

2. VISION

In 2011, we set out our tourism vision, approach and star projects in our first Visitor Plan. **We have delivered that Plan and more.** This refreshed Plan describes our focus and priorities for the next decade, designed to build on our progress so far. It is a Visitor Plan for the city, our community and everyone with an interest in the visitor economy needs to get behind it and work together to make it happen, building on our successful collaboration in the tourism sector.

Tourism is one of the big success stories for Plymouth. Over the last decade the city has seen visitor numbers and spend grow by over 20%. Around 5.4 million visitors make the trip to the city every year spending £337 million. Today tourism employs nearly 8,000 people.

We have refreshed our vision to take advantage of new opportunities and the current marketplace.

Plymouth is Britain's Ocean City, famous for its Waterfront. We will be one of Europe's finest waterfront cities, celebrated for our unique and diverse marine life, culture and experiences. We will continue to be recognised as unique among UK cities for our natural drama and 500-year history as a place of embarkation and exploration.

Ambitions:

Our strategic ambition statements:

'Our national marine park will be globally recognised for amazing experiences, by, on, in and under the ocean...'

'We will become one of the UK's first carbon neutral destinations by 2030 supporting our city vision'..

'We will be known internationally for jaw dropping art, authentic cultural experiences and our urban spirit..'

'We will have transport infrastructure to match our ambition, with seamless connectivity to international arrival hubs and be known for our water transport services...'

'We will be recognised nationally as best in class for our digital, creative and cultural approach in everything we do...'

'Plymouth will be known nationally as a UK top ten city break...'

'We will be renowned as the #1 must do destination in Devon & Cornwall...'

'We will be known as the destination of choice for meetings, events and conferences in Devon and Cornwall...'

OBJECTIVES AND TARGETS

Objectives:

Our objectives are grounded in **wise growth of the value of the visitor economy**. We will focus on high value markets to drive productivity in the sector that can translate into quality, year-round jobs for Plymothians. That means international and overnight leisure and business visitors who will visit throughout the year and manifests in our targets which grow value at a faster rate than volumes of visits.

Delivering our refreshed Visitor Plan will generate a further **1,000 new jobs in the city**, bringing employment in tourism to just under 9,000 jobs¹.

Our targets are:

- **To grow visitor spend by 30% from £347 million to £450 million in a decade**
- **To increase the total visitor numbers by 15% from 5.1 to 6 million by 2030**

Here is the market focus for delivering that growth.

- **Make international tourism worth £60 million** a year spend in the city, that's 65% growth by 2030
- **Grow UK staying visits by 25%** to achieve £150 million spend, focusing on leisure short breaks
- **Make business meetings and conference tourism worth £25 million a year** in spend to the city, a 55% increase in a decade, using Plymouth's industry strengths to create a strong positioning

¹ Actual jobs, using Cambridge data and assuming c.14percentage increase in jobs between 2020 and 2030.