



Tourism and Leisure Fact Sheet

Plymouth's vision is to become 'one of Europe's finest, most vibrant waterfront cities'.

Sector Overview

- 8,652 FTE in the tourism industry annually (2019) making up over 7% of all jobs in Plymouth
- £254m GVA (2019)
- £29,360 GVA per FTE (2019)
- £21,000 Average advertised salary (2021)
- 650 count of enterprises (2020)
- One of the greenest cities in the UK, 40% of the city is green space
- The total numbers of students in science and non-science subjects in University of Plymouth, Plymouth College of Art and Marjon University in 2018/19 was 23,805
- Largest regional UK Theatre
- Second highest number of '5 Gold Anchor' marinas awarded anywhere in the UK
- The Box is Plymouth's major new museum, gallery and archive and the largest cultural and heritage space opened in the UK in 2020.

Specialist Companies

- Adrenalin
- Brittany Ferries
- Drake Circus
- The Barcode
- Everyone Active
- National Marine Aquarium
- Plymouth Boat Trips
- Plymouth Gin Distillery
- Plymouth Ski Slope and Snowboard Centre
- The Box Plymouth
- Theatre Royal Plymouth
- Clip n Climb
- Super Tramp
- Paradise Island Adventure Golf

Visitor Plan 2020 - 2030

To grow visitor spend by 30% from £347million to £450million in a decade.

To increase total visitor numbers by 15% from 5.1million to 6million by 2030.

By 2030 position Plymouth as Devon and Cornwall's premier visitor destination and a top ten UK city break.

Destination Plymouth

A partnership between Plymouth City Council and businesses in the City Centre and Waterfront areas.

Co-ordinates the delivery of the Visitor Plan for Plymouth.

Brings together the activities of the City Centre Company and the Plymouth Waterfront Partnership, both of which are Business Improvement Districts.

Events

The city hosts a number of high-profile and award winning events each year, including Pirate Weekend Plymouth, Flavour Fest, Armed Forces Day, Plymouth Seafood Festival, British Fireworks Championships and world-class sailing events such as SailGP, Rolex Fastnet and Transat.

- Event attendance figures show 350,000 people attended our events in 2019.
- British Firework Championships alone attracts over 100,000 visitors with an economic impact of £5.2 million for the city.

Mayflower 400

Plymouth attracts over 5 million visitors annually. With the programme of events and profile generated through the programme of events and activity to mark the 400th Anniversary of the Mayflower and the opening of the city's major cultural attraction The Box the city's visitor numbers are expected to rise.



SailGP

SailGP is the fastest, most cutting-edge sailing event in the world. Established in 2018 and headquartered in London and New York, SailGP is an annual, global sports championship featuring bold, state of the art technology and awe-inspiring athleticism. The fan-centric, inshore racing takes place in some of the most iconic harbours around the globe including Sydney, New York and San Francisco.

The 2021 British SailGP took place in Plymouth on 17th and 18th July 2021.

British Art Show 9

Held every five years to showcase the work of British artists who have made a significant contribution to international contemporary art, British Art Show will be in Plymouth – for the second time in its history – from 6 November 2021 until 13 March 2022.

Existing and New Developments

Railway Station regeneration will attract inward investment of £48 million over the next 10 years, create 705 jobs and 13,000 sq m of new education, retail and leisure space.

The Barcode is a new development led by British Land of £50 million which created a new leisure destination which includes: 13 restaurants, an 11 screen IMAX cinema complex and an Adventure Golf facility.

Heritage

Plymouth has had a long history as one of the most important naval towns in the UK and was the port where many famous explorers were based or disembarked from our shores.

There are over 750 listed buildings in Plymouth and over 200 can be found around The Barbican.

Plymouth has the highest concentration of cobbled streets in England.

Visitor Attractions

The Grade II listed Elizabethan House, one of Plymouth's oldest buildings, restored thanks to an award of £142,000 development grant from the Heritage Lottery Fund for restoration as part of the Mayflower 400 commemorations, and is a prime visitor attraction.

The Mount Batten Watersports and Activities Centre is one of the foremost Outdoor Education centres in the South West, with a reputation for excellence and professionalism in water and land based activities.

The Theatre Royal Plymouth is the largest and best attended regional producing theatre in the UK and the leading promoter of theatre in the South West.



The Box Plymouth

The biggest cultural attraction to open in England in 2020, The Box includes cutting-edge galleries, high profile exhibitions and interactive events which will take visitors on a journey from prehistory to the present and beyond

Opened in 2020, The Box is expected to attract 300,000 visitors a year from across the world

Plymouth is Well Connected

24 trains to London Paddington per day, with journey times from three hours.

Three international airports located within a two-hour driving distance.

Daily sailing to Roscoff and weekly sailing to Santander with Brittany Ferries.



Take Action

To find out more about what Plymouth offers the tourism and leisure sector, or to discuss how our business support service can help meet your business needs, please contact:

Enterprise and Inward Investment Team

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Invest in tourism and leisure