

# Destination Plymouth Opportunities and Member Benefits



# Plymouth

Britain's Ocean City

[alison@destinationplymouth.org.uk](mailto:alison@destinationplymouth.org.uk)

[visitplymouth.co.uk](http://visitplymouth.co.uk)

[f](#) [@](#) [t](#) Visit Plymouth

# Welcome to Plymouth

**Over 5 million visitors come to Plymouth annually to enjoy the spectacular scenery, cultural and historic attractions and diverse range of food, culture and outdoor activities on offer in Britain's Ocean City.**

Destination Plymouth is a private/public sector partnership. Our role is to increase visitors to the city and surrounding area, grow visitor spend and tourism related jobs. We are funded by the Plymouth City Centre Company, Plymouth Waterfront Partnership and Plymouth City Council

alongside membership income and support from businesses across the city and surrounding area. Visitor numbers have jumped in the last ten years with the latest figures for 2018 showing a 5 per cent increase to 5.4 million visitors. Visitor spend has also grown by 25 per cent to £330 million.

## What we do

- Host the Visit Plymouth website
- Provide social media coverage
- E-newsletter distribution
- Provide events and customer activities in the city and waterfront
- Marketing promotions and activities locally, regionally and nationally
- Public relations support and regular communications
- Improve signage and visitor welcome
- Support tourism businesses with training and quality schemes
- Provide networking opportunities
- Share best practice locally and nationally
- International marketing including cruise activity, travel trade and tourism project collaborations
- Support lobbying and attract inward investment to encourage new businesses to the city and surrounding area



# 2019 Successes

A significant increase



Condé Nast Traveller top 10 destination to visit in 2020

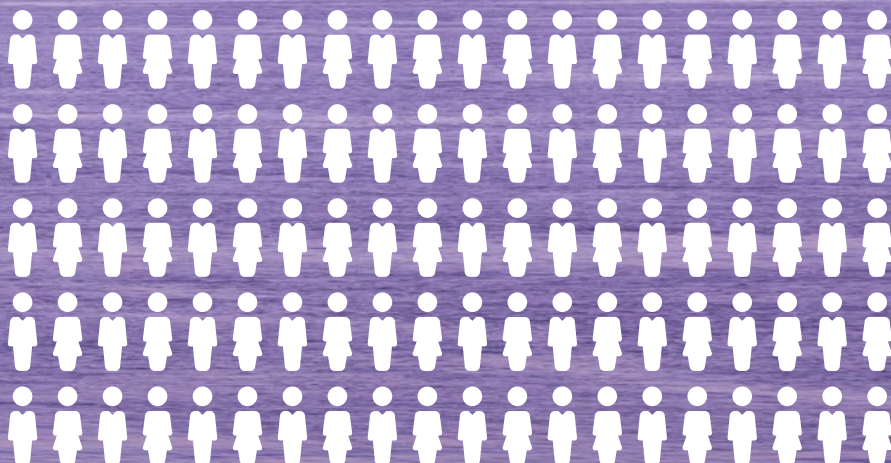


New York Times 52 places to go in 2020

Over



social media reach



Over 400,000 event attendees

# International Marketing

Destination Plymouth is the lead partner for the delivery of two national tourism projects; Mayflower 400 UK and US Connections. We can harness opportunities such as this, to support product and business development in the city and immediate surrounding area; enabling the city to increase the volume and value of overseas visitors.

## Our members benefit through:

- Business support
- Training for international business development
- Showcasing product on press trips and familiarisation trips with tour operators
- Profile in national and international travel trade and consumer media

The projects provide opportunities to profile the city offer and businesses within it at travel trade shows and to buyers, with resource to follow up enquiries and convert interest into sales.

Aligned with these projects, we have been actively working with Associated British Ports, Cattewater Harbour Commissioners, Cruise Britain, the Navy and others to develop the cruise opportunity in the city, supported with funding from Visit England.

## Cruise Plymouth

In 2018, four cruise vessels stopped in Plymouth, seven in 2019 and for 2020 were anticipating 12 vessels which would have brought in around 15,000 passengers generating a spend of over 1 million to the Plymouth the economy however due to COVID 19 Pandemic this was not possible.

Our aim at moving forward still with a strong legacy of Mayflower 400 is to grow the number of vessels into Plymouth, we look forward in the future to hosting cruise companies such as Fred Olsen, Crystal Cruises, Poseidon Adventures, Silverseas, Hurtigruten, Seadream and Azamara to name but a few.



# PR Activity

## Destination Plymouth uses public relations (PR) to promote Plymouth regionally, nationally and internationally.

We do this both in-house and with the support of national PR agencies to spread the word about Plymouth. This often involves running bespoke press trips for journalists, which has resulted in fantastic coverage for Plymouth and our members in national publications including the Daily Mirror, Scottish Sun and Daily Star.

Our ongoing PR activity has also built Plymouth's profile, ensuring great accolades for the city such as Condé Nast Traveller naming Plymouth one of the best holiday destinations for 2020 and New York Times including Plymouth in its list of 52 destinations to visit in 2020.

### Condé Nast Traveller: Top 10 destinations to visit in 2020

**2. PLYMOUTH, UK**  
British seaside with a whole lot of heritage

The waterfront city of Plymouth has long sailed under the radar. But it's starting to snag all its (overlooked) rough-around-the-edges rep. The arrival of restaurants from high-profile chefs such as Mitch Touss and Marco Pierre White, as well as a multimillion-pound waterfront regeneration project, mean this once-bleak seaside city is beginning to look ship-shape again.

In the old port you'll find pretty Elizabethan gardens, contemporary art galleries and waterfront cafes spilling out across the cobble. (Plymouth has the lowest concentration of cobble streets in Britain). There's a history in

### A legacy for Plymouth

Celebrations to mark the 400th anniversary of the sailing of the May flower from Plymouth have kickstarted major capital projects in the city, discovered SU CARRILL

Plymouth has held a special place in the history books for centuries. It was the first English colony in North America, and it was here that the first European settlement in North America was founded. It was also here that the first ship to sail across the Atlantic Ocean was launched. The city has a rich history and a vibrant culture, and it is now one of the most popular holiday destinations in the UK.

The city is home to a number of world-class museums and galleries, and it is also a major center for the arts. The city has a long and proud maritime tradition, and it is now one of the most popular holiday destinations in the UK. The city is home to a number of world-class museums and galleries, and it is also a major center for the arts.

### Putting Plymouth in the spotlight

Plymouth is preparing to welcome visitors from all around the world, to mark the 400th anniversary of the sailing of the Mayflower to North America.

The city is home to a number of world-class museums and galleries, and it is also a major center for the arts. The city has a long and proud maritime tradition, and it is now one of the most popular holiday destinations in the UK. The city is home to a number of world-class museums and galleries, and it is also a major center for the arts.

### New York Times: 52 destinations to visit in 2020

Plymouth is one of the 52 destinations to visit in 2020, according to the New York Times. The city is home to a number of world-class museums and galleries, and it is also a major center for the arts. The city has a long and proud maritime tradition, and it is now one of the most popular holiday destinations in the UK.

# Members Rate Card

**Destination Plymouth membership is available at three different levels – Bronze, Silver & Gold, and work on an annual rolling contract basis.**

Please see the rate card on the next page to find out what is included at each level.

Further details about what we'll need from you for your Visit Plymouth listing will be sent once your membership form has been received.



	Bronze	Silver	Gold
<b>Annual membership cost</b> All prices exclude VAT. BID members eligible for discount	£275	£525	£775
<b>Position in Search Results and Product Lists</b>	3rd	2nd	1st

## Visit Plymouth Website Listing

<b>Listing details</b> Product name, address, telephone number, email address, prices, location map, website address and link	✓	✓	✓
<b>Description (number of words)</b> A minimum of 500 words is suggested to improve Google search rank	Unlimited	Unlimited	Unlimited
<b>Images</b>	3	8	16
<b>What's nearby</b> Feature on other business listings in the 'What's Nearby' carousel	✓	✓	✓
<b>Special offers</b> Appearing on our special offers page and within your listing		✓	✓
<b>Sign up to TXGB</b>	✓	✓	✓
<b>Grading and awards</b>		✓	✓
<b>Online booking</b> Can use polling partners i.e. Booking.com / Expedia etc.		✓	✓
<b>Social media</b> Facebook and Twitter feed displayed on listing		✓	✓
<b>Video content on listing</b>		✓	✓
<b>Brochure/menu downloads</b> Ability to include list of documents for download, i.e. dinner menu		✓	✓
<b>Highlights carousel</b> Feature on the category highlights on the category page (e.g. Accommodation)		✓	✓
<b>Appear on category page maps</b> Gold members also feature on 'Top Picks'		✓	✓
<b>Membership listing log-in</b> Available on request		✓	✓

## Additional Benefits

<b>Blog</b> Opportunity to submit guest blogs on www.visitplymouth.co.uk, promoted through our social media channels	✓	✓	✓
<b>Social media sharing</b> Opportunity to share posts on Visit Plymouth Facebook and Twitter feeds		✓	✓
<b>Extranet logins</b> Available on request		✓	✓
<b>Banner adverts*</b> Free bottom of page internal box banner for one month, plus 5% off future banner advertising		✓	
<b>Banner adverts*</b> Free internal box banner ad and banner ad on the bottom of the Visit Plymouth home page for two months. Plus 10% off further banner advertising			✓
<b>Panoramic gallery</b> Large banner at top of sub-category page, i.e. 'Hotels' under 'Accommodation', for six months			✓
<b>Featured tile on main category page</b> Box banner on category page, i.e. Attraction, Activity, Accommodation etc.			✓
<b>Consumer newsletter</b> Sponsored banner on 3 Visit Plymouth consumer e-newsletters plus 1 solus newsletter per year. Content to be provided by business for solus email			✓
Opportunity to support press trips and travel trade	✓	✓	✓

\*Dates to be agreed with the team on confirmation of membership. Subject to availability.

## Additional Listings

Promote additional divisions of your business in a separate website category with additional bronze listings for £75 +VAT (e.g. Restaurant, Accommodation or Leisure facilities)	£75	£75	£75
--	-----	-----	-----

Bid members are entitled to a Free Bronze Listing, should you wish to upgrade to Silver or Gold you will receive a discount of £275 +VAT

Categories as written above are the following on the Visit Plymouth website: Attractions, Activity, Food & Drink, and Accommodation. Sub-categories are those under the Category, i.e. Hotels under Accommodation, Restaurants under Food & Drink

# Conference Plymouth

## Membership includes

- Listing on Conference Plymouth website [www.visitplymouth.co.uk/conference](http://www.visitplymouth.co.uk/conference)
- Access to free venue and enquiry service
- Opportunity to upgrade your listing, advertise promotions and on the website
- Regular reports on web stats
- Access to discounted rail travel rates for delegates
- Attendance and exposure at dedicated MICE events e.g. International Confex from Conference Plymouth exposure on [www.visitdevon.co.uk/conferences](http://www.visitdevon.co.uk/conferences)
- Opportunity to host key event buyers on Familiarisation Trips organised by Conference Plymouth
- Engagement through our social media, including bi-monthly e-newsletters
- Inclusion in press releases targeting MICE publications
- Access to Conference Plymouth toolkit, including members web badge, delegate packs and itineraries
- Opportunity to attend regular meetings with fellow members

All prices shown are for 12 month's membership	Free BID/ Basic £150 +VAT	Enhanced CP - £250 +VAT
<b>Listing details Product name, address, telephone number, email address, prices, location map, website address and link</b>	YES	YES
<b>Images</b>	3	15
<b>Special offers Appearing on our special offers page and within your listing</b>	NO	YES
<b>Grading and awards</b>	NO	YES
<b>Social media Facebook and Twitter feed displayed on listing</b>	NO	YES
<b>Video content on listing</b>	NO	YES
<b>Brochure/menu downloads Ability to include list of documents for download, i.e. dinner menu</b>	NO	YES
<b>Entry in the Conference Plymouth newsletter - 5500 MICE contacts</b>	NO	YES
<b>Opportunity to submit guest blogs</b>	NO	YES
<b>Opportunity to support press trips and agent visits</b>	YES	YES
<b>Sign up to TXGB</b>	YES	YES

All PWP and City Centre BID members receive free Basic level

All DP members (non BID) receive a 10% discount on the Basic and Enhance CP membership

Bid Members are entitled to the Enhanced Conference Plymouth Listing at £100 +VAT, a discount of £150





# Additional Services

## Banner Designs

If you do not have an in-house designer in your organisation and would like the digital team to design you a basic banner, please email [info@visitplymouth.co.uk](mailto:info@visitplymouth.co.uk).

For more advanced designs we can recommend an external designer at a discounted rate. Please contact us for more information.

**Basic banner design: £20 + VAT**

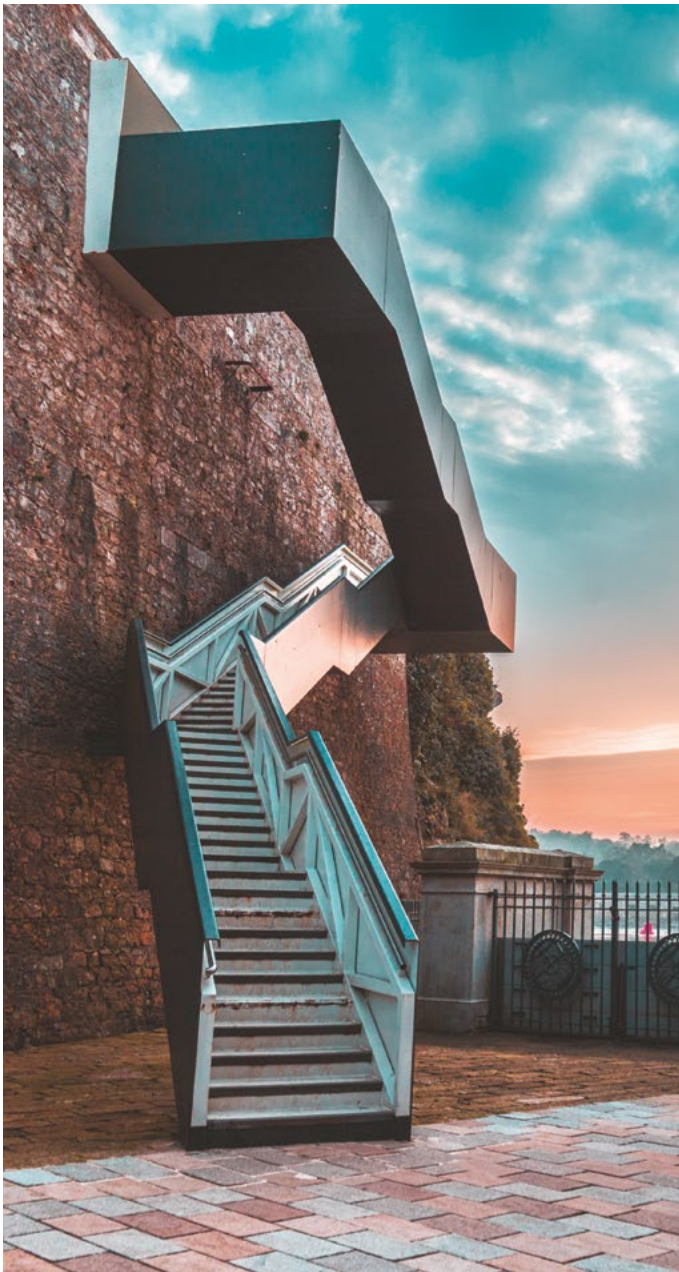
Please provide an image and text.

## One Plymouth photography

One Plymouth are available to take high quality photos of your business; bookable as a one hour photo session and one hour for processing.

**The fee for this is £60 per session.**

Photos taken by One Plymouth can be used by the business and will also be used on the Visit Plymouth listing and promotion across social media.



# Banner Advertising

**\*You don't need to be a member to advertise with Visit Plymouth!**

**Why not give your business a boost with a banner advert!**

Adverts can link directly to your website, taking the visitor through to your selected pages. We can also provide banner statistics to help measure effectiveness.

**Advertise a forthcoming event or special offer.**

We also offer tailored advertising packages – please get in touch with us to discuss.

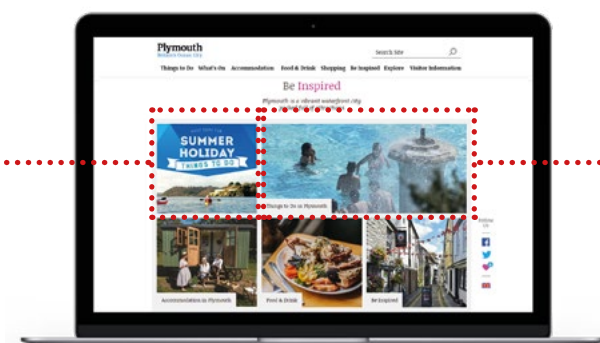
Advert. All prices shown are cost per month.	Homepage	Category Pages	Dimensions
<b>1x1 Tile</b>	£80 (video £155)	£60 (video £135)	315px (W) x 281px (H)
<b>2x1 Tile</b>	£90	£70	645px (W) x 281px (H)
<b>Bottom box banner</b>	£45	£30	318px (W) x 265px (H)
<b>Bottom landscape banner</b>	£40	£25	814px (W) x 126px (H)

**Adverts booked for 6 months or longer benefit from a 10% discount.**

Destination Plymouth silver members will receive a 5% discount and gold members will receive a 10% discount on banner advertising rates respectively.

## 1x1 Tile

- 315px (W) x 281px (H)
- Homepage **£80**  
Video **£155**
- Inner Landing Page **£60**  
Video **£135**

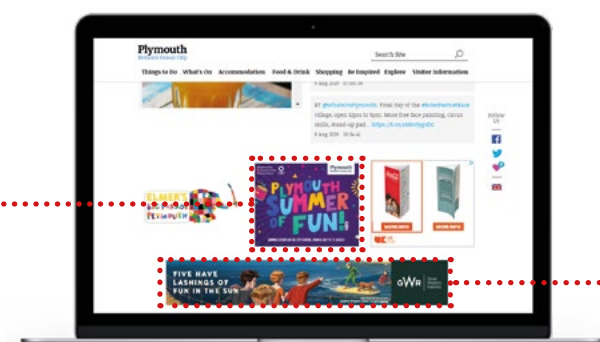


## 2x1 Tile

- 645px (W) x 281px (H)
- Homepage **£90**
- Inner Landing Page **£70**

## Bottom box banner

- 318px (W) x 265px (H)
- Homepage **£45**
- Inner Landing Page **£30**



## Bottom landscape banner

- 814px (W) x 126px (H)
- Homepage **£40**
- Inner Landing Page **£25**

# Themed Campaigns

Themed campaigns form a part of our integrated marketing approach. We present these across dedicated pages on the Visit Plymouth website, promote via social media and include in e-newsletters to create additional exposure for members.

Themed marketing campaigns provide additional awareness for your business. Themes are seasonal and can include: food and drink, family friendly or making the most of Plymouth out on the water.

An example of a campaign could combine many elements such as a banner on the Visit Plymouth home page, with content and images linking to your website, backed up with a campaign of social media posts and e-newsletters.

For details of this year's campaigns, contact Alison Bartlett:  
[alison@destinationplymouth.org.uk](mailto:alison@destinationplymouth.org.uk)



# Bookable Options

## TXGB

Destination Plymouth have partnered with TXGB to introduce / improve accommodation bookability on the Visit Plymouth website .TXBG was developed in partnership with VisitEngland, with the aim of addressing the fragmented tourism distribution landscape allowing tourism businesses to become bookable on a wide range of distribution channels (including niche operators, destinations and OTAs).

There is no connection charge and you can manage your bookings all in one place, with just a 10% (7.5% coming back directly to Destination Plymouth) commission on bookings placed.

This enhanced functionality means an improved user experience, making it easier than ever for consumers to look and book on the Visit Plymouth website .You'll also be paying a lower commission, for sales on our channels, through your TXGB connection.

Consumers will be able to book your product directly from your Visit Plymouth business listing and we will link to your listing from our editorial to help drive consumers from “look” to “book”.

Find out more about TXGB and for any queries contact [alison@destinationplymouth.org.uk](mailto:alison@destinationplymouth.org.uk)



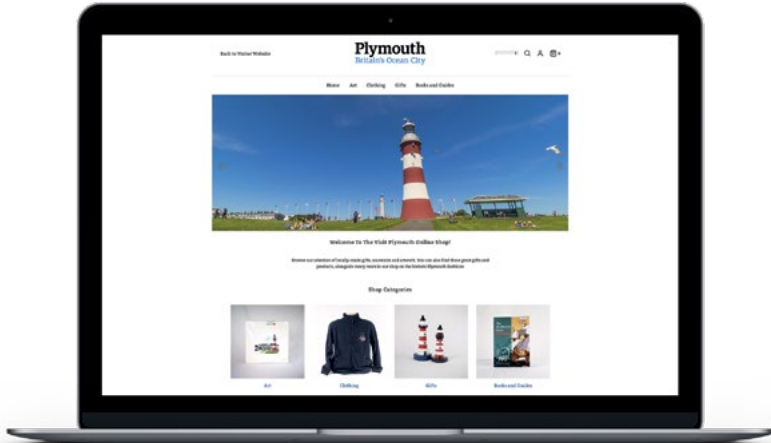
## Online Shop

You can use the Visit Plymouth online shop to sell attraction, activity and event tickets. This option means that your tickets will only be bookable via the online shop and not within your listing directly, however a link can be created on the listing.

The Online Shop will only take 13% commission from the value of the booking, plus £0.30 per transaction.

Please note: this option will require a level of administration from yourself, as we will forward through the booking information so that you can arrange the distribution of any tickets or email correspondence directly to the customer.

[www.visitplymouthshop.co.uk/](http://www.visitplymouthshop.co.uk/)



# DID YOU KNOW?

The Visit Plymouth website holds the following Google rankings:

Where to Stay in Plymouth	Rank #2
Food & Drink in Plymouth	Rank #1
Things to Do in Plymouth	Rank #1 and #2
Shopping in Plymouth	Rank #1
Attractions in Plymouth	Rank #1
Events in Plymouth	Rank #1 and #2



# Application Form

## Business Details

<i>Business Name &amp; Address</i>
<i>Tel No</i>
<i>Email</i>
<i>Website</i>

## Contact Details

<i>Contact</i>
<i>Job Title</i>
<i>Address if different from above</i>
<i>Tel No if different from above</i>
<i>Email if different from above</i>

## Listing Level on the Visit Plymouth website (12 month, all prices exclude VAT)

<i>Bronze £275</i>	<i>Silver £525</i>
<i>Gold £775</i>	

## Listing Level on the Conference Plymouth website (12 month, all prices exclude VAT)

<i>Bronze £150</i>	<i>Enhanced £250</i>
--------------------	----------------------

By completing this application form you are confirming that you understand and agree to the terms and conditions of advertising with Visit Plymouth, which can be found at: [www.visitplymouth.co.uk/members](http://www.visitplymouth.co.uk/members) (please do check these before signing) as well as agreeing to the rolling membership contract. You also agree that any text, images or events added to the Visit Plymouth website may be used to promote your business and the region by Visit Plymouth or to fulfil press requests we receive. Please can you confirm that any images or text provided to Visit Plymouth are not copyrighted and that we are permitted to use them for promotional purposes. \*Subject to availability. All prices exclude VAT.

## Please select the category you would like your listing to appear under (only select one)

<i>Food &amp; Drink</i>	<i>Attraction</i>
<i>Activity</i>	<i>Wedding / Venue Hire</i>
<b>Accommodation</b>	
<i>Hotel</i>	<i>B&amp;B</i>
<i>Self Catering</i>	<i>Agency</i>
<i>Camping / Caravan / Holiday Park</i>	

If you would like to an additional listing, please tick the relevant category box below.

<i>Food &amp; Drink £75</i>	<i>Accommodation £75</i>
<i>Wedding / Venue Hire £75</i>	<i>Activity £75</i>
<i>Attraction £75</i>	<i>Spa &amp; Wellbeing £75</i>

## Banner Advertising\*

If you would like any banner adverts, please tick the relevant advert boxes below and advise how long you require it for.

Advert	Homepage	Inner Landing Pages
<i>1x1 Tile</i>	<i>£80 (video £155)</i>	<i>£60 (video £135)</i>
<i>2x1 Tile</i>	<i>£90</i>	<i>£70</i>
<i>Bottom box banner</i>	<i>£45</i>	<i>£30</i>
<i>Bottom landscape banner</i>	<i>£40</i>	<i>£25</i>

*Please state how many months you would like your banner to run. A 10% discount is applied for any ads purchased for 6 months or longer.*

## Membership Fee

**Total payable ..... + VAT**

(Please include membership fee plus any additional listings and/or banner adverts).

**Start date .....**

Payment to be received in 30 days and prior to your listing going live. An invoice will be sent to you on receipt of this application.

<i>Signed</i>
---------------

