



Tourism and Leisure Fact Sheet

Plymouth's vision is to become 'one of Europe's finest, most vibrant waterfront cities where an outstanding quality of life is enjoyed by everyone

'Britain's coolest little city by the sea' GQ Magazine'

Sector Overview

- 5.5 million visitors each year including 440,000 passengers passing through the port on Brittany Ferries
- Generating over £336 million spend
- Over 7,500 jobs in the tourism industry annually, seven per cent of the total economy
- Tourism supported £453 million business turnover in 2015
- Plymouth is expected to receive over six million visitors in 2020, the year of the 400th anniversary of the sailing of the Mayflower
- 29,310 students in higher education in the city
- One of the greenest cities in the UK, 40 per cent of the city is green space
- Largest regional UK Theatre
- Second highest number of '5 Gold Anchor' marinas awarded anywhere in the UK

Specialist Companies

- Adrenalin
- Brittany Ferries
- Drake Circus
- Everyone Active
- National Marine Aquarium
- Plymouth Boat Cruises
- Plymouth Gin Distillery
- Plymouth Ski Slope and Snowboard Centre
- The Box Plymouth
- Theatre Royal Plymouth

Visitor Plan for Plymouth 2012 - 2026

- To grow visitor numbers by 20% by 2020, and visitor spend by 25%
- To create and sustain 4,000 new jobs in the visitor economy by 2026
- Strengthen Plymouth's position as the regional centre for Devon and Cornwall

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 2012 – 2026
- 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 Plymouth Pirate Weekend, Flavour Fest, Armed Forces Day, MTV Crashes Plymouth and this year MTV Presents Ocean City Sounds, Plymouth Seafood Festival, British Firework Championships and world-class sailing events such as the Rolex Fastnet and Transat

- Event attendance figures show 416,147 people attended our events in 2016
- British Firework Championships alone attracts over 100,000 visitors with an economic impact of £5.2 million for the city
- PR activities achieved press coverage to the value of £1.6 million with a reach of 325 million people

Existing and New Developments

- The new £4.8 million Plymouth coach hub moved to the heart of the city centre in 2016. Transport links are being further strengthened with the planned regeneration of the Plymouth's railway station
- 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
- Drake Circus Leisure is an investment by British Land of £50 million to create a new leisure destination, which will include: 13 restaurants and an 11 screen IMAX cinema complex



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

Mayflower 400

- Plymouth will be the UK's lead city to host the 400th anniversary of the sailing of the Mayflower in 1620
- It will deliver a programme of events on a transformational scale, and is a platform for international celebrations and commemorations
- Mayflower preparations are providing a catalyst for growth with a number of high profile capital investments and regeneration projects underway

The Box Plymouth

- A £34 million project to create a new history centre, The Box will include cutting-edge galleries, high profile exhibitions and interactive events which will take visitors on a journey from prehistory to the present and beyond
- Opening in 2020, The Box is expected to attract 300,000 visitors a year from across the world

The 1620 Boutique Hotel

- A £50 million investment, creating 200 jobs and 75 long-term leisure related jobs
- This five star hotel located on a prime site on Plymouth Hoe, is due to open in 2020
- It will include: 80 luxury rooms, conference facilities, a full gym, spa and panoramic penthouse with a fine-dining restaurant

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 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:

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Invest in tourism and leisure sector