

**DRAFT**  
**VISITOR ECONOMY BUSINESS PLAN FOR PLYMOUTH**  
**2021 TO 2024**

FOR DESTINATION PLYMOUTH

DECEMBER 2019

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## **1. Overview of Business Plan**

This Business Plan builds on the success of the previous Visitor Plan for Plymouth 2011 to 2020. It supports the high level 'Visitor Plan' framework for Plymouth that describes what needs to happen to develop and grow the city's visitor economy over the coming decade. It explains how the city led by Destination Plymouth and its partners will deliver the approach required and focuses on the financial and staff implications for the plan.

The Business Plan should be read in conjunction with the 'Visitor Plan' and 'Marketing Plan' and sets out the direction of travel for the future, building on the strong legacy of Mayflower 400, consolidating opportunities from significant investment over the past 9 years and moving forwards quickly to ensure momentum is continued in 2021 onwards.

The Business Plan has looked at all the good work that has happened so far, including the successful delivery of the original Visitor Plan for the city. It takes account of the market opportunities and trends affecting destinations. Much of that good work delivered through the previous plan has been a result of the strong partnership that exists between the private and public sector in Plymouth.

Destination Plymouth has a clear role in facilitating and co-ordinating many of the objectives and projects set out here. The organisation is well placed to secure funding to support projects, having helped lever in over £2m of additional funding in the last few years to support destination marketing. However many of the emerging projects in the plan also require capital funding. That means the support and interest of a wide range of private and public investors must be secured.

The current funding climate continues to be changeable and competitive so Destination Plymouth and its partners needs to be innovative in the way resources are used and projects delivered.

This Business Plan is being developed in the year prior to the Mayflower 400 commemorations in Plymouth and Nationally. In the year when Plymouth announces it will be the first National Marine Park in the UK and prior to the opening of 'The Box', the largest single cultural attraction to open in the UK in 2020. There are exciting plans for development of the creative industries, digital, art and cultural organisations alongside the significant marine credentials of the city linked to Oceansgate, 'Smart Sound' and opportunities for more access to the water. This plan will build on these opportunities and ensure that we continue to approach growing the visitor economy in an innovative and creative way to meet our targets for the future.