimated
- 140 FTE jobs supported
- £4.8m GVA generated

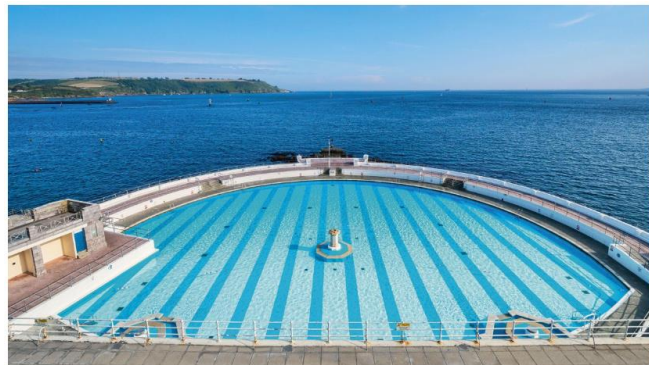


# Great story telling

## marie claire

Home / Life / Health & Fitness

Love a lido? We've found the coolest ones around the country



Fancy cooling off this summer? We've rounded up the UK's best lidos. Dive in...

### Tinside Lido, Plymouth

Overlooking the sea and decked out with a cafe and spacious terrace, Tinside Lido can be found at the tip of Plymouth Hoe and is the ideal spot for swimming and sunbathing. Or, join one of their cinema evenings, or dance and music performances. Entry fee: £5



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The  Mail  
ON SUNDAY

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Frommer's Best Places to Go in 2020

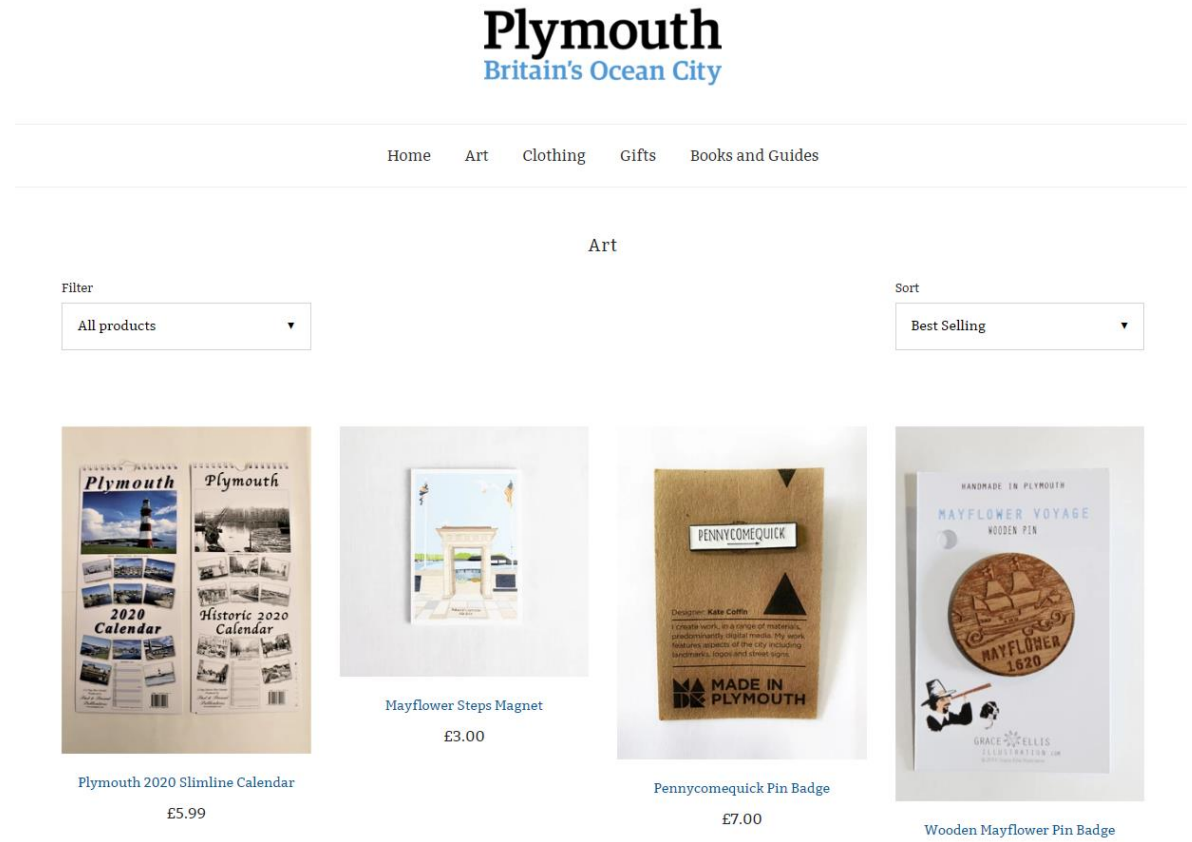
By Frommer's Staff

In 2020, we're trading the overtouristed for the overlooked. With beyond-capacity crowds putting a strain on the resources—not to mention the patience—of tourism capitals across the globe, Frommer's writers and contributors went looking for less-trampled places to go in 2020 that, nevertheless have no shortage of

# Website & Content development



Improved functionality

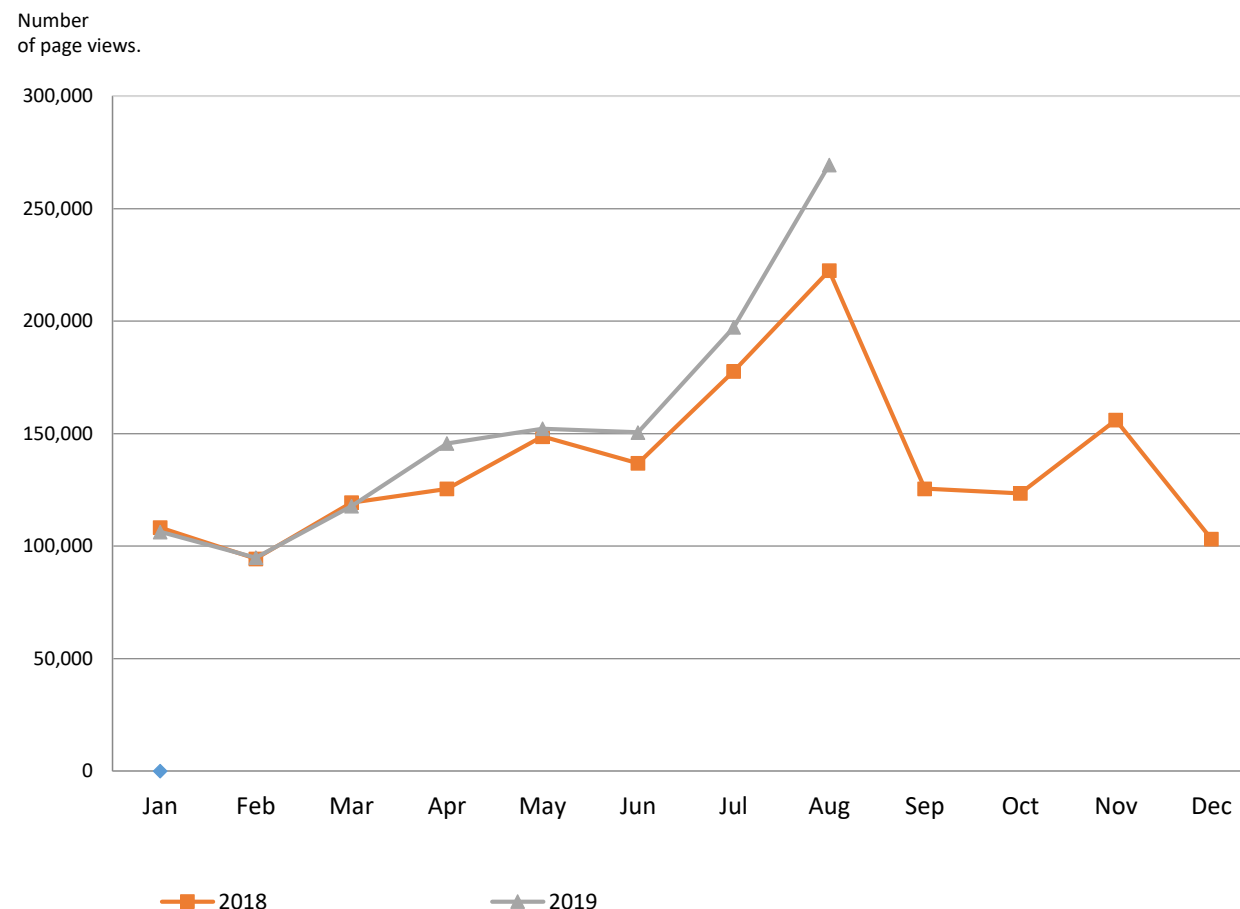


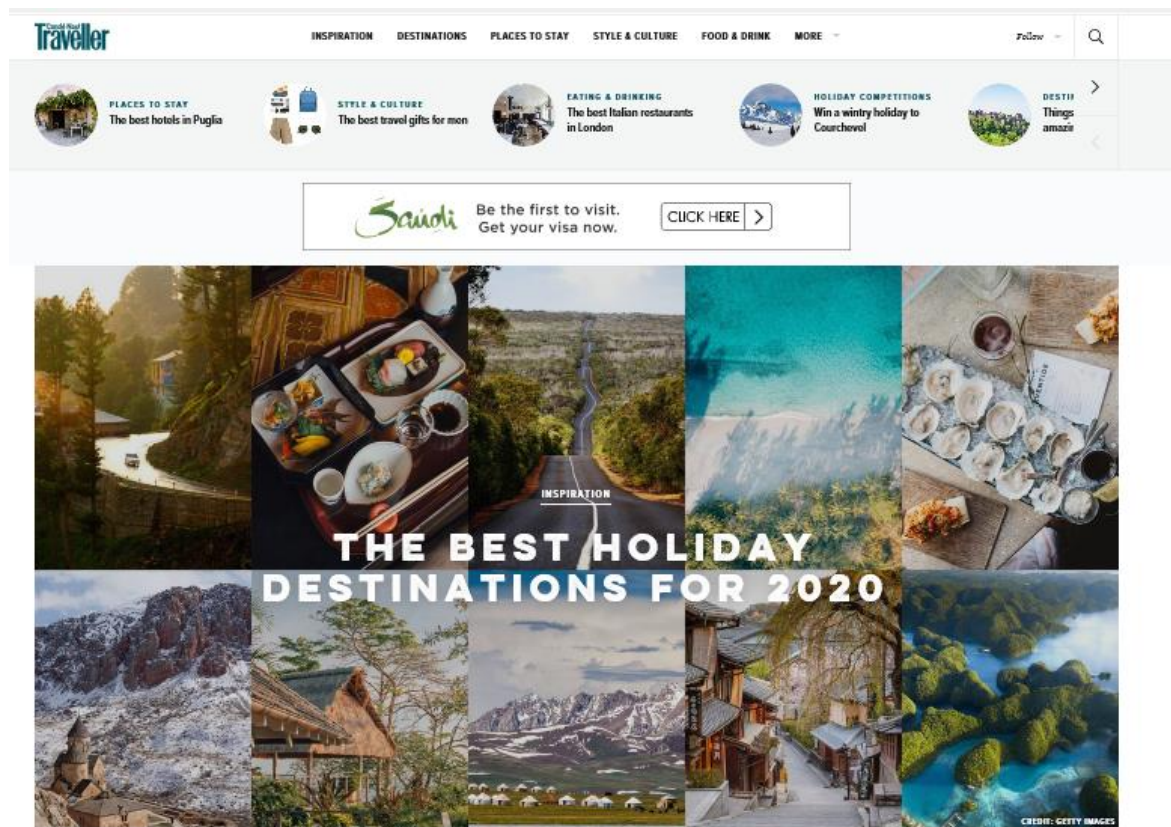
Introduction of online shop and booking platforms



# In the last 12 months...

- Growth in visitors to Visit Plymouth Website
- Growth in social media channel following across the board (75k Facebook followers, 22k Twitter)
- Increased PR coverage nationally, regionally and locally for Plymouth





We've rounded up the places that are coming into their own next year



by **LIZZY POOK**  
Lizzy is an award-winning  
travel journalist covering  
wildlife, outdoors and adventure  
travel around the globe.

**W**

e've carefully selected the 15 destinations to watch in 2020,  
from Panama to Plymouth, Sicily to Senegal, Kyoto to  
Kyrgyzstan.

## Conde Nast Traveler best holiday destinations 2020

1. Portland, Maine, US
2. Dakar, Senegal
- 3. Plymouth, UK**
4. Salvador, Brazil
5. Paris, France
6. Egadi Islands, Sicily
7. Siargao, Philippines
8. Kyoto, Japan
9. Galway, Ireland
10. Kangaroo Island, Australia

# 2020 Events

- Major programme across community, culture and sport
- Our Role
  - Enabler** – championing, promoting, advocating. Working with partners and developing cooperative arrangements for events.
  - Organiser** – development and delivery of ongoing events programme and specific additional events to add value to the tourism experience and the local economy

# The Big One

- Hold its own on a national/international stage as a high quality event for Plymouth to be proud of
- Deliver a simple and powerful telling of the Mayflower story for a live audience of 50,000 people
- Represent the 4 key nations: US, Dutch, Wampanoag, USA
- Make clear the international significance of the story and find contemporary relevance in the historical tale
- Celebrate Plymouth's role in the making of history – a tale that comes from Plymouth's heart
- Acknowledge the uncomfortable truths and be driven by positivity and hope

# Mayflower Week

## Flypast Programme



# Mayflower Week

## Royal Marines Rehabilitation Triathlon

**Plymouth**  
Britain's Ocean City





**Plymouth**  
Britain's Ocean City

# Mayflower Week Muster Weekend

# How we'll be attracting visitors

- High level national destination marketing activities alongside Mayflower 400
- A continued drive in engaging digital content
- Increased focus on targeted activities to visitors and residents
- Strong seasonal campaigns themed around visitor interest celebrating what we have to offer:
  - Spring: On the water and sailing
  - Summer: Family friendly
  - Autumn: History and Heritage
  - Christmas: Food and Drink/Christmas shopping



Thank you

