

A black steam locomotive is pulling a train of dark-colored freight cars. A massive, billowing plume of white and grey smoke rises from the locomotive's smokestack, filling the upper half of the frame. The train is moving along a track that curves slightly to the left. The foreground shows a grassy embankment. The overall scene is dramatic and evokes a sense of industrial power.

# ALL ABOARD FOR **RAILWAY** **200**

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

# SUMMER CAMPAIGN

## All Aboard for Railway 200!

Plymouth's rich railway history is reaching a landmark milestone as the UK celebrates 200 years of connection, innovation, and journeys that have shaped our society. As a city with engineering and rail heritage running through its veins, we are launching the Railway 200 Summer Campaign 2025 - a dual-focused celebration of history and sustainable rail travel.

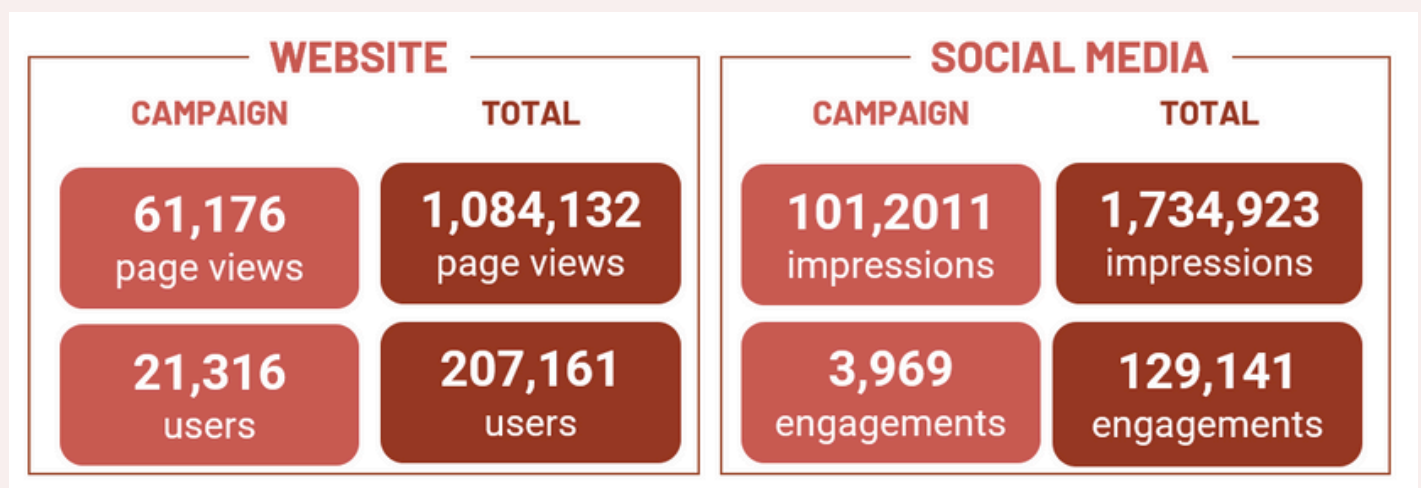
While heritage is at the heart of the campaign, we are also focusing on Plymouth's strategic location on the national mainline and its excellent rail connectivity.

Plymouth is easily accessible from major cities and nearby rail hubs, making it an ideal destination for day trips and longer visits. The campaign will highlight Plymouth not only as a city steeped in history but also as a vibrant, welcoming place with a unique coastal charm and a growing cultural and leisure offering.

The campaign features fun competitions that invite locals and visitors to discover Plymouth's rail history and the city. We're also rolling out targeted PR and media to share engaging stories about Plymouth's rail past and present.

Beautiful heritage maps and rail trails will guide visitors on immersive journeys through key landmarks, while dynamic video content will bring the railway story vividly to life.

## Our 2024 Summer Campaign Statistics





# RAILWAY 200 SUMMER CAMPAIGN

# BUY-IN RATES



Advertising through Visit Plymouth means more than just reach. With over 196,000 website users in Q1, 8.6 million social media impressions, and a 15,500-strong email database, your message will be seen by audiences that matter. As a nonprofit, our goal is to ensure members benefit from discounted rates throughout the campaign.

## Take a look at our rates:

Campaign Page	Newsletter	Social Media
<ul style="list-style-type: none"> <li>Campaign tile 1x1 <b>£180 (315 x 281px)</b></li> <li>Campaign tile 2x1 <b>£210 (645 x 281px)</b></li> <li>1 month banner advert <b>£70 (318 x 265px)</b></li> </ul>	<ul style="list-style-type: none"> <li>Newsletter Spotlight: <b>£160</b></li> <li>Newsletter advert: <b>£75</b></li> </ul>	<ul style="list-style-type: none"> <li>Instagram takeover/reel <b>£250</b></li> <li>Facebook posts x3 <b>£160</b></li> </ul>

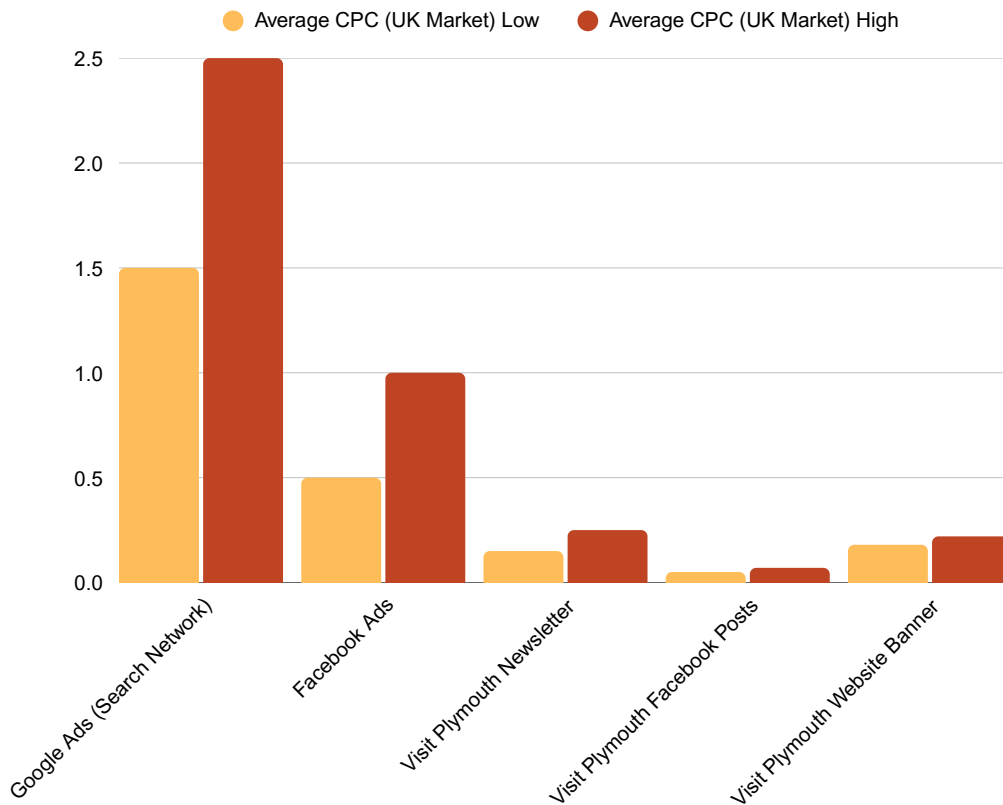
## FIVE HAVE A BRIGHT IDEA

There's more to  
explore with  
Great Western Railway.

**GWR**

ADVENTURES START HERE

Contact [Kelly.Rich@plymouth.gov.uk](mailto:Kelly.Rich@plymouth.gov.uk)



## MAKE YOUR MARKETING BUDGET GO FURTHER

Our high engagement partnered with low buy-in costs makes for exceptional click through rates (CTRs) against the market average.

### Why Advertise with Visit Plymouth?

When planning your marketing budget, choosing the right partner is key to maximising your return on investment.

Unlike broad platforms like Google Ads, Visit Plymouth is a dedicated local Destination Marketing Organisation (DMO) focused on promoting Plymouth and its surrounding area, connecting you directly with the audiences that matter most and investing our revenue into actively supporting and advocating for Plymouth businesses.



Contact [Kelly.Rich@plymouth.gov.uk](mailto:Kelly.Rich@plymouth.gov.uk)