



1620—2020
Mayflower
400™

Steering our future,
inspired by the past.

National Visitor Project
Evaluation Report

Produced on behalf of Mayflower 400

By The South West Research
Company & Kelli J Consulting

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Mayflower 400 – National Visitor Project

EXECUTIVE SUMMARY

Mayflower 400 – National Visitor Project

Overview

Marking the 400th anniversary of the historic Mayflower voyage, the Mayflower 400 national visitor project represents one strand of a wider Mayflower 400 programme that includes culture, education, academia, communities and heritage.

With funds administered and monitored by VisitEngland for the period April 2016 – March 2018 and working in partnership with key Mayflower destinations, the national visitor project aims were to;

- **Increase England's share of global visitor markets:**
Provide a compelling reason to visit for the 25+ million descendants of the Mayflower Pilgrim's
- **Offer visitors compelling destinations of distinction:**
Provide new and interesting itineraries and places of historical interest connected by the Mayflower journey
- **Facilitate greater engagement between the visitor and the experience.**

EXECUTIVE SUMMARY – continued

Mayflower 400 – National Visitor Project

Key Project Elements

To achieve these project aims, the following elements were to be developed and delivered during April 2016 – March 2018;

1. **Capital Infrastructure** – provide a feasibility study to explore the potential for capital development of a national Mayflower Trail and help secure additional funding
2. **Economic Potential** - Understanding the size and needs of the potential inbound market.
3. **Content Creation** - To develop marketing messaging and content.
4. **Itineraries & Trails** - To develop new Mayflower itineraries as part of a national trail.
5. **Bookable Product** - To support the development of bookable Mayflower tours.
6. **Travel Trade Events** - To raise awareness of the opportunity to tour operators and travel trade.
7. **Trade Familiarisation Trips** - To educate tour operators about the product through first hand experience.
8. **PR & Press Trips** – To raise media interest, generate press trips and coverage.
9. **Sharing the Story** - engaging influencers, businesses and stakeholders

EXECUTIVE SUMMARY – continued

Mayflower 400 – National Visitor Project

Key Project Outputs

- Total press coverage generated had a value of **£17m**.
- A total of **241** travel trade contacts were made during the project period. Largely made at key national and international travel trade events.
- During the period August 2017 (when the website went live) and February 2018 the website www.mayflower400uk.org had a total of **20,496** sessions and **15,147** unique users.
- From August 2017 – March 2018 social media accounts set up for all the key channels collectively generated over **1.9m** impressions. **41,729** engagements and **5,500** fans / followers.
- A total of **27** tour operators have been hosted on trips to various Mayflower 400 destinations.
- **7** operators are actively promoting Mayflower 400 tours, with bookings emerging.
- Throughout the two year visitor funded programme, over **2800** businesses, stakeholders, tour operators and local authorities have been briefed by the Mayflower 400 team and destination partners.
- ‘Working with the travel trade’ training has taken place across all partner destinations, to support the delivery of a ‘bookable product’.
- A key element for the partners involved has been the sharing of best practice, networking and facilitating of conversations and relationships that simply wouldn’t have happened otherwise. Partners also have a bid in for further funds to support the development of their Mayflower offer.

Mayflower 400 - Our Vision

We are united in our passion to commemorate the 400th anniversary of the Mayflower sailing in 2020 and to celebrate our shared values of freedom, democracy, humanity and the future.

400 years ago the Mayflower carried the seed of a future world and an enduring bond between our nations. 2020 marks the 400th anniversary of the Mayflower voyage, one of the most influential journeys in global history and a defining moment in the shared history of Britain, the US and the Netherlands.

The anniversary provides a special opportunity to inspire people across our nations with the stories of that iconic voyage, exploring themes of migration, tolerance, freedom and democracy that have such contemporary relevance.

An exciting national and international programme, the Mayflower 400 commemorations will highlight the significance of the special relationship between our nations; transform communities, provide cultural, business and visitor links; explore the different sides of the story; and celebrate the people and places of this epic, pioneering tale.

Mayflower 400 – The Compact Partnership

The main partners who have engaged in the wider Mayflower 400 initiative:

YORKSHIRE

Austerfield & Doncaster

NOTTINGHAMSHIRE

Scrooby, Babworth & Retford

LINCOLNSHIRE

Gainsborough
Boston
Immingham

WORCESTERSHIRE

Worcester & Droitwich Spa

LONDON

Rotherhithe
Southwark

ESSEX

Harwich

HAMPSHIRE

Southampton

DEVON

Dartmouth
Plymouth

THE NETHERLANDS

Leiden
Amsterdam

MASSACHUSETTS, USA

Plymouth
Plymouth Colony
Boston
Provincetown
Cape Cod
Wampanoag People



Mayflower compact partners July 2015

Mayflower 400 Trail

- Pilgrims and crew hometowns
- ➔ Pilgrim migration
- ★ ★ Mayflower and Speedwell destinations
- ➔ Route of the Speedwell
- ➔ Route of the Mayflower
- Major Cities

1620—2020
Mayflower
400

Steering our future,
inspired by the past.



Boston
Plymouth ★ Provincetown

Austerfield & Doncaster
Scrooby & Babworth
Worcester
Boston
Immingham
Gainsborough

Worcester
Harwich
Leigh-on-sea
Rotherhithe ★ London
Southampton
Leiden, the Netherlands
Amsterdam

To Plymouth,
Massachusetts

MAYFLOWER

Plymouth

Dartmouth

SOUTHAMPTON
MAYFLOWER



OVERVIEW

Mayflower 400 – National Visitor Project

This report has been compiled to summarise and evaluate the Mayflower 400 National Visitor Project. To capture outputs, outcomes, feedback from partners and stakeholders and identify best practice and learnings.

This visitor project represents one strand of the wider Mayflower 400 programme that includes culture, education, academia, communities and heritage.

The Executive Director of Destination Plymouth, Amanda Lumley identified an opportunity to bring together those destinations with a role in the story of the Mayflower, the Pilgrims and the ship. Support from Plymouth City Council (financial and resource) has been a key driver in both this and the wider Mayflower 400 project.

In the government's 2015 Autumn statement, £500,000 was awarded to Plymouth in order to develop the Mayflower visitor product nationally with the funds both administered and monitored by VisitEngland (further detail on this can be found in the 'Capital Expenditure' section of this report).

The aims of the project meet with key Visit England objectives:

- **Increase England's share of global visitor markets:** Provide a compelling reason to visit for the 25+ million descendants of the Mayflower Pilgrim's
- **Offer visitors compelling destinations of distinction:** Provide new and interesting itineraries and places of historical interest connected by the Mayflower journey
- **Facilitate greater engagement between the visitor and the experience.**

OVERVIEW - continued

Mayflower 400 – National Visitor Project

- In November 2014 a group of English destinations came together to agree a partnership approach to the 2020 commemorations and signed a 'modern day' Mayflower Compact which was subsequently signed by partners in the Netherlands and the USA.
- Events to honour this historic anniversary will begin in November 2019 with the 'Illuminate' event as the national opening ceremony with a year long programme of events culminating in November 2020.
- It was crucial to the success of the visitor project to take this 'product' to market as soon as viable, taking into account the longer lead time required for operators that work with both groups and independent travellers from the US, who are often planning and creating bookable product 18 months to 2 years in advance.



KEY PROJECT ELEMENTS

Mayflower 400 – National Visitor Project

Initial seed funding for the visitor project was given by the Treasury in Autumn 2015 and drawn down between April 2016 and March 2018.

The key elements of the project to be developed and delivered were;

- 1. Capital Infrastructure** – provide a feasibility study to explore the potential for capital development of a national Mayflower Trail and help secure additional funding
- 2. Economic Potential** - Understanding the size and needs of the potential inbound market.
- 3. Content Creation** - To develop marketing messaging and content.
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- 9. Sharing the Story** - engaging influencers, businesses and stakeholders.

Each of these areas is summarised and evaluated throughout this report. In addition there is a section on ‘Stakeholder Views’ - this chapter details the survey findings of the Mayflower 400 Visitor Project stakeholders. Following this an ‘Evaluation, Monitoring & Measurement’ chapter outlines the economic impact and project finances.

TIMELINE OF KEY MAYFLOWER 400 VISITOR PROJECT ACTIVITY



1. CAPITAL INFRASTRUCTURE

Discover England Funding

Announced by Government in 2015, the three-year, £40million Discover England Fund was implemented to ensure that England stays competitive in the rapidly growing global tourism industry by offering world-class English tourism products to the right customers at the right time.

Round 2 applications for Discover England Fund projects were announced in Autumn 2016 the compact partnership developed a bid for submission into the fund.

This bid was submitted as part of a wider 'US Connections' bid and was successful with Mayflower 400 as one of the key themes.

'US Connections' led by Destination Plymouth, includes a number of concepts for product development to reach and engage with US audiences, encouraging visitors from the US to explore destinations outside London.

The emphasis on this 'test and trial' project was to build knowledge and generate good practice to share widely across the tourism industry from the existing Mayflower 400 tourism activities.

- A £500,000 grant was subsequently awarded in August 2017.
- This was further matched by £200,000 cash and in-kind support from partners.
- £15,000 of match funding was also allocated from the Mayflower 400 fund.

1. CAPITAL INFRASTRUCTURE

Feasibility for Mayflower National Trail

In November 2016, Mayflower 400 appointed consultants Metaphor to explore the feasibility of a 'Mayflower' National Trail and to deliver a report that would support a national bid into the Heritage Lottery Fund (HLF). The tender was contracted by Plymouth City Council.

The bid included visits to all Mayflower destination partners to scope out the locations suitable for the trail including way markers and interpretation panels along with capturing the history and heritage assets and exploring options to enhance these for visitors as well as the local community.

A comprehensive report was subsequently compiled by Metaphor which formed the basis of a multiple partnership bid into the HLF for £4.5 million funding in March 2017

The outcome of the HLF national bid was not successful.

The reasons given were;

- It was a well worked up proposal, but of a large scale.
- HLF received total funding requests of £82m in that round.
- With a budget of £18m to allocate, this resulted in some difficult decisions with only 6 out of 22 projects receiving funding. The report has since been used to inform development of smaller scale local funding applications and capital projects by the compact partners some of which are referred to in the report below.

2. ECONOMIC POTENTIAL

Understanding the size and needs of the potential

Destination Plymouth, on behalf of Mayflower 400, commissioned research in the United States by specialist research agency Habit5 to evaluate the commercial and investment potential of this iconic anniversary.

The results and feedback from the research have been used to support key decisions throughout the visitor project, in particular the content creation, tours and bookable product and to understand both consumer and trade perceptions of the proposed branding and creative approach.

The aim of the study was to determine the potential size of the visitor market profile of visitors and motivations for visits during, and as a result of, the Mayflower anniversary. The study also sought to understand current awareness of the 400th anniversary, as well as provide insights on the appropriate messaging to target US visitors.

The following key points were identified;

- Of over 25 million descendants worldwide from the 102 passengers and crew on board the Mayflower ship, over 10 million are US citizens.
- It is estimated the national Mayflower programme will drive growth in the UK visitor economy of over 1.4 million visitors during the commemoration year.
- The economic impact of the programme will be in excess of £76 million creating around 2,000 jobs.
- The survey found that over half of all respondents had visited England in the past for leisure purposes.
- Tourism products must be diversified and new attractions and experiences highlighted.

2. ECONOMIC POTENTIAL

Understanding the size and needs of the potential

- Respondents identified as ‘Hot Prospects to visit in 2020’ equate to over 13.75 million US citizens. ‘Hot Prospects’ are defined as those who self selected that they are very likely to visit England and / or the Netherlands in 2020 if the anniversary is highlighted and promoted to them.
- 5.5% of the total US adult population (equating to 13m US Citizens) are identified as ‘Hot Prospects’.
- 21% of GSMD* and NEHGS** members (51,000 people) are very likely to visit indicating descendants and members of ancestral societies are four times more likely to visit than the general population.
- US general panel favoured independent travel while nearly as many society member respondents preferred a package holiday.
- 90% of ‘Hot Prospects’ interested in attending historical talks and lectures as part of their Mayflower trip.
- 70% of ‘Hot Prospects’ indicated an interest in itineraries that included some elements of walking on their trip.
- In terms of where they would like to visit, half of the ‘Hot Prospects’ indicated they would wish to make a specific visit to Plymouth, Leiden, Boston and Southampton.
- Plymouth ranked second after London for locations where the ‘Hot Prospects’ would like to stay during the commemorations.

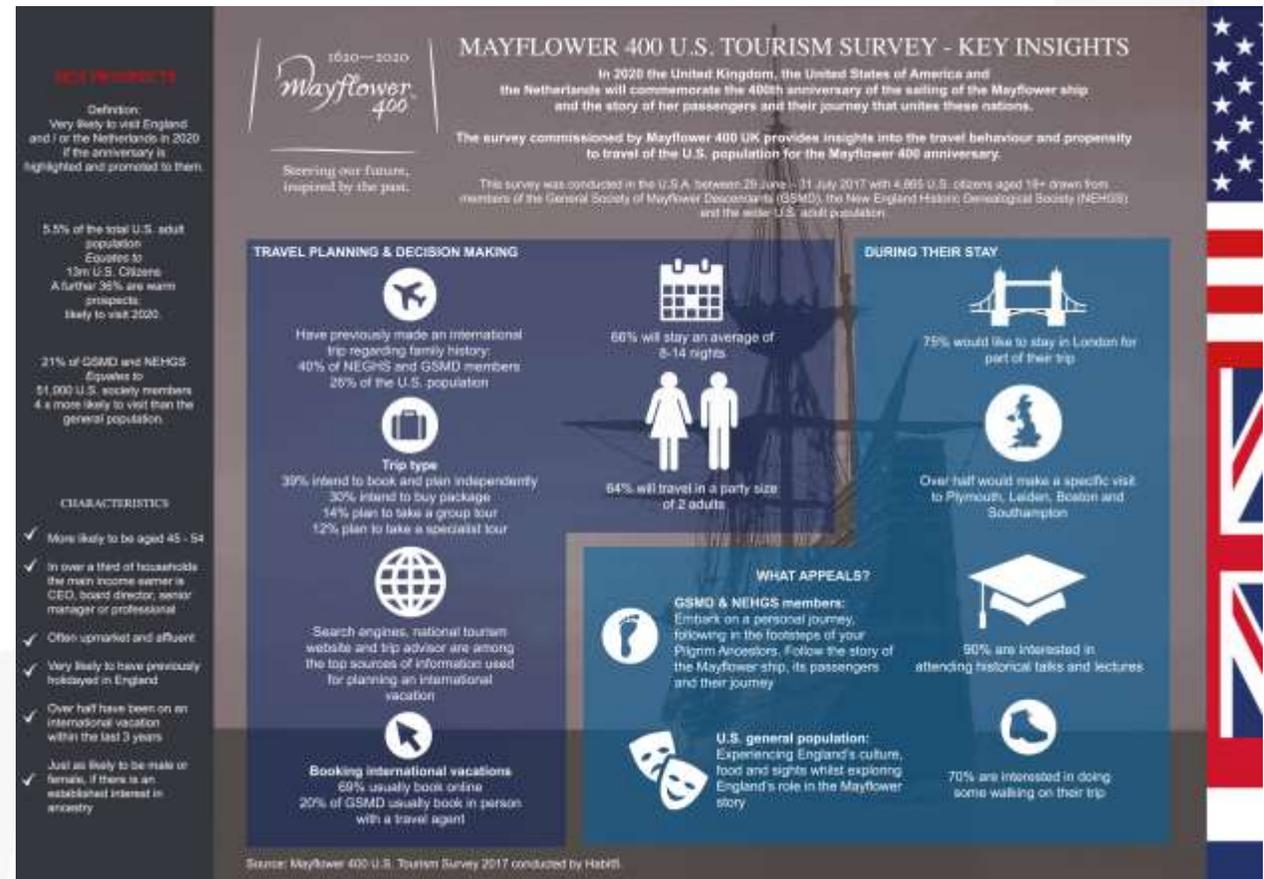
* *General Society of Mayflower Descendants*

** *New England Historic Genealogical Society*

2. ECONOMIC POTENTIAL

Understanding the size and needs of the potential inbound market

- In August 2017 Habit 5 presented the research and the survey results to destination partners and the VisitBritain and Visit England research teams at an event in London.
- The findings have been summarised in the form of an infographic (right) that is available to download from the Mayflower400 website. It was printed and taken to trade shows, stakeholder events and it was also published in a press article.
- The survey results were used by Mayflower 400 to evidence the significant demand for the product. They were used to support the process of identifying and developing the bookable product which would be promoted to the travel trade.



3. CONTENT CREATION

To develop marketing messaging and content

One of the first and most fundamental elements of the project to be actioned was the development of the website www.mayflower400uk.org. Following a tender process Radiator were awarded the contract to build the site in November 2016 and the website went live in August 2017.

The website features an ‘Explore’ section that profiles all the destination partners with an interactive map to give context to the various locations.

To ensure each destination was an integral contributor to the website, 15 individuals were trained on the CMS allowing them to upload destination content as and when required.

The blog is used by partners and key stakeholders to upload news, event details and latest project developments.

Designed as an instant access resource for the Travel Trade, a section was put together for downloading itineraries, trails, official logos, images and video content.



3. CONTENT CREATION

To develop marketing messaging and content

During the period August 2017 – February 2018 we have recorded the following statistics for the website.

- Sessions: 20,496
- Users: 15,147
- Page views: 54,033
- Pages per session: 2.64
- Average session duration: 2 minutes and 29 seconds

How did these visitors find the website?

- **50%** of those that visited the website did so via an organic search and **26%** came to the site directly.
- **14%** clicked through from a social media post and **9%** came to the website via a referral site.

Where did these visitors come from?

- **71%** were from the UK. USA visits to the site made up **19%** of the total with the Netherlands accounting for **1%**.

After the homepage, the top 4 most visited pages of the website were;

1. **About** - This section of the website outline the visions and aims of the wider Mayflower 400 project with an area to access the brand resources and request an official primary logo.
2. **Events** - here visitors to the website can search for events based on location, dates and event type. There is also a 2020 events programme that can be downloaded (details of which are highlighted further on in this section).
3. **Education** - part of the wider project remit, to engage young people with the Mayflower story and it's importance as a key historical event.
4. **Explore** - this section includes a map of all the key Mayflower 400 locations and a profile on each destination, with useful links and accommodation and attraction details.

3. CONTENT CREATION

To develop marketing messaging and content

This official Mayflower 400 Tour Operator logo was created under the national branding guidelines and used across the partnership.

It was available for use by tour operators who are selling officially accredited Mayflower 400 tours and itineraries. These can be national tours taking in all of the 11 English Mayflower destinations, or it could be a very specific local tour. International tours include Leiden, the Netherlands, and further afield, Provincetown and Plymouth USA.

This official logo is used to represent an authentic and approved Mayflower 400 operator and those currently using it are;

- Brackenbury's Britain
- Reformation Tours
- Active England
- Select Travel Services
- Select South West Tours
- Pilgrims and Prophets
- Tours International



3. CONTENT CREATION

To develop marketing messaging and content

The first version of the 2020 events calendar was produced to take to World Travel Market, London (November 2017) for the official launch.

- This is a four-page PDF document detailing events taking place across the destinations from November 2019 – November 2020 and culminating in an ‘Illuminate 2020 Closing Ceremony’.
- This events calendar has been shared with tour operators, key industry representatives and media. It has been praised for detailing events taking place so far in advance allowing both the tour operators and individual travellers to plan their tours.
- The calendar can be downloaded directly from the website.



3. CONTENT CREATION

To develop marketing messaging and content

Following a tender process, Wallbreaker Productions were appointed to create a promotional film showcasing the national visitor trail. With an understanding of how important moving imagery is for both travel trade and to inspire visitors, the film is an integral part of the travel trade tool kit.

[View the film here >](#)

The film was previewed at World Travel Market in November 2017. A 3 ½ minute film showcases the whole trail with individual films then focussing in on each of the destinations.



With still images equally critical for marketing and promotional purposes the project funded new photography to be commissioned in each of the partner destinations. This will form a legacy piece from the project and enable images to be shared across media, trade and other stakeholders and contacts more readily. They will be available via the 'Isebox' digital image library.



3. CONTENT CREATION

To develop marketing messaging and content

Accounts were set up for all the key social media channels to support the wider Mayflower 400 project. These have been used to share content, developments, ideas and stories, both nationally and internationally.

FACEBOOK

<https://www.facebook.com/Mayflower400UK/>



INSTAGRAM

<https://www.instagram.com/mayflower400uk/>



3. CONTENT CREATION

To develop marketing messaging and content

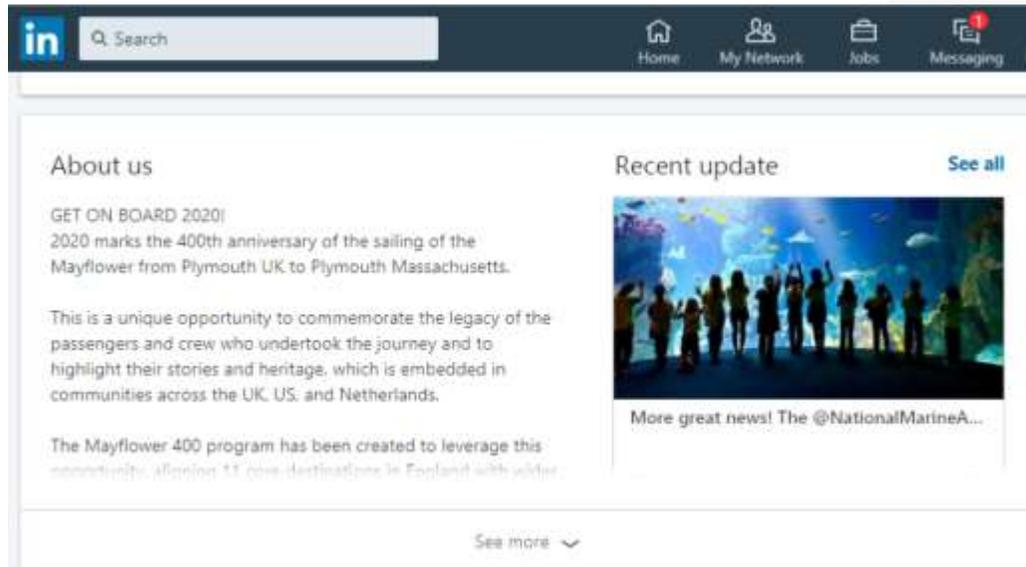
TWITTER

[@mayflower400uk](https://twitter.com/mayflower400uk)



LINKEDIN

<https://www.linkedin.com/company/mayflower400uk/>



3. CONTENT CREATION

To develop marketing messaging and content

A summary of the key measurable metrics from across all Mayflower 400 social media channels*.

Activity	Total number
Total Impressions	1,909,653
Total Engagements	41,729
Total Link Clicks	5,567

Total engagements generated by each channel.

Social Media Channel	Engagements
Facebook Engagements	18,617
Twitter Engagements	16,758
Instagram Engagements	2,127
LinkedIn Engagements	4,227
Total Engagements	41,729

Total fans / followers gained across all social media channels.

Social Media Channel	Fans / Followers
Facebook Fans	1,935
Twitter Followers	2,753
Instagram Followers	337
LinkedIn Followers	525
Total Fans / Followers	5,500

*All social media data (unless otherwise stated) is referring to the period 1st August 2017 – 12th March 2018

3. CONTENT CREATION

To develop marketing messaging and content

The following tables summarise both the published and incoming messages across each social media channel.*

Sent Message Metrics	
Facebook Posts sent	328
Twitter Tweets and Direct Messages sent	381
Instagram media sent	132
LinkedIn Posts sent	175
Total Messages Sent	1,016

Received Message Metrics	
Facebook Messages received	2,550
Twitter Messages received	1,405
Instagram Comments received	43
LinkedIn Messages received	0
Total Messages Received	3,998

All social media data (unless otherwise stated is taken from the period 1st August 2017 – 12th March 2018

4. ITINERARIES & TRAILS

To develop new Mayflower itineraries as part of the national trail

Using key information and feedback as a result of the research and insights from the previously mentioned US survey, itineraries and trails were established in order that a ready-made, off the shelf solution was available. This would also provide something tangible to promote at key national and international travel trade and consumer events.

- Whilst individual Mayflower content already existed this was the first time it had been ‘joined up’ to bring in all relevant national and international partners and really tell the story in it’s entirety.
- The subsequent itineraries and trails were put together to suit both group and individual travellers. From the ten day national Mayflower trail that includes all of the Mayflower highlights, to specialist themed tours including religion, maritime heritage and Elizabethan England.

- Each of the trails and itineraries has been compiled to include both the evocative detail of the locations and their links to the Mayflower Pilgrims, but to also include the key practical advice required, something which has been commended by the trade.

“It is so important for ground handlers like us, who deal solely with group travel, to have relevant, tangible and ‘real-time’ resources when putting itineraries together. These off-the-shelf itineraries were put together with both the FIT and group market in mind, rather than a ‘one size fits all approach’. The result is that leveraging opportunities is so much easier and this is testament to the professionalism and experience of those who led the visitor project”.

Keith Somers, Business Development Manager,
Select Travel Service

4. ITINERARIES & TRAILS

To develop new Mayflower itineraries as part of the national trail

MAYFLOWER EXPLORER

The project's flagship itinerary, the Mayflower Explorer is a 10 day tour and takes in all the key locations allowing visitors to truly immerse themselves in the Mayflower Pilgrim's experience of those days before leaving for the New World.

Tour Highlights:

- Visit the villages and churches of Scrooby, Babworth & Austerfield, once home to radical Puritan congregations and where Bradford and Brewster shaped their beliefs.
- Explore Gainsborough Old Hall, one of the best preserved medieval manor houses in England.
- Walk the cobbled streets of historic Lincoln, see King John's 1215 Magna Carta.
- Visit Immingham from where the Separatists escaped to Holland.
- Travel to Leiden, Holland where the Separatists spent many years.

- Go in search of Pilgrim Edward Winslow in Worcester & Droitwich Spa.
- Follow the journey of the ship to her home port in London and explore historic Rotherhithe and Southwark.
- Explore the port city of Southampton where the Mayflower and Speedwell ships prepared for voyage.
- Stand on the Mayflower Steps in Plymouth, the city from where the Mayflower ship and her passengers finally departed on 16 September 1620.



4. ITINERARIES & TRAILS

To develop new Mayflower itineraries as part of the national trail

MAYFLOWER EXPLORER – ACTIVE ENGLAND ITINERARY



Mayflower Explorer
8 day guided and self-guided walking and cycling route
London, Southampton, Dartmouth, Plymouth

Pricing

Mayflower 400
BY THE WAY OF THE MAYFLOWER

This Mayflower Explorer itinerary is designed to be a self-guided walking and cycling route. It is a 8-day route that starts in London and ends in Plymouth. The route is designed to be a self-guided walking and cycling route. It is a 8-day route that starts in London and ends in Plymouth. The route is designed to be a self-guided walking and cycling route. It is a 8-day route that starts in London and ends in Plymouth.

PILGRIM ROOTS – ACTIVE ENGLAND ITINERARY



The Classic Pilgrim and Mayflower Tour
8 day / 7 night Guided Tour
London, Harwich, Ipswich, the Pilgrim Wigan, Weymouth, Dartmouth, Plymouth

Day 4: The Pilgrim Wigan – Scowley, Axminster, Glastonbury, and Bournemouth – Stop Lincoln

Day 5: Weymouth / Dorset to Plymouth – Stop Plymouth

Day 6: Exeter Dartmouth – Stop Plymouth

This itinerary is designed to be a self-guided walking and cycling route. It is a 8-day route that starts in London and ends in Plymouth. The route is designed to be a self-guided walking and cycling route. It is a 8-day route that starts in London and ends in Plymouth. The route is designed to be a self-guided walking and cycling route. It is a 8-day route that starts in London and ends in Plymouth.

ELIZABETHAN ENGLAND



Elizabethan England
The triumphs and trials of England's golden age

What's included:

- 4-day itinerary
- Self-guided walking and cycling route
- Historical sites and landmarks
- Historical reenactments
- Historical costumes
- Historical music and dance
- Historical food and drink
- Historical accommodation
- Historical transport

Day 1: London – The Mayflower Departure

Day 2: London – The Mayflower Departure

Day 3: London – The Mayflower Departure

Day 4: London – The Mayflower Departure

This itinerary is designed to be a self-guided walking and cycling route. It is a 4-day route that starts in London and ends in London. The route is designed to be a self-guided walking and cycling route. It is a 4-day route that starts in London and ends in London. The route is designed to be a self-guided walking and cycling route. It is a 4-day route that starts in London and ends in London.

5. BOOKABLE PRODUCT

To support the development of bookable Mayflower tours

One of the most crucial outputs for the project to allow it to be taken successfully to market, was to develop and deliver a bookable product. This would ensure a cohesive working with both national and international travel trade and maximise on the potential business available.

A Mayflower tours brochure was published and made available to 600 delegates attending the General Society of Mayflower Descendants annual congress in Plymouth MA in September 2017.

We have been working with and developing key relationships with the trade. Those that have come to fruition already include;

- Select Travel Services continue to support the programme and worked in partnership to create a co-branded itinerary and information for Select Travel to take to US trade events. (The exact outcomes of this are currently embargoed while Select Travel sort contracts out, however bookings are emerging through this partnership).

- [View the Select Travel Services Mayflower 400 Tours here>](#)
- Select Travel also work with US based Reformation tours to take the bookings.
- Tours International have 7 or 10 day Mayflower tours on sale in the US. They can be [viewed here >](#)
- Active England Tours are planning a cycle / active holiday.
- Brackenborough's Britain have launched a new Pilgrim Roots walking tour. [View details here>](#)
- Select South West Tours are looking to expand the South West trips into other Mayflower regions and have been on a mini familiarisation trip to explore options.
- [Reformation tours](#) – have more tours on sale with Anglotopia among others.

5. BOOKABLE PRODUCT

To support the development of bookable Mayflower tours

It had become evident through discussion with destinations, suppliers and tour operators that working with and understanding the various elements of the travel trade was an area that required further information and education for destinations and the businesses within them. This was noted in particular as an area of concern following feedback from our ‘Discover Mayflower 400’ familiarisation visit (details on following pages).

- This skills and knowledge gap could then become a barrier for developing the bookable Mayflower 400 product. In order to counteract this we allocated part of the travel trade events budget to be able to deliver business training on how to work with the travel trade.
- Many accommodation providers, attractions and tour guides located in the provinces are not all ready and able to work with the trade. This is essential if we are to provide and aid the availability of bookable product.

- We established a programme of face to face training sessions and events taking place in regions that multiple destinations travel to. This also served to support the bringing together of businesses and sharing Mayflower content across the regions.

Outcome:

- Capella Training have delivered training sessions across all the Mayflower destinations. These sessions have included half day ‘Working with the Travel Trade’ and full day Mayflower workshops in each of the 11 partner destinations.
- ***Number of training sessions and people trained? (ET)***
- There were some challenges with business engagement and attendance numbers, however in most destinations the training provided a real opportunity for businesses to think about how to work together to create local itineraries for international audiences.

6. TRAVEL TRADE EVENTS

To raise awareness of the opportunity to tour operators and travel trade

Travel trade events bring industry suppliers and buyers face to face. Identifying and attending key travel trade events was crucial to not only launch the project, but to engage with potential buyers and sell our story.

In line with our project aims and objectives we focused on attendance at national, US and Dutch travel trade events. All contacts gained as a result were added to our database and sent a regular travel trade e-newsletter.

We attended / organised the following events;

UKINBOUND ANNUAL CONVENTION, PLYMOUTH 8 – 10 February 2017

Plymouth hosted the UKInbound 40th convention which was sponsored by Mayflower 400. Welcoming over 250 members, the event provided a mix of B2B opportunities and networking, including the UKInbound AGM, top industry speakers and panel debate, appointment led business workshop, informal ice-breaker networking activities and culminated with a black tie gala dinner and Awards for Excellence ceremony.

EXPORE GB, BRIGHTON

1 – 3 March 2017

ExploreGB is VisitBritain's flagship event. It provides Great British & Irish tourism suppliers and destinations with an invaluable opportunity to meet and do business with up to 300 hosted international travel buyers from 35+ countries. Mayflower 400 had direct, prior arranged appointments with 60 buyers. 40 new contacts were gained as a result of this event.

SEATRADE EUROPE

6-8 September 2017

Seatrade Europe brings together senior buyers, planners and key decision makers from Europe's ocean and river cruise lines with suppliers from all sectors of these industries. Amanda Lumley attended this event in Hamburg to meet with leading cruise operators and discuss Mayflower themed cruises and shore excursions from ports to Mayflower destinations.

6. TRAVEL TRADE EVENTS

To raise awareness of the opportunity to tour operators and travel trade

'DISCOVER MAYFLOWER 400'

17-18 September 2017

Mayflower 400 worked in partnership with UK Inbound and VisitBritain to host 'Discover Mayflower 400' in Nottinghamshire. The event was an opportunity to profile Mayflower 400 destinations and product to UK based inbound tour operators - who connect with overseas tour operators.

In addition to B2B meetings, tour operators were hosted on familiarisation trips to the Pilgrim Roots region. A more detailed analysis of the event can be found on pages 41-46.

MEET THE BUYERS, USA

September 2017

Amanda Lumley, Destination Plymouth, attended this annual event hosted in New York. A Mayflower 400 business, visits and events flyer was produced showcasing the conference offer across all destinations.

DESTINATION BRITAIN, NORTH AMERICA

26-27 September 2017

This event offered British tourism suppliers the opportunity to nurture business relationships with the North American markets of Canada and the United States. Emma Tatlow and Andrew Bateman (Hampshire County Council) attended the VisitBritain Destination Britain event in Los Angeles. 80 new contacts were gained at this event.

SHOWCASE SOUTH WEST, BRISTOL

27-29 November 2017

Showcase South West was a two day event in partnership with ETOA. Organised by VisitWiltshire with support from Destination Bristol and other South West England destinations. It was designed to showcase the South West of England to Buyers - B2B international and domestic tour operators and wholesalers. The programme included a gala dinner and B2B workshop. Mayflower 400 had 16 one - to - one business meetings with tour operators.

6. TRAVEL TRADE EVENTS

World Travel Market 2017

WORLD TRAVEL MARKET, LONDON

6-8 November 2017

World Travel Market London is the leading global event for the travel industry, generating more than £2.8 billion of business contracts between attendees. Over three days the travel industry comes together as almost 5,000 exhibiting destinations, technology and private sector companies to find and network with 51,000 travel professionals, key industry buyers, journalists, digital influencers, students and tourism ministers.

- The attendance at this event marked the official Mayflower 400 trade launch. Mayflower 400 had two pods on the UKInbound stand.
- A team of eight people from all destinations supported the event with staff time. Leiden Marketing also joined the event to support the launch.



6. TRAVEL TRADE EVENTS

World Travel Market 2017 – continued

- 18 media interviews and briefings took place, coordinated by PR agency Hills Balfour. Immediate coverage in Travel GBI was secured as a result and online in addition to securing press trips.
- Amanda Lumley did an interview to camera with Travel Mole that was published live.
- Over 80 new trade contacts were generated during the event. All contacts have been added to the Mayflower 400 trade database and followed up.
- Mayflower 400 also sponsored the drinks reception at Shakespeare's Globe as part of the UKInbound gala dinner (*top image*).
- Project Chairman Adrian Vinken addressed the audience of over 200 attendees from the travel industry. Mayflower 400 also hosted two tables of media, trade guests, travel partners and destination partners (*bottom image*).

- The event certainly raised awareness of the anniversary and stimulated much interest.



6. TRAVEL TRADE EVENTS

To raise awareness of the opportunity to tour operators and travel trade

VAKANTIEBEURS, UTRECHT

9 -14 January 2018

Vakantiebeurs is the largest holiday event in the Netherlands attracting over 100,000 visitors, 1100 exhibitors and 700 destinations. It welcomes consumers as well as hosting two dedicated trade days. Mayflower 400 had a presence at this event marking the first activity delivered in the Dutch market.

With a presence on the House of Britain stand the Mayflower concept did not receive as much engagement and positive feedback as presence at other events have demonstrated.

It was apparent that the image of the ship, used successfully in targeting the US market did not resonate as much with the Dutch audiences. The 'Leiden Pilgrims' was language that was better understood by the Dutch. Furthermore, many Dutch visitors are seeking self-touring, low cost holidays to England which is a product that has not yet been fully explored and developed by Mayflower 400 and the destinations.



7. TRADE FAMILIARISATION TRIPS – CASE STUDY

‘DISCOVER MAYFLOWER 400’ VISIT | 17-18 September 2017

Mayflower 400 worked in partnership with UKInbound and VisitBritain to host the ‘Discover Mayflower 400’ familiarisation visit.

The ‘Discover Mayflower 400’ two-day travel trade event took place at Ye Old Belle Hotel in Nottinghamshire. 12 Mayflower 400 destination partners and their tourism suppliers met with 17 UK based tour operators, ground handlers and DMCs. The event was an opportunity to develop business relationships and raise awareness of the Mayflower products and services with this group of influential buyers.

The two days included familiarisation visits of the Pilgrim Roots region – to Boston, Gainsborough Old Hall, Austerfield, Scrooby and Babworth. Sue Allen, the Mayflower Maid conducted the tour of the Scrooby and Babworth region. Luke Skerrit and Boston Borough Council hosted and conducted the Boston tour.

Interest from the tour operators was significant and showcasing the Mayflower product to the trade in addition to the meetings, seemed to secure more interest. 13 new travel trade contacts were gained as a result of this event.

“The Mayflower sailing is a significant anniversary in UK-US history and this latest discover event was very well received by our members who are keen to develop and communicate their Mayflower 400 stories. This is really is a great opportunity for destinations across the UK and for visitors to explore new and exciting itineraries”.

Deidre Wells OBE, Chief Executive, UKInbound.







Tour Operators outside St Botolphs, know as the 'Boston Stump'

7. TRADE FAMILIARISATION TRIPS – CASE STUDY

‘DISCOVER MAYFLOWER 400’ VISIT | 17-18 September 2017

Following the event, both suppliers and buyers were sent a survey to establish how useful the event had been and to seek feedback from destinations.

Of the buyers that attended, when asked how likely they would be to include Mayflower content in their portfolio as a result of the event;

- 44% replied ‘Definitely’
- 55% replied that they would ‘include some Mayflower content’
- 11% said that they may look to sell tours

The buyers also identified five key elements that they felt needed to be developed further (in order of importance these were)

- 1 - Accommodation providing commissionable rates
- 2 - Availability of themed / knowledgeable tour guides
- 3 - Information in other languages
- 4 - Improved interpretation and signage at visitor sites
- 5 - Promotional content i.e. images and videos

55% also said the events programme was quite important with 33% saying it was extremely important.

7. TRADE FAMILIARISATION TRIPS – CASE STUDY

‘DISCOVER MAYFLOWER 400’ VISIT | 17-18 September 2017

What did we learn? This was a major event in the visitor project and allowed us to identify key areas for development and improvement as well as to determine what we were doing well.

- The buyers seemed genuinely interested in the Mayflower opportunity. Being able to showcase the destinations on the familiarisation visits proved an effective selling tool. ‘Joining up’ all the destinations to tell one story makes a stronger selling point for the travel trade.
- Given the relatively short timescale on these trips it’s apparent that we need to brief the guides to focus more on the tangible, bookable product, the destination, travel and transport to and in the area etc.
- That we need to identify lower hotel occupancy periods in key destinations i.e. Plymouth has a lack of bed stock for groups.
- No two operator enquiries were the same. We therefore we need a flexible approach to our offer and a range of products to meet the various requirements for smaller tailored groups, FITs, students, special interest groups, larger more generic coach tours etc.).
- Despite both the significant financial and resource investment this was such a valuable event to undertake. It allowed us all as a partnership to understand the real-time needs, requirements and barriers to business that the travel trade encounter.
- As previously highlighted, feedback from this event actioned the ‘Working with the Travel Trade’ training sessions throughout the destinations.

“Great initiative, very inspiring - and it’s great that you have started promoting it so far in advance, that gives us all a chance to get the marketing materials put together, itineraries created, and the message out there”.

7. TRADE FAMILIARISATION TRIPS

To educate tour operators about the product through first hand experience

Organising visits where individuals or groups of buyers get to experience the Mayflower 400 product first hand was crucial to the success of the visitor project.

The familiarisation visits not only allow the buyers to visit the destinations, but also to meet with key suppliers and build long-term relationships. The following trade familiarisation visits have been coordinated and funded by the Mayflower 400 visitor project.

- UK Inbound Discover events – 17 tour operators on ‘Discover Mayflower 400’ familiarisation trip (details on previous pages).
- Kuoni undertook a Mayflower familiarisation visit from 10 – 17 October 2017 accompanied by Anton from their US office. Hosting the Kuoni familiarisation visit has resulted in continuing conversations with Kuoni as they prepare their 2020 Mayflower itineraries.

- A US Travel Trade familiarisation visit took place in March 2018 for up to 4 UK based operators visiting Southampton, Dartmouth, Plymouth, Worcestershire.
- A second fam trip took place in March 2018. Four tour operators visit Plymouth, Dartmouth and the Pilgrim Roots region
- Cornwall based Select Southwest tours visited some of the other Mayflower destinations with a view to expanding their Plymouth Mayflower tours.
- Crystal Travel and Tours visited Plymouth and the Mayflower sites as part of a wider familiarisation trip to the South West region.

7. TRADE FAMILIARISATION TRIPS

To educate tour operators about the product through first hand experience

- A total of 27 tour operators have been hosted on trips to various Mayflower destinations. Whilst not all of the trips have visited all of the destinations, operators are supplied with the suggested itineraries, other materials and follow up conversations are had with each operator to provide further information about the national trail.
- A co-ordinator was appointed specifically as the key Overseas Travel Trade contact and coordinator in August 2017, has supported the team to deliver these trips. All of the partner destinations have provided significant time and other resource in-kind to enable them to happen.

8. PRESS & PR TRIPS

To raise media interest, generate press trips and coverage

One of the objectives of the £500,000 Mayflower 400 national visitor project was to raise awareness through media and press coverage in relevant international, national trade and consumer titles. Following a competitive tender process, Hills Balfour were appointed to deliver the PR and media contract (total contract value £30,000) for the period June 2017 – March 2018. The contract included issuing press releases, briefing media on the anniversary and inviting media to visit the destinations on press trips.

Highlights

- 20 media interviews were set up at World Travel Market, with media meeting Amanda Lumley and Emma Tatlow. This resulted in press trips, coverage and awareness.
- A media pack was created that was the first piece of comprehensive print encompassing all compact partners and bringing the story together.
- 11 media were hosted on press trips; some covering more than one title / story. Some media attending more than one trip. (Table below shows trips and the coverage resulting from this).
- Hills Balfour generated 44 pieces of coverage through issuing press releases, with a reach of 3.5m and value of £67,000 (the majority of the press trip coverage has not yet been published).
- During the period June 2017 – April 2018 over 300 articles featured 'Mayflower 400' key words with a reach of 722m and a value of £17m. (this accounts for articles picked up by the media monitoring service, the actual value is anticipated to be higher than this).
- Four page editorial feature in the Spring 2018 edition of American Ancestors magazine (by the New England Historic Genealogical Society).

8. PRESS & PR TRIPS

To raise media interest, generate press trips and coverage

Challenges

- Timescales – Sometimes felt to be too far ahead of the ‘anniversary year’ to profile the story. For destinations and the project as many partners were still in planning stages, details of the cultural programme and visitor programme were not ready to be shared with media.
- The visitor experience in some destinations is not as it will be in 2020; this was addressed by sharing plans were available with the media.
- All of the press trips were secured and took place across an 8 week time period, meaning significant time and resource was required to plan and host the trips. This was challenging for the project manager and some destinations to manage.
- A key challenge has been to include all destinations in the trips. Those who have featured less prominently include North East Lincolnshire, Worcestershire and Harwich.

8. PRESS & PR TRIPS

To raise media interest, generate press trips and coverage

Press Trips

- All media were sent a media pack and fully briefed on all national partners. In some instances the theme / angle of their publication and story steered the itinerary and the destinations they visited. An attempt was made to ‘spread’ the coverage across all destinations.
- The media were also influential in selecting the places that appealed to them and with 11 destinations across England it was not possible for every journalist to visit every destination.
- Four trips were hosted with US based media, so flights and all travel were paid for by the project. For UK based media, some took multiple trips – travel, accommodation and food was paid for by the project for all of the trips.
- Each journalist visit had a bespoke, tailored itinerary that took on average two days to compile and confirm. The majority of destinations were able to meet and greet the journalists, accompany them for dinner and ensure they have a positive experience. Some media indicated it was too early for them to be covering the story.

8. PRESS & PR TRIPS

Press Trips: Summary

MEDIA	ABOUT	CIRCULATION	COVERAGE
JaxFax	Travel marketing magazine aimed at US journalists.	22,000	Expected September 2018. Itinerary for Michael Schoenberger included: London, Harwich, Southampton, Plymouth, Dartmouth
Travel Weekly US	The most influential B2B resource for the US travel industry.	Paper - sent to 37,000 US trade contacts Online reach - 446,000 unique page views a month.	Awaiting coverage (due Summer). Itinerary for journalist Jenny Hart included: Southampton, Boston, Lincolnshire, Nottinghamshire, Plymouth, Dartmouth, London. (Journalist cancelled planned visits to Worcestershire and Harwich).
TravelPulse	Industry news and consumer content online (US)		Awaiting coverage (due Summer). Itinerary for journalist Chelsea Davies included: Southampton, Boston, Lincolnshire, Nottinghamshire, Plymouth, Dartmouth, London. (Journalist cancelled planned visits to Worcestershire and Harwich).
London Unattached	Lifestyle blog and social media channels. (UK). 4 press trips hosted: London Harwich & Cambridge Lincoln & Boston Dartmouth (awaiting coverage) Boston (awaiting coverage) Proposed: Plymouth Nottinghamshire Leiden	27,000 monthly visitors.	Mayflower overview https://www.london-unattached.com/mayflower-400-year-anniversary/ London Connections https://www.london-unattached.com/mayflower-pilgrim-fathers-london/ Harwich Connections https://www.london-unattached.com/mayflower-harwich-history/ The Pier Hotel review https://www.london-unattached.com/pier-harwich-boutique-hotel/ Top Things to do in Lincoln https://www.london-unattached.com/lincoln-top-things/ The Varsity Hotel Cambridge https://www.london-unattached.com/varsity-hotel-spa-cambridge/

8. PRESS & PR TRIPS

Press Trips: Summary continued

MEDIA	ABOUT	CIRCULATION	COVERAGE
BRITAIN Magazine	Showcases what's 'best about Britain'. Glossy publication.	80,000	Awaiting coverage (due 2019). Itineraries for Sandra Lawrence included 1) Plymouth and Dartmouth 2) Lincolnshire and Nottinghamshire
The Sun	Mainstream tabloid.	1.5 million	Awaiting coverage. Itinerary for journalist Justin Allen included London.
Choice Magazine	Lifestyle magazine for mature audience (UK)	85,000	Introduction to coverage: http://www.choicemag.co.uk/blog/2018-05-14_editors_letter_50th_anniversaries_an Itinerary included Dartmouth and Plymouth.
Travel GBI	Travel trade monthly newspaper and website. Featuring news and new product for the UK tourism industry.	12,934	Boston, Lincolnshire http://travelgbi.com/articles/127166/boston-links A Pilgrimage into the past http://travelgbi.com/articles/127173/a-pilgrimage-into-the-past (plus news features: Face to Face with Emma Tatlow at World Travel Market & Mayflower Poll shows 14m 'hot prospects' in the US).
Trinity Mirror	Shared content unit, circulation content across 15 Regional titles. (Lindsey is also writing a book).	1 million	Awaiting coverage. Itineraries for journalist Lindsey Sutton included: 1) Plymouth, Dartmouth, Southampton, London 2) Lincolnshire, Nottinghamshire
Christian Post	Website and social media channels focussing on Christian issues and news with a travel section. (US).	10 million unique users a month globally	Harwich https://www.christianpost.com/news/part-1-on-the-pilgrim-trail-across-england-400-years-after-the-mayflower-224211/ Lincolnshire https://www.christianpost.com/news/on-the-pilgrim-trail-across-england-400-years-after-the-mayflower-part-2-224402/ Worcestershire https://www.christianpost.com/news/on-the-pilgrim-trail-across-england-400-years-after-the-mayflower-part-3-224579/ (Awaiting Plymouth coverage)
Detroit News	One of two main newspapers for city of Detroit.	140,000	To be published November 2019. Dennis Lennox (also writing for the Christian Post) itinerary included: Harwich, Lincolnshire, Nottinghamshire, Worcestershire, Plymouth (Gloucestershire).

8. PRESS & PR TRIPS

Coverage generated through press releases / media meetings

COVER DATE	PUBLICAITONNAME	HEADLINE	MEDIA CATEGORY	CIRCULATION / MONTHLY USERS	AVE Value (£)
25/07/2017	Gorkana.com	Hills Balfour lands Mayflower 400 countdown brief	Internet	70,000	£1,750.00
01/08/2017	Group Tourism & Travel Magazine	DESTINATION Mayflower 400 plans are being made for landmark 2020 anniversary	Magazines Trade & Overseas	6,000	£1,542.00
02/08/2017	Group Tourism and Travel Magazine (Web)	Mayflower 400 plans afoot	Internet	2,000	£1,542.00
15/08/2017	Travel GBI (Web)	Countdown is on for Mayflower celebrations	Internet	4,000	£2,800.00
01/09/2017	Travel GBI	Countdown is on for Mayflower celebrations	Magazines Trade & Overseas	12,326	£2,800.00
02/09/2017	Group Travel Organiser	World Travel Market 2017 preview	Magazine	8,993	£1,551.24
04/09/2017	WTM Insights	WTM London help Mayflower 400 prepare for 2020 anniversary	Magazines Trade & Overseas	55,000	£200.00
28/09/2017	Travel Daily Media	Mayflower 400 hosts tour operators at UK Inbound	Magazines Trade & Overseas	150,000	£1,800.00
29/09/2017	Coach Tours UK (Web)	MAYFLOWER 400 HOSTS TOUR OPERATORS AT UKINBOUND `DISCOVER MAYFLOWER" EVENT & FAM TRIP	Internet	203	£5.00
28/10/2017	Group Tourism and Travel Magazine (Web)	Mayflower 400 showcased with fam visit	Internet	2,000	£750.00
31/10/2017	Familytraveller.com	15 fun things to do in November 2017	Internet	350,000	£3,000.00
01/11/2017	Coast	Illuminating voyage	Magazine, Consumer	31,793	£3,400.00
01/11/2017	Travel GBI	Record rewards	Magazines Trade & Overseas	12,326	£3,447.36
01/11/2017	Travel GBI	Mayflower 400 launches tours and fam trips	Magazines Trade & Overseas	12,326	£535.68

8. PRESS & PR TRIPS

Coverage generated through press releases / media meetings – Continued

02/11/2017	Travel Weekly	LONDON •HOTELS INDIA	Magazines Trade & Overseas	14,514	£5,200.00
02/11/2017	TTG	A world of opportunities	Magazines Trade & Overseas	17,154	£5,880.00
22/11/2017	LondonNewsOnline.co.uk (Web)	Lantern procession commemorates the sailing of Mayflower	Internet	6,792	£182.00
23/11/2017	Angle News (Web)	New website is letting Pilgrim descendants post their stories	Internet	4,000	£2,800.00
23/11/2017	TravelMole	Interview with Amanda Lumley at WTM 2017	Magazines Trade & Overseas	2,000,000	£5,000.00
04/12/2017	Timeless Travels (Web)	Mayflower 400th anniversary launches interactive website on Pilgrim families	Internet	3,000	£800.00
19/12/2017	Travel GBI (Web)	`Connections" project wins #500k investment	Internet	4,000	£200.00
01/01/2018	Family Tree Magazine	New Mayflower site of Pilgrim descendants	Magazine, Consumer	20,000	£152.32
01/01/2018	Your Family History	Mayflower site	Magazine, Consumer	8,376	£75.66
11/01/2018	UKinbound (Newsletter)	Mayflower 400 research suggests over 13 million US citizens 'very likely' to visit UK in 2020	Internet	1,200	500.00
15/01/2018	Travel GBI (Web)	Mayflower 400 poll shows 14m `hot prospects" in US	Internet	4,000	£31.00
18/01/2018	BBC Radio Devon	Gordon Sparks Show	Radio	199,000	£2,450.00
23/01/2018	BBC Radio Plymouth	BBC Radio Plymouth	Radio	50,000	£1,200.00
22/01/2018	The Yorkshire Times (Web)	Mayflower "Pilgrim" Set To Boost Doncaster Tourism	Internet	14,651	£393.00
15/02/2018	UK Travel Room (Web)	Travel experiences for women across the globe	Internet	5,000	£1,000.00
02/03/2018	Exclusively British Magazine	Looking Ahead	Magazine, Consumer	150,000	£404.40
06/03/2018	Northern Ireland Travel News (Web)	Travel Like A Royal: Follow in the Footsteps of the Royal Family	Internet	4,000	£300.00

8.PRESS & PR TRIPS

Coverage generated through press releases / media meetings – Continued

08/03/2018	Viestra Magazine (Web)	Top 10 Destinations To Travel Like a Royal	Internet	3,500	£150.00
20/03/2018	London Unattached (Blog)	Plotting the Mayflower Heritage? A 400 Year Anniversary	Internet	30,000	£1,500.00
28/03/2018	London Unattached (Blog)	Harwich - Home of the Mayflower	Internet	30,000	£1,500.00
14/04/2018	London Unattached (Blog)	The Mayflower in London	Internet	30,000	£1,500.00
Hills Balfour generated 44 pieces of coverage during the contract period with total reach & value of:				3,570,263	£67,797
Other coverage to note:					
May – June	Frank Mand	Writing for Plymouth (MA) Wicked Local as result of auction prize win for trip to UK.	Internet	Tbc	Tbc
04/06/2018	DiscoverBritain Magazine	http://www.discoverbritainmag.com/mayflower- 400/	Internet	1,500	£39.00

8. PRESS & PR TRIPS

General coverage - Value and circulation of media mentioning 'Mayflower 400' from across national, local and regional media outlets.

MONTH	No. OF FEATURES	VALUE	CIRCULATION
July 2017	17	£153106	26,416,014
August	27	£42,509	529,028
September	42	£6986.00	225,725
October	30	£211,040	2,322,092
November	52	£230,845	134,142,349
December	65	£170,378.78	128,688,571
January 2018	68	£13,021,242	2,370,551
February	53	£80,436	1,667,337
March	32	£32,736.55	996,634
398 features referenced Mayflower 400 with total value and reach of:		£17,000,836	722,362,430

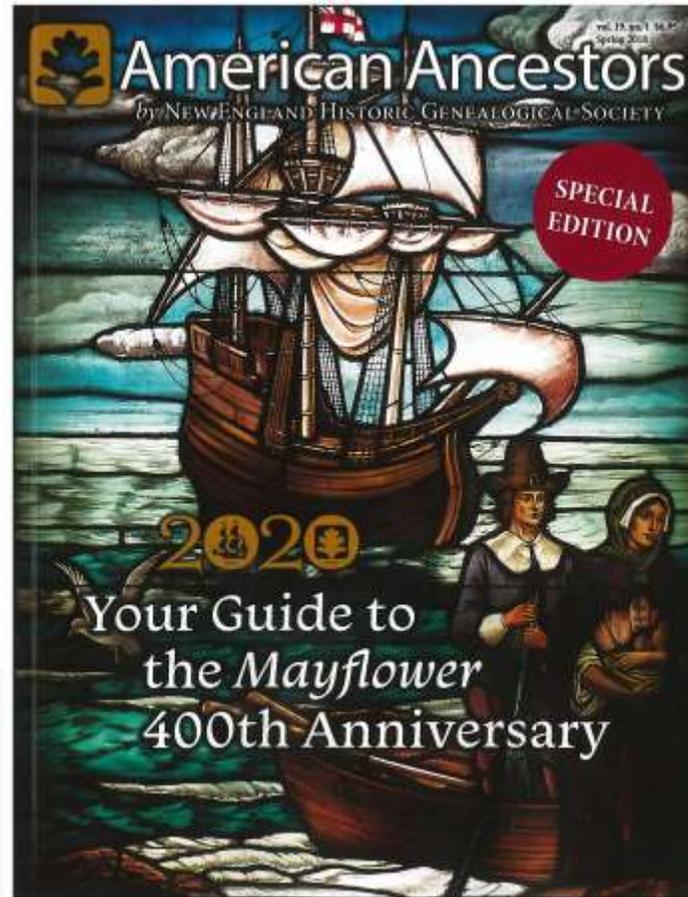
8. PRESS & PR TRIPS

To raise media interest, generate press trips and coverage

A circa. 6 page article will feature in the NEHGS (New England Historic Genealogical Society) 'American Ancestors' magazine – scheduled for March 2018.

NEHGS is America's founding genealogical organization and the most respected name in family history. It currently has over 220,000 members and the magazine has a circulation of 30,000.

Their 'American Ancestors' magazine is produced to appeal to family historians of all levels. Major topics include useful sources, helpful research strategies, compelling historical accounts, and interesting case studies. American Ancestors is free to members, as both a print publication and an online PDF.



8. PRESS & PR TRIPS

Examples of press coverage to date



The screenshot shows the Travel GBI website interface. At the top, there are navigation links for 'SUBSCRIBE', 'LATEST EDITION', and 'ABOUT'. The main header features the 'Travel GBI from travelweekly' logo. Below this is a menu with categories: 'NEWS', 'REGIONS', 'SECTORS', 'THEATRELAND', 'EVENTS', 'TRIED AND TESTED', and 'COMPETITIONS'. A social media icon for Twitter is also present. A newsletter subscription box is visible, with the text 'Get the latest inbound and domestic news straight to your inbox. Subscribe to our newsletter.' and a 'Subscribe' button. The main content area features an article titled 'A pilgrimage into the past' by Samantha Mayling, dated Friday, June 1st 2018, 10:25. The article is marked as 'Tried And Tested'. The text describes a journey to the Pilgrim Roots region of the East Midlands, exploring the story of the Mayflower Pilgrims. A photograph of a church is included. The article concludes with a note about the Pilgrims' first attempt to escape to religious freedom in 1607.



The screenshot shows an article from The Christian Post titled 'On the Pilgrim Trail Across England, 400 Years After the Mayflower, Part 3' by Dennis Lennox, dated June 3, 2018 10:18 AM. The article includes social media sharing options for Facebook and Twitter. A photograph of a stone baptismal font in a church is featured, with the caption '(PHOTO: DENNIS LENNOX)'. The text describes the author's visit to Worcester, England, to explore the history of the first Baptists and Congregationalists. The article mentions that Edward Winslow, one of the most prominent Pilgrims, was baptized at the font in St. Peter's Church. The article also notes that Worcester is a cathedral city with a population of 102,700 as of 2017, and is full of history, including the final English Civil War battle between the forces of Charles I and Oliver Cromwell in 1651.

Travel GBI
UK Travel Trade
website
June 2018
(left)

The Christian Post
US consumer website
June 2018
(right)

8. PRESS & PR TRIPS

Examples of press coverage to date



Mayflower 400 Commemorations

Do you love Britain? Let others know! [Tweet](#) [Like](#) [Share](#) [+1](#)

2020 marks the 400th anniversary of the sailing of the Mayflower from Plymouth UK to Plymouth Massachusetts



With 23 million descendants from the passengers and crew of this famous voyage across the Atlantic, the upcoming anniversary will offer people the chance to explore villages, towns and cities across England, which are connected to this story. Preparations have already begun to mark the historic event in two years time and it's set to be special for all involved.

What was the Mayflower?

The Mayflower was a 17th century English ship, which famously transported the first English Puritans, known today as the Pilgrims, from Plymouth, England to The New World. The voyage became a cultural icon in the history of the United States, with its story of death and survival in the harsh New England winter environment.

On 6 September, 1620, Captain Jones, along with 102 passengers and approximately 30 crew members, set sail from Plymouth on the south coast of England, on what William Bradford, a passenger who went on to serve as Governor of the Plymouth Colony, described as "a prosperous wind".

After sighting land on 11 November, 1620, strong winter seas forced Captain Jones to anchor at Cape Cod, much further North than the original destination of Virginia.

Why did so few survive the voyage of the Mayflower?

During the bitterly cold winter of 1620/21, the passengers remained on board the Mayflower, suffering an outbreak of a contagious disease described as a mixture of scurvy, pneumonia, and tuberculosis. When it ended, only 53 passengers remained—just over half. Half of the crew also died.

To establish legal order in their new homeland the settlers agreed, whilst on-board, to write and sign "The Mayflower Compact"; the first written framework of government in what is now the United States.

In the spring, they built huts ashore, and the passengers disembarked from the Mayflower on 21 March, 1621.

How will the Mayflower's 400th anniversary be commemorated?

Discover Britain
Magazine
June 2017

9. SHARING THE STORY

Mayflower 400 – National Visitor Project

Throughout the two year visitor funded programme, over 2800 businesses, stakeholders, tour operators and local authorities have been briefed by the Mayflower 400 team and destination partners.

This has been achieved through events, presentations, seminars and training. The briefings and sharing of information has led to higher awareness, more engagement with businesses and an increased profile in local media around some of the key events.

Ministerial briefings have also taken place with Tracey Crouch and later John Glenn.

In September 2016 the then US Ambassador to the UK, Matthew Winthrop Barzun, hosted a Mayflower reception in his private residence (Winfield House, London).

The reception highlighted the growing support for the Mayflower 400 campaign and was attended by over 400 association representatives, business leaders, community members, travel

industry professionals and senior government officials.

Representatives from all of the partner destinations attended. The model of the Mayflower ship from Harwich was displayed on the lawns.

For the event, Mayflower 400 produced a glossy brochure detailing the role of the partner destinations in the story and their early plans for the commemoration year.

Matthew Barzun, in conjunction with the Lincolnshire Chamber, also made a visit to Lincolnshire where he toured two of the Mayflower destinations - Boston and Lincoln. He met with over 300 school children on his visit that generated significant local media attention.

IMAGES

9. SHARING THE STORY

Mayflower 400 – National Visitor Project

A number of other briefings and events took place across the country, including;

- Charles Hackett met with Karen Bradley, MP and Secretary of State for Department of Culture, Media & Sport in February 2017
- Amanda Lumley spoke at the TMI Members Conference in November 2016
- All destinations went to Leiden, Netherlands for a national compact meeting which involved 19 delegates, 27 civic leaders and local businesses.
- A Mayflower Trade Expo and Ball was held in Plymouth, January 2017.
- The then Tourism Minister Tracey Crouch visited Plymouth in March 2017 during English Tourism Week.
- John Glenn, Tourism Minister visited Plymouth for a full project briefing in August 2017.

In November 2016 ‘Illuminate’* events took place across many partner destinations, including Plymouth, Dartmouth, Harwich, Southwark, Boston, Gainsborough and Bassetlaw. 500 participated in the Plymouth parade and workshops which attracted an audience of several hundred. These events included a range of activities with innovative light-based artwork, choir performances and parades.

**The origin of the event and the light symbolism at the heart of Illuminate comes from a quote by William Bradford, one of the Mayflower Pilgrims who later became Governor of Plymouth Plantation: “...just as one small candle may light a thousand, so the light here kindled hath shone unto many”.*



Former US Ambassador to the UK, Matthew Barzun visits Lincoln

STAKEHOLDER VIEWS

Methodology / objectives

This chapter details the findings from an online survey undertaken amongst the Mayflower 400 Visitor Project stakeholders including the compact partners and destination leads.

The overall aim of the survey was to gain a better insight and understanding from the destination leads and compact partners about their progress with the visitor project to date to feed into this project evaluation report.

An online survey link was distributed via email to 19 stakeholders in mid-March 2018 and a total of 15 responses were received by the closing date of Wednesday 21st March

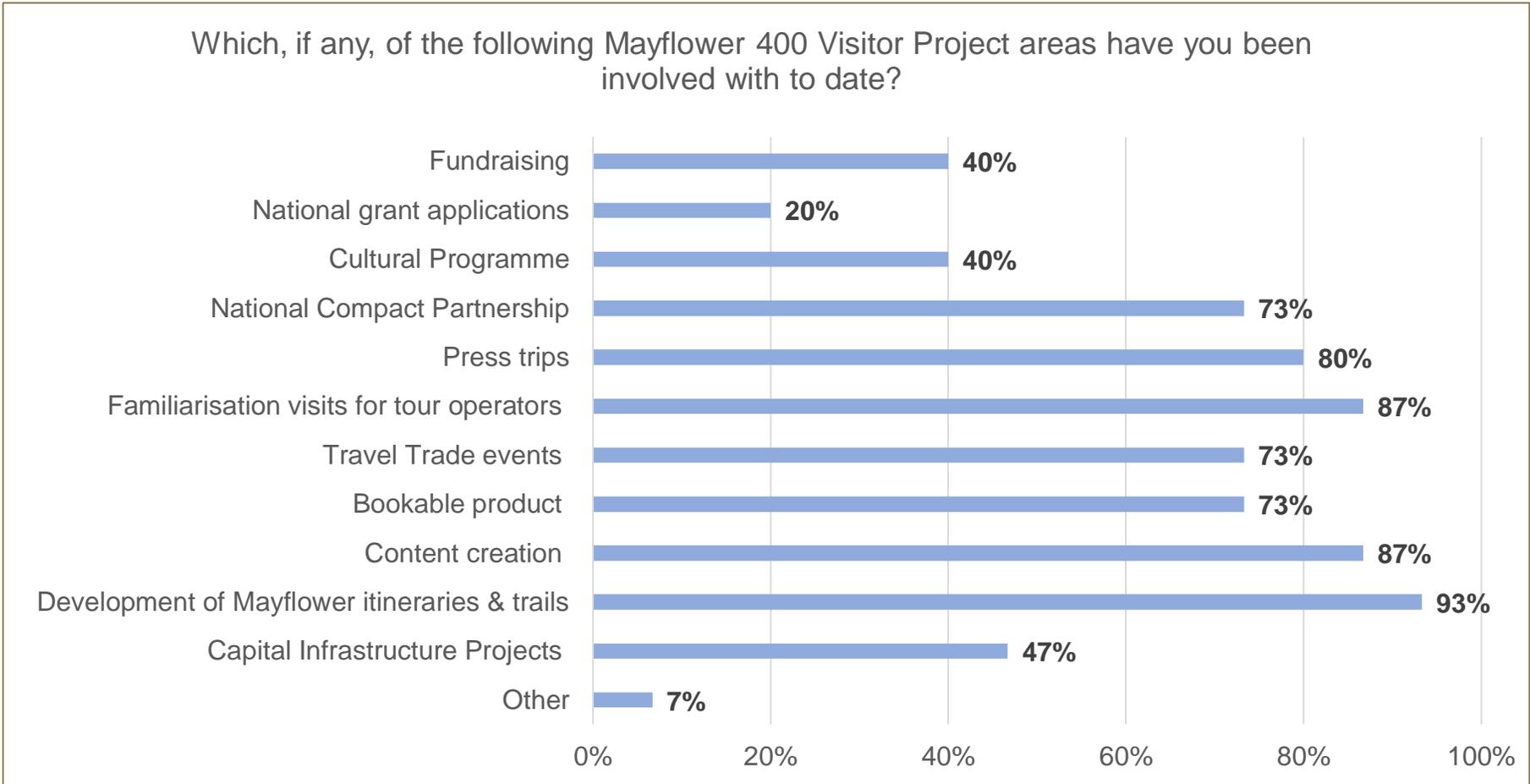
Almost three quarters of the stakeholders who took part in the survey (73%) were Mayflower 400 Compact Partners and 27% were destination organisations. One respondent also said they were also a lead partner and another that they were also a BID.

The survey results are detailed in the pages to follow.

There were two stakeholders responding to the survey who did not wish their comments to be used (anonymously) as either a quote or example in the final report so these results have been excluded from the tables of open-ended comments to follow.

STAKEHOLDER VIEWS

Areas stakeholders have been involved with to date



To date, the largest proportions of stakeholders have been involved with the development of the Mayflower itineraries and trails, content creation and familiarisation visits for tour operators.

STAKEHOLDER VIEWS

Most successful elements of the project for destinations

What do you think have been the MOST successful elements of the visitor project for YOUR DESTINATION?

- Access to markets & contacts that we could not possibly have accessed on our own.
- Sharing of best practice. We could never have created the infrastructure and content on our own.
- The work that Emma Tatlow has done with press, travel trade etc.
- Opportunity to bring the local businesses to work together for a common benefit.
- Working with others to develop a really strong product that has gained interest from trade and press.
- The website, representation at the various trade shows and the organisation of press and fam visits.
- Development of national/international partnership. Securing funding for £500k for Mayflower partners. Securing £500k DEF funding. Development of Mayflower brand and international marketing activities. Awareness raising among US tour operators. Development of specific itineraries. Helping support partners to develop their own programmes and secure funding. Securing ACE funding. £500k for local cultural programme. PCC funded capital investment of £5 million for specific Mayflower projects.
- Working with a partnership which comprises of 10 other UK destinations and 2 international destinations. This has resulted in a very strong partnership and the tourism offer is significantly stronger as a result.
- Raising awareness locally and regionally, establishing working relationships, expanding the knowledge base, providing opportunities for growth, engaging with sectors that would not usually consider such a commemoration as having any impact on them.
- Having experienced people lead on things that we wouldn't know where to start with as well as not be able to afford to do alone. e.g. tour operators, itineraries being more specific to the US Market interests rather than history generic. Being on sale to the US Market.

In terms of the most successful elements of the visitor project, all of the stakeholders feel they have benefitted from partnership working across destinations, 87% feel they have learnt things from other destinations and 73% have benefitted from sharing best practice.

The comments provided by the stakeholders are shown in the table opposite.

STAKEHOLDER VIEWS

Most successful elements of the project overall

What do you think have been the MOST successful elements of the visitor project for the PROJECT OVERALL?

- Created bookable product which is on sale with some US based tour operators.
- Raising awareness nationally. Bringing partners together.
- Raising awareness of Southampton as a destination.
- The bringing together of all of the different destinations to create interesting tours.
- To date, awareness raising, profile, locally the Illuminate events.
- Travel trade engagement e.g. DMCs, tour operators, travel agents.
- We had a locally run workshop to build product for the travel trade which was well received.
- The impact of all the activity together. The itineraries have created a great bookable product that is easy to talk about and sell and is a starting point when talking to trade or press on press trips or at trade shows.
- High quality delivery by the National Visitor Project Manager; on time delivery which has maintained momentum; joined up national trails which have created the most cohesive national product to date; establishment and development of a shared website; travel trade activity; itineraries; press, including press trips; fam trips; successful showcase events; establishing a presence and product; product launch.
- The offer is continually of the highest quality and standards which serves each of the individual destinations and the wider compact extremely well.
- Raising awareness of Mayflower among US tour operators. Development of partnership Tour operator bookings - intent Trade shows attended. Number of leads generated. Development of product in local areas national profile for partners.
- It has been really professionally delivered. This has impacted on multiple levels, the businesses have more respect for us and want to work in partnership as we are seen as achieving things they couldn't alone, the tour operators have been really positive to us when I have spoken to them at fam's or shows and this is more than we have ever been able to do alone.

Collectively raising the awareness and profile of a high quality product and its' delivery is seen by stakeholders as one of the most successful elements of the visitor project overall.

The comments provided by the stakeholders are shown in the table opposite.

STAKEHOLDER VIEWS

Least successful elements of the project for destinations

What do you think have been the LEAST successful elements of the visitor project for YOUR DESTINATION?

- Developing content and presence on the Mayflower 400 website.
- I think everything we've worked on with the national project has had some benefit.
- Management of the various visits to Southampton was at times a bit chaotic.
- Our inability to engage with this project earlier through our lack of resources.
- Website content. Lack of resources in destination to maximise opportunity.
- Local knowledge of business style from outside trainer.
- We have a low level of visitor accommodation including accommodation to attract larger tour groups so visitors staying over tend to stay outside of the areas I work with making it harder to claim increases in visitor spend on overnights etc. Highlighting our area's contribution has been very valuable but it has been harder to understand how to convert this into bookable product - particularly as many of our attractions and accommodation providers are dispersed across rural areas (unlike e.g. in a city context), although the learning developed from this problem has been useful. There is much more to do and that needs to be developed to provide solutions in our region.
- Failure of national HLF funding bid, this places extra demands on the destination to deliver elements of the programme that may not be able to be delivered.
- Local support and engagement, a few great people have been on board for the last 6 months but it is only now that things are happening rather than me doing everything for the county. They can now see the tour operators visiting and more success stories from other counties as well.
- Timing - the fam / press visits were very short notice and it would have been good to have a bit more time to understand the training workshop content and recruit more participants.
- Trying to find / increase the economic benefits for our area. We are realistic in our expectation that people will want to visit but they will not stay over.
- It is often difficult working in partnership remotely but even this has been managed in the most effective ways possible.
- I don't think we have done enough on the website to fully promote our destination and haven't utilised the social media opportunities.

For many stakeholders the development of the Mayflower 400 website content and the promotion for their destination is considered as one of the least successful elements of the project, along with a lack of resources resulting in their delayed engagement with the project.

The comments provided by the stakeholders are shown in the table opposite.

STAKEHOLDER VIEWS

Least successful elements of the project overall

What do you think have been the LEAST successful elements of the visitor project for the PROJECT OVERALL?

- Everything seems to have gone pretty well.
- Lack of local resources. Lack of match funding commitment.
- Schedules.
- The failure of the national HLF bid.
- The unsuccessful HLF bid.
- On occasion not the most supportive co-operation from one or two people outside of our own area when building trips across locations.
- Creating the momentum and product and promoting it earlier would have been better but I think as an industry the businesses wouldn't have been able to provide us with what the tour operators wanted because too much training was needed.
- Feedback from the fam trips have been interesting and have highlighted issues with delivery in our area and also expectations visitors have (this has been valuable) - but there is still a sense that, within the compact, areas are competing with each other to attract visitors and some areas have (according to this feedback) a stronger (more authentic?) offer than others. Honest recognition of this is difficult to mediate within a national partnership which creates imbalances in how effective the project can be (which is to be expected based on the diversity of destinations involved). Engagement and delivery through DMOs is problematic in some ways in the areas I work in - where the DMO has a membership model there are opportunities that are overlooked or dismissed (with city-based DMOs that are less engaged with rural areas in some cases) and there is tension between local authority priorities and the DMOs - this is not the 'fault' of the national project but it has brought it into sharp relief. Having said that, there has in recent months been a more proactive approach to engaging with new opportunities among the DMOs; there is still a sense, anecdotally, that the DMOs understand the significance of the national approach but have less confidence in what the product actually is locally - because in our area much of this involves volunteer-run sites like churches which don't fit easily into conventional tourism models framed around 'attractions' - this is a sensitive issue which still needs to be worked on.
- Social media started quite late and I was unsure to start with to know how to get my information on the social media but that may have just been me missing something.
- As previous answer, plus difficulty in engaging in the compact meetings due to the distance and time required to allocate to these meetings. Short timescales to deliver responses, overload of demands.
- The Mayflower 400 website. Probably because it needed more resource input at a national project and destination level.

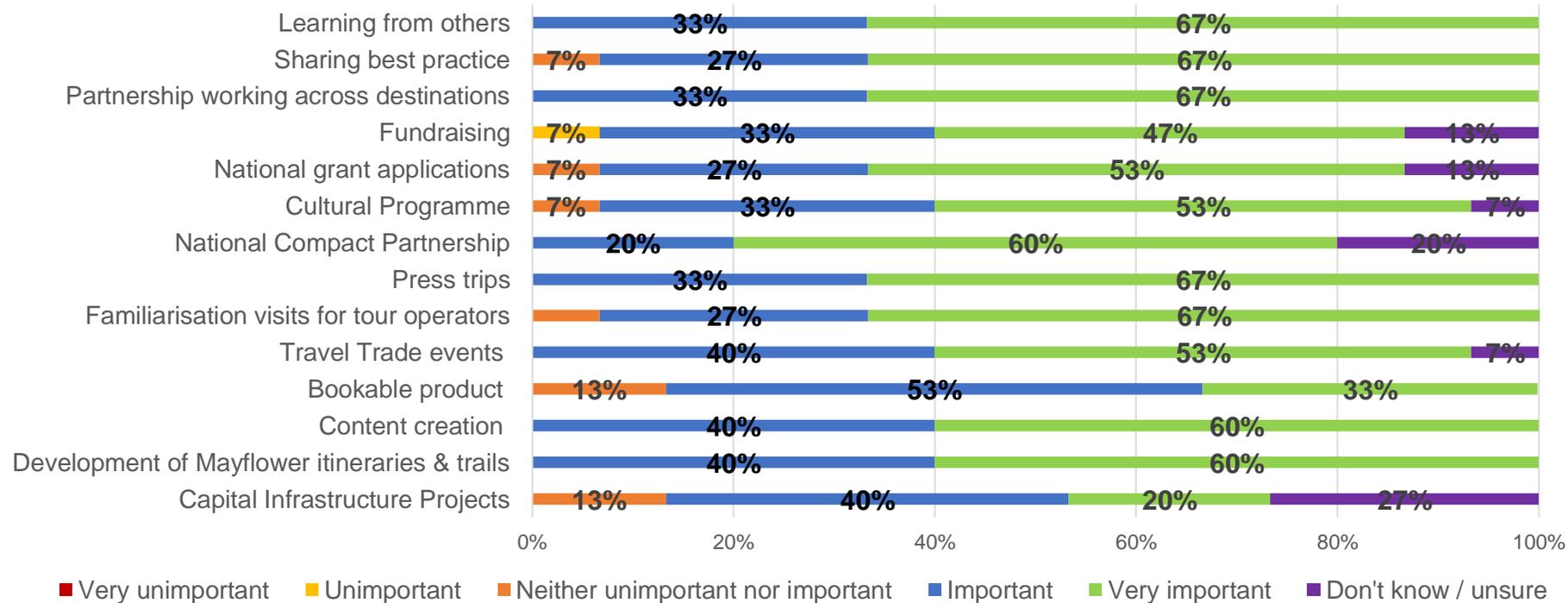
A lack of resources locally, along with the failure of the national HLF bid are seen by many stakeholders as the least successful elements of the project overall.

The comments provided by the stakeholders are shown in the table opposite.

STAKEHOLDER VIEWS

Project activities considered most beneficial to continue in the future

To help the project team prioritise which activities would be most beneficial to CONTINUE as part of the national project in the future, please state how important each of the following activities are to you as a destination?



60% or more of stakeholders considered each of the Mayflower visitor project areas 'important' or 'very important' to continue in the future.

Development of Mayflower itineraries and trails, content creation, press trips, partnership working across destinations and learning from others were seen as the most important activities to continue.

STAKEHOLDER VIEWS

Anything else considered beneficial to continue

Is there anything else which has been delivered as part of the national visitor project that you think would be beneficial to continue?

- Arts Council bid for Illuminate events.
- Further promotion to the cruise sector.
- I think that you have covered everything.
- Illuminate programme, continue to lobby government, working with VB/VE M400 website.
- The website.
- Continue to work on bookable products but on a more localised level.
- Liaison with the international travel trade - hopefully much will be picked up through the US Connections project. Funding to make the fam trips and press trips happen - we'd really struggle to host trips without some support.
- The training for creating US Itineraries has been vital but not enough businesses engaged with it, press visits and fam trips are vital to telling the story and specifically raising the Worcestershire Connection because it is too easy to skip over as it isn't known as much as some destinations.
- Ongoing and regular contact with the travel trade; continued exposure to the trade and press; build up of itineraries; work to establish bookable product - either amongst partners (DMO-led) or to attract tour operators to develop the product; training opportunities; integration with other relevant funded projects (i.e. DEF American Connections); seeking further funding as it arises; showcase events; press/fam trips; marketing/social media/film.

A number of other areas were considered beneficial to continue by stakeholders including the Illuminate programme and continuing to work on developing the website and bookable products.

The comments provided by the stakeholders are shown in the table opposite.

STAKEHOLDER VIEWS

Mayflower 400 – National Visitor Project

Is there anything which has NOT been delivered as part of the national visitor project that you think could have been of benefit?

- Digital trail US consumer marketing.
- I can't think of anything!
- National HLF Bid.
- Promotional video content.
- Not enough press trips that I am aware of or press coverage but wouldn't know the US press market. Maybe another Inbound UK event or a larger presence at World Travel Market.
- Not that I can think of - it has been comprehensive, efficient and high quality but it has also gained momentum and would benefit greatly by being able to continue on into 2020 otherwise many of the benefits gained will stall. It has created a cohesion and vision within the national partnership that otherwise would not have happened especially given the failure of other national projects including HLF and ACE Ambitions for Excellence. This is one piece of work that needs to be built upon to continue to demonstrate the breadth and interest on offer across the range of partners involved.

Other areas not delivered as part of the visitor project which stakeholders consider could have been of benefit include the HLF Bid, promotional video content and marketing.

The comments provided by the stakeholders are shown in the table opposite.

STAKEHOLDER VIEWS

Anything else not delivered that could have been beneficial

Please tell us more about the additional investments, funding or partnerships which the Mayflower 400 Visitor Project has helped you to leverage? Please include details of the approximate value of any additional investments or funding where you know how much these were worth to your organisation.

- **Partnerships:** Pilgrim Roots partnership between Nottinghamshire, Lincolnshire and South Yorkshire partners including local authorities, DMOs, community organisations and other stakeholders (e.g. University of Lincoln) includes: - Culture Sub-group - Pilgrim Roots Heritage Project partners (HLF) Mayflower 400 Universities Partnership (convened by the University of Lincoln).

Funding:

Heritage Lottery Fund Phase 1 - Pilgrim Roots Heritage Project led by Bassetlaw District Council (£45K)

Arts Council England Illuminate lantern parades grant (£15K)

Retford & Gainsborough Arts Council England managed funds (£20K)

University of Lincoln Pending: Gainsborough Townscape Heritage Initiative funding (HLF)

West Lindsey District Council (£1m+) HLF Phase 2

Pilgrim Roots Heritage Project (£650K).

- PCC funded £2.25 revenue for Mayflower project team Key driver for city investment - £150m of our projects on site and a further £250m planned to start in the next 12 months.
Key driver for hotel development - 3 in pipeline (value £15 million approx.)
Plymouth in top ten hotel investment hot spots nationally ACE funding £500k HLF funding £650k (decision June)
'Founders' club funding £120k.

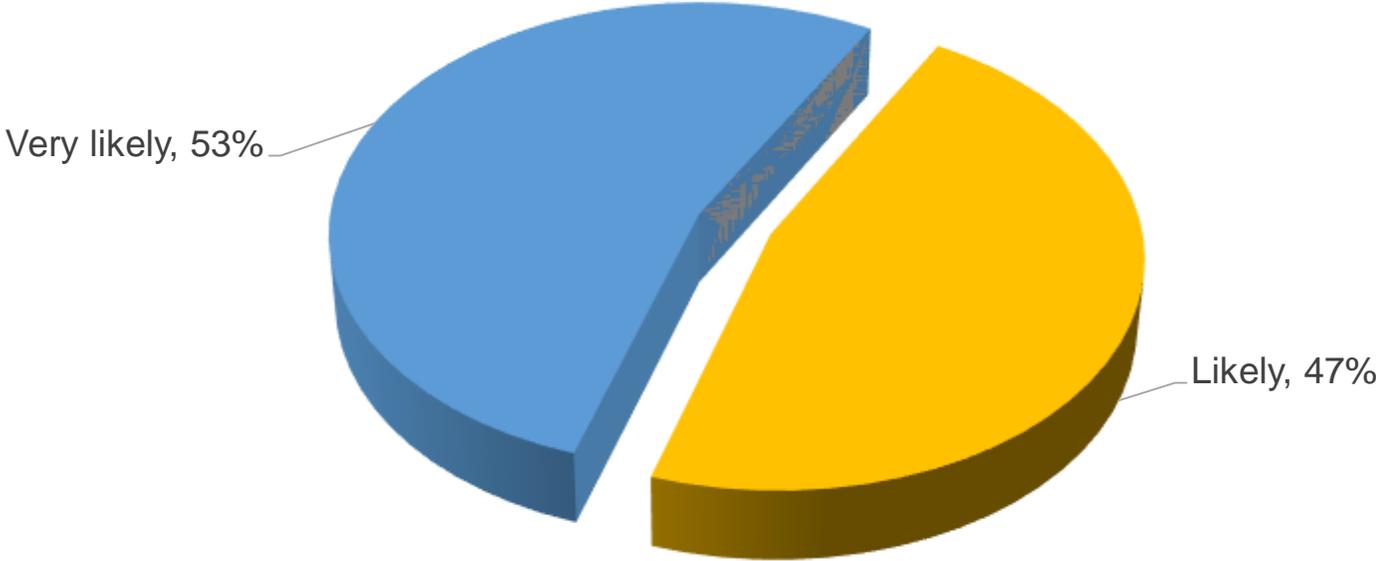
A fifth of stakeholders said that there were other investments, additional funding and/or new partnership developments which the Mayflower 400 Visitor Project had helped them to leverage.

Two stakeholders provided a comment and these are shown in the table opposite.

STAKEHOLDER VIEWS

Additional investments, funding or partnerships which the project helped to leverage

Do you anticipate that you will see an increase in visitors to your destination as a result of the national visitor programme?

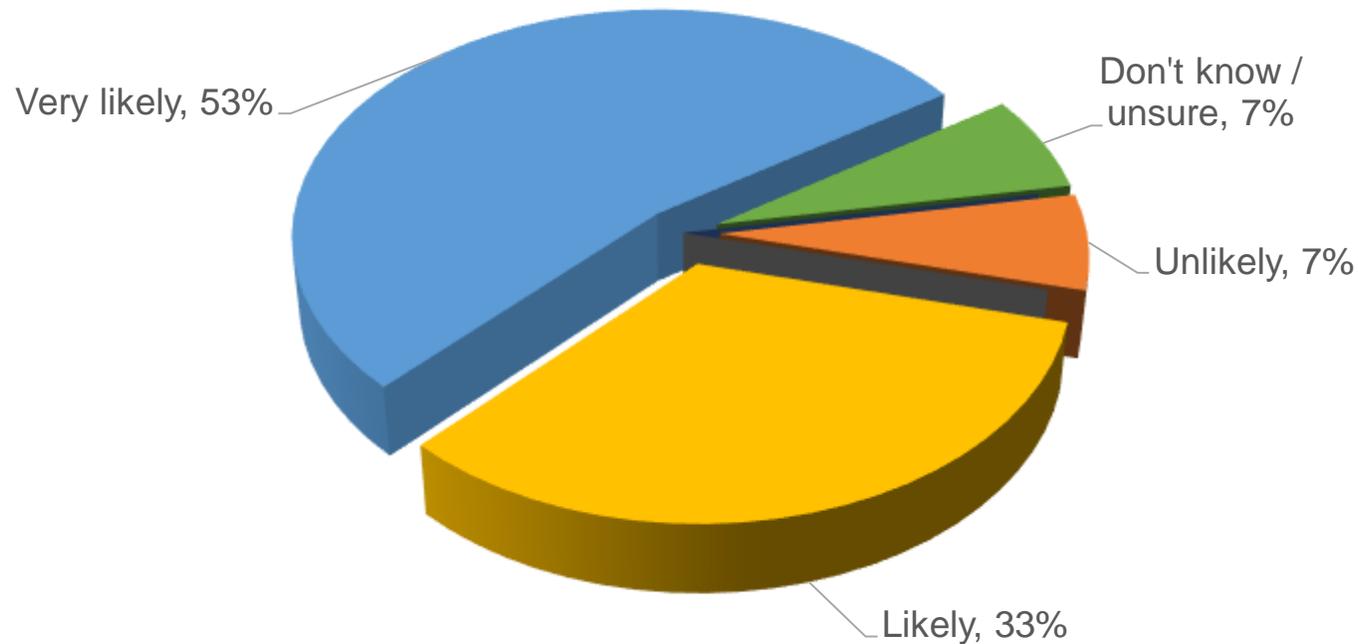


All stakeholders anticipate that it is 'very likely' or 'likely' that they will see an increase in visitors to their destination as a result of the national visitor programme.

STAKEHOLDER VIEWS

Likelihood to committing to being a partner in a similar programme in the future

How likely would you be to commit to being a partner in a similar programme with multiple destination partners in the future to drive growth in the visitor economy?



53% of stakeholders say it is 'very likely' that they would commit to being a partner in a similar programme with multiple destination partners in the future to drive growth in the visitor economy and a further 33% say it is 'likely'. 8% didn't know / were unsure at this stage.

7% (1 stakeholder) say it is unlikely as because they are a BID they are just there to support the destination lead rather than be a direct project partner.

STAKEHOLDER VIEWS

Further / other comments

Please provide us with any further information or comments on the visitor project that you would like to share with us including any examples of 'best practice'?

- There is a lot of room for more work on shared best practise. Identifying people with the right mind set to work as a team to develop cross location activities. Investment in time / resource to educate the local travel tourism businesses on the project.
- Collaborative working at the destination level has been developed. A challenge has been to identify capacity in destination organisation teams at particular times to support the project.
- Basecamp as a project management tool - Emma has rolled it out and managed it in a much more effective way than I've experienced before. I've learnt a few tips. Itinerary layout - we are learning all the time but feel the Mayflower 400 project has perfected the layouts/content required.
- As a non funded entity this has been vital to the learning for our businesses and giving us the opportunity to raise the visitor experience and change our possibilities... we no longer have to keep doing the same things we always do which is how most of our businesses work.
- The volume of high quality press and group travel operator trips has been hugely successful in changing the perception of local business, as to the opportunity.

Any further information or other comments provided by the stakeholders in relation to the visitor project are shown in the table opposite.

STAKEHOLDER VIEWS

Charles Hackett- Chief Executive, Mayflower 400

We spoke with Charles Hackett directly to ask the following questions.

What do you feel has been the most successful elements and achievements of the project?

“Pulling together of individual locations to create a single, tangible offering. It has been particularly pleasing for the visitor project to have international involvement. There is a great variety of product within each destination which means the tour operators and visitors can tailor visits specifically to their needs.

This project has given smaller destinations the same opportunities as larger ones, in particular the smaller places in the Midlands – who have gained a voice and been supported by the larger partner destinations.

Employing and engaging professionals to lead and manage the project was key to its success”.

What was challenging, what could have been improved?

“Cash flow has been challenging, in particular receiving funds after key activities.

Should some funds have been channelled towards a specific resource with the sole purpose of leveraging and multiplying additional investment? In this way the project could have maintained an increased presence and activity level, rather than coming to an abrupt end.

A constant challenge and probably the hardest part of the project was getting content from the smaller places involved. There was a clear capacity deficit which the fund was unable to address”.

STAKEHOLDER VIEWS

Charles Hackett- Chief Executive, Mayflower 400

Best practice - what have you learned throughout this project and what would you have improved?

“Close working with Visit England and Visit Britain as well as senior officials in DCMS was crucial to the success of the project”.

This project allowed the lead partners to reach out to local business who need to keep their offer bookable, relevant and tangible. The development of one clear, core brand that linked across and was used by all the partners equally certainly aided this and other opportunities.

Establishing the steering group and key relationships early on so that all partners are aware of who is doing what – keep it clear. In the same vein, make it clear that this group will not do everything and that partners will be expected to contribute to the project development e.g. website, trails, core products and cultural programmes.

This is a great project focussing on a historical anniversary. It's a good story that all partners have bought into and shared equally (no 'fighting over the pieces'). Realising that if worked up and delivered effectively all places will benefit.

Each destination can put their own spin on the story but as a whole it is 'just a story' with a compelling narrative. This project is focussed on the customer and is not just about the destination. It's key that the destinations involved continue the momentum to develop a better product, keeping it 'fresh'.

In an ideal world and as you would in a commercial environment this product needs testing in the marketplace – testing engagement, product relevance and cut-through. Who came? Where did they go? This project could have gone further over a 5+ year period by monitoring the brand, assessing impact and responding accordingly. 'Assess – Adjust – Go Again'. The marketing toolkit would then be updated, improved and expanded as a result”.

STAKEHOLDER VIEWS

Charles Hackett- Chief Executive, Mayflower 400

What do you consider to be the legacy of this visitor project?

“The legacy I would like to see is two-fold;

- 1. Firstly that the partner network remains active and working together, with this remaining high on their agendas, allowing them to continue to develop a high-quality (bookable) product.*
- 2. That the Mayflower story and destinations become synonymous for US visitors, with both operators and individuals expanding their itineraries to include the Mayflower destinations. Therefore, increasing the percentage of US visitors booking overnight accommodation in the key Mayflower locations as opposed to just as a day visitor.*

It would be a huge shame for all concerned if 2020 marked the end of this collective fervour. As I see it there is still much that can be done and certainly many more opportunities to be explored, developed and exploited”.

STAKEHOLDER VIEWS

Amanda Lumley - Executive Director Destination Plymouth and Executive lead for Mayflower 400

We spoke with Amanda Lumley directly to ask the following questions.

What do you feel has been the most successful elements and achievements of the project?

“The development of the compact partnership, to include international partners was hugely important to the project. For some of the partners, particularly the smaller ones, it’s been their first experience of working on a project of this scale. This resulted in much support and sharing from the larger more experienced destinations, but as an outcome I feel that all the partners learnt something from each other.

So many opportunities have opened up as a consequence of this project, giving those smaller destinations that wouldn’t ordinarily promote themselves (especially internationally) the chance to present ‘their place’ as part of this historically significant story. Many of the partner destinations were exposed to new experiences, including press and

familiarisation trips, attending World Travel Market and other key events – giving them a ‘voice’ on a global platform.

This project has facilitated conversations that just wouldn’t have happened otherwise. For example, it’s opened up relationships with the cruise market; leveraged funding from other sources and the bringing together of one national trail from the many individual component parts already in existence, but with little or no active promotion.

The funding from Visit England of course facilitated this, and should also be considered a key achievement as part of this project.

Of course a major achievement has to be that actual bookings are coming in as a result of this project and we of course expect this to increase in the run up to 2020 and hopefully beyond”.

STAKEHOLDER VIEWS

Amanda Lumley - Executive Director Destination Plymouth and Executive lead for Mayflower 400

Best practice - what have you learned throughout this project and what would you have improved?

“Whilst engaging with the smaller partners has been an accomplishment, this has varied in impact and involvement. Some have struggled to grasp the bigger picture, with an element of parochialism and therefore going off on a tangent by focussing solely on their own area.

It also became quickly apparent as the project evolved, that many of the smaller partners simply didn't have the resources to allow them to make the most of opportunities, especially when it came to submitting content for tours and trails and being able to support press and familiarisation visits in their area.

It's important to remember that this epic Mayflower story is just that, a story, and that ultimately results in it being open for interpretation. This could often become an onerous task as we weren't dealing with a tangible, indisputable fact. Promoting and getting buy-in into the Mayflower story within

the UK certainly proved more challenging than perhaps we anticipated. It's a much stronger and emotional narrative for the US market.

Not securing the HLF funding was a disappointing set back for the project. A significant amount of resource was put into compiling the bid”.

What do you consider to be the legacy of this visitor project?

“ That the Mayflower 400 partners of all sizes and resource continue to work together to build and expand on the work already done, and for the Mayflower story to become a key driver for US visitors coming to the UK. resulting in not only increased numbers of day visits to the key locations but overnight stays as well.

Cultural connections between all the nations involved to be sustained, with a view to joint working on other key cultural and historic projects in the future”.

OUTPUTS

A summary of outputs against each key project element

Objective	Output
Capital Infrastructure – Feasibility to develop a national Mayflower trail	Funding from the DEF fund with match funding from partners and the Mayflower fund totalled £715,000
Economic Potential - Understanding the size and needs of the potential	An extensive piece of research was conducted by Habit5 and the outcomes were used to form the basis of the project elements.
Content Creation - To develop marketing messaging and content	<ul style="list-style-type: none">• Website that has received over 15,000 unique visitors• 41,729 social media engagements and 5,500 fans / followers• An extensive 2020 events calendar• Official logos for use by the travel trade to authenticate tours• Professionally produced promotional film• Digital image library

OUTPUTS

A summary of key outputs against each key project element

Objective	Output
Itineraries & Trails - To develop new Mayflower itineraries as part of the national trail	<ul style="list-style-type: none">• A 10 day tour and 7 other tours and a trail have been established.• Feedback from the travel trade has been that they are all impressive and a great starting point for establishing Mayflower 400 tours.
Bookable Product - To support the development of bookable Mayflower tours	<ul style="list-style-type: none">• 7 operators are actively promoting Mayflower 400 tours, with bookings emerging.• 'Working with the travel trade' training has taken place across all partner destinations.• A Mayflower tours brochure was published and made available to 600 delegates attending the GSMD annual congress in Plymouth MA in September 2017.
Travel Trade Events - To raise awareness of the opportunity to tour operators and travel trade	<ul style="list-style-type: none">• During the lifetime of the Mayflower 400 visitor project 241 individual tour operator contacts have been acquired as a result of both attending and coordinating travel trade events.• Within this there are 214 different tour operators.• The majority of the list US based and UK based tour operators and DMC's.

OUTPUTS

A summary of outputs against each key project element

Objective	Output
Trade Familiarisation Trips - To educate tour operators about the product through first hand experience	A total of 27 tour operators have been hosted on trips to various Mayflower 400 destinations.
PR & Press Trips – To raise media interest, generate press trips and coverage	<ul style="list-style-type: none">• 11 press trips have been secured and hosted by Mayflower 400.• 18 media interviews took place at World Travel Market in November 2017.• Hills Balfour directly secured 44 items of individual press coverage in US, UK Nationals and Travel Trade Press. This has a reach of over 3.5million, with a value of £67,000.
Sharing the Story - Engaging influencers, businesses and stakeholders	Throughout the two year visitor funded programme, over 2800 businesses, stakeholders, tour operators and local authorities have been briefed by the Mayflower 400 team and destination partners.

EVALUATION, MONITORING AND MEASUREMENT

Introduction

This chapter looks at the monitoring and measurement in place for the Mayflower 400 Visitor Project in the following areas;

Economic impacts – This section provides a breakdown of the impacts associated with the project from the base year of 2015 and forecasts to 2021 and compares the anticipated usual levels of tourism growth against what could be expected to happen as a result of the interventions of the Mayflower 400 Project. This allows for estimates of additional visitor numbers and spend as a result of the project, numbers of new jobs created and return on investment figures to be calculated.

Economic outputs are available for each of the Project Partner areas although these are not detailed in this report. For ease of reading we have just included the overall project outputs. However, it is recommended that the Project Partners note the methodology detail provided in this chapter so that they are clear as to what their area figures relate to and any data limitations that they need to consider when interpreting their local area data.

Project finances – This section provides an overview and breakdown of the financial aspects of the Mayflower 400 Project.

EVALUATION, MONITORING AND MEASUREMENT

Economic Impact - Introduction

Mayflower 400 needed to assess the current levels of visitor activity in the project areas in order to set a baseline (2015) and also to understand what the impact of the Mayflower 400 programme could be on partner destinations.

The South West Research Company were commissioned to provide a benchmark economic impact model which would provide annual outputs from 2015 and enable forecasting up to 2021. Annual outputs and updated forecasts are usually produced approximately 9 to 12 months after the end of the subject year with the timing reliant on the release of data from a number of national datasets, both tourism related and otherwise.

This section examines the volume and value of holiday staying visits and tourism day visits and the impact of the subsequent visitor expenditure on the local economies of the Mayflower 400 Partners in 2015 and 2016 and the likely impacts forecast to 2021. The staying visitor outputs only include holiday staying visits to an area to ensure that the economic estimates are not overestimating the potential project impacts in the future by the inclusion of business and

study visits and visits to friends and relatives. As such the figures provided in this report can be viewed as a safe basis to work from which are likely to underestimate project impacts as it is likely that some visitors not on a holiday staying visit will still take part in Mayflower 400 events.

An important aspect of the project was to develop a methodology to fit the available budget that made comparisons possible between all project partner areas for the baseline year of 2015 and in future years. An overview of the data sources and methodologies used is provided on the following pages with any data limitations highlighted. However, as a general rule when interpreting the outputs in this section, or dealing with data generally, the limitations of the data source should always be considered. No data sources or modelling processes are infallible and all will have their limitations, especially when the outputs are broken down to smaller subsets.

EVALUATION, MONITORING AND MEASUREMENT

Economic Impact - Introduction

In addition, as we are dealing with smaller areas in most instances when looking at the Project Partner areas individually, and only looking specifically at holiday trips, rather than tourism overall, relatively small changes in volume can look large in terms of proportion but might be, in a broader context, less significant than at first glance. This is particularly true for overseas visitors who only make up a relatively small proportion of overall visitor numbers in most areas and, as such, we are likely to naturally see large proportionate changes between some years.

It should be noted that the forecasts provided are subject to change and can be influenced by external factors beyond the control of this project and not included in the forecast model e.g. the weather, exchange rates, Brexit etc.

It should also be noted that there are likely to be further lasting impacts created through the Mayflower 400 Project not measured in this chapter. These are likely to be in the form of repeat visits generated beyond 2021 from those visiting as a result of the project and their future generations and also as a result of word of mouth recommendation of England as a

place to visit from Mayflower 400 visitors to their family and friends.

EVALUATION, MONITORING AND MEASUREMENT

Economic Impact - Methodology

Domestic staying visits – Information on domestic staying holiday visits is taken directly from the Great Britain Tourism Survey (GBTS) three year average data provided by VisitEngland. For example, the 2013-2015 average period is used to represent 2015 activity.

Overseas staying visits - Information on overseas staying visits is derived from the International Passenger Survey (IPS). Data from this survey is available at a county level and for individual towns. The methodology used to estimate overseas holiday staying visits at a unitary/local authority area is derived from county and town level data and based upon ratios within the Cambridge Model, but also considers things such as the size, location and population of the local authority within the calculations.

Overseas visitor origin – Information on the origin of overseas staying visitors is taken directly from the IPS. The data provided is county level data for overseas holiday visitors and a three year average has been used to increase the robustness of the outputs. However, it should be noted that it is likely that the sample sizes for this data are likely to be relatively small.

Tourism day visits – Information on tourism day visits is derived from the Great Britain Day Visits Survey (GBDVS). Data from this survey is available at a county level and for unitary/local authority areas as a three year average. However, even using average data the sample sizes at a unitary/local authority area are often small resulting in large variations in the data from year to year. As a result the methodology used to estimate tourism day visits at a unitary/local authority area is derived from county level data and based upon ratios within the Cambridge Model, but also considers things such as the size, location and population of the local authority within the calculations.

EVALUATION, MONITORING AND MEASUREMENT

Economic Impact - Methodology

Economic outputs (business turnover and employment) - These figures were derived using the Cambridge Economic Impact Model undertaken by The South West Research Company (TSWRC). The Cambridge Model is a computer-based model developed to calculate estimates of the volume, value and economic impact of tourism on a County or District basis. It draws on the combined experience of PA Cambridge Economic Consultants Ltd, Geoff Broom Associates and utilises a standard methodology capable of application throughout the UK. It therefore offers the potential for direct comparisons with similar destinations throughout the country. The model has been widely used in both the South West and across areas of England for a number of years. The Model in its basic form relies on using information from a range of sources. The methodology and accuracy of these sources varies and therefore the estimates can only be regarded as indicative of the scale and importance of visitor activity in the local area. This is because surveys are based on a sample and the sample may not (to a greater or lesser extent) reflect the behaviours or opinions of everyone that the researcher's interested in. So, survey data can under or over-estimate actual figures. This means that for any given year, data may have been over or underestimated. It also means that the decreases or in fact increases seen between years in trips,

nights and spend may be overestimated. In reality, the changes could be much smaller.

Business turnover arises as a result of tourist spending, from the purchase of supplies and services locally by businesses in receipt of visitor spending and as a result of the spending of wages in businesses by employees whose jobs are directly or indirectly supported by tourism spending. Adjustments have been made to recognise that some spending on retail and food and drink will fall within attractions or accommodation establishments and it is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.

A full time equivalent job (FTE) is defined as a job involving an input of 37 or more hours work per week for a full year. For the purposes of the Model, the total number of FTE jobs is the number of full time jobs that the number of actual jobs equates to. For example, 2 part time all year round jobs, each covering 18.5 hours per week would equate to 1 FTE job. Estimated actual jobs are an estimated count of jobs, regardless of the amount of hours worked or the seasonality of the employment.

EVALUATION, MONITORING AND MEASUREMENT

Economic Impact - Methodology

Forecasts - Forecasts details are based upon growth in visitor expenditure and provided on a flat line basis as per the project brief for four levels as detailed below;

- **No activity (usual forecast growth only)** - Set at 3.5% (including inflation at 2%).
- **Minimal activity (e.g. specific event programmes giving uplift in 2020)** - Set at 5% in 2020 (including inflation at 2%) and returning to normal in 2021.
- **Medium activity (wider development of events, cultural programming and heritage assets for 2020 and then ongoing)** - Set at 7% in 2020 (including inflation at 2%) and returning to 5% 2021.
- **High activity (major events across UK and significant programming as well as permanent development of tourism product at key locations)** – This output was a requirement of the brief but to be developed once more detail was available regarding the full programme of events. High activity forecasts are provided but are assumed at this stage as 5% in 2019 (including inflation at

2%) , 10% in 2020 and returning to 5% 2021.

The forecasts on the following pages assume the average nights per trip for staying visitors remains unchanged from 2015 across the forecast years and inflationary growth is attributed to current visitors with growth above inflation assumed to be generated by new visitors. It is also assumed that the proportions of visitor types (staying v day) remains unchanged to 2015 proportions.

To provide a sense of perspective to the forecast targets above staying visitor spend in England between 2006 and 2015 grew on average by 3.5% per annum (including inflation) and day visitor spend between 2011 and 2015 grew on average by 0.9% per annum.

EVALUATION, MONITORING AND MEASUREMENT

Economic Impact - Mayflower 400 combined areas economic outputs and forecasts – Normal
(Holiday / leisure trips only displayed so excludes VFR, business, study and other visits)

Baseline

Under normal conditions and with no intervention from the Mayflower 400 Partners visitor trips to the nominated project areas are forecast to increase by 10.4% between 2015 and 2021. Visitor spend and business turnover are forecast to increase by 23.6% with employment numbers forecast to increase by around 10% for both FTE and actual employment.

<u>All areas combined</u>	2015 estimated actual	2016 estimated actual	2017 forecast	2018 forecast	2019 forecast	2020 forecast	2021 forecast	Change from the base year	% Change from the base year
Total trips (mn)	41.1	42.3	43.0	43.6	44.2	44.8	45.4	4.3	10.4%
Total direct spend (£mn)	£1,895	£1,991	£2,042	£2,113	£2,187	£2,264	£2,343	£448	23.6%
Business Turnover supported (£mn)	£2,366	£2,485	£2,549	£2,638	£2,731	£2,826	£2,925	£559	23.6%
Total FTE's supported	30,000	31,000	31,000	31,000	32,000	32,000	33,000	3,000	10.6%
Total actual jobs supported	41,000	42,000	43,000	43,000	44,000	45,000	45,000	4,000	10.4%

MONITORING AND MEASUREMENT

Economic Impact - Mayflower 400 combined areas economic outputs and forecasts – Minimal

(Holiday / leisure trips only displayed so excludes VFR, business, study and other visits)

Minimum Intervention

With minimal levels of intervention from the Mayflower 400 Partners overall changes from the base year are the same as for the normal forecasts with tourism activity returning to normal in 2021 after the uplift year in 2020. However, additional impacts are generated in the uplift year of 2020 as a result of interventions resulting in an additional 0.6m visitor trips and £33m visitor spend. The additional visitor spend generates an extra £41m business turnover and supports a further 500 FTEs and 600 actual jobs. Approximately 170 of the additional FTEs supported are new jobs.

The additional visitor spend in the uplift year (£33m) represents a return on investment of £56.38 for every project pound spent (based on a total project funding of £582,000 including monetised in kind contributions to the project).

<u>All areas combined</u>	2015 estimated actual	2016 estimated actual	2017 forecast	2018 forecast	2019 forecast	2020 Forecast UPLIFT YEAR	2021 forecast	Change from the base year	% Change from the base year	Additional generated by Mayflower 400
Total trips (mn)	41.1	42.3	43.0	43.6	44.2	45.4	45.4	4.3	10.4%	0.6
Total direct spend (£mn)	£1,895	£1,991	£2,042	£2,113	£2,187	£2,297	£2,343	£448	23.6%	£33
Business Turnover supported (£mn)	£2,366	£2,485	£2,549	£2,638	£2,731	£2,867	£2,925	£559	23.6%	£41
Total FTE's supported	30,000	31,000	31,000	31,000	32,000	33,000	33,000	3,000	10.6%	500
Total actual jobs supported	41,000	42,000	43,000	43,000	44,000	45,000	45,000	4,000	10.4%	600

MONITORING AND MEASUREMENT

Economic Impact - Mayflower 400 combined areas economic outputs and forecasts – Medium

(Holiday /leisure trips only displayed so excludes VFR, business, study and other visits)

Medium Intervention

With medium levels of intervention from the Mayflower 400 Partners overall changes from the base year are slightly up on normal forecasts with visitor trips and spend approximately 2% higher in 2021. Additional impacts are generated in the uplift years of 2020 and 2021 as a result of interventions resulting in an additional 2m visitor trips and £111m visitor spend. The additional visitor spend generates an extra £138m business turnover and supports a further 1,600 FTEs and 2,200 actual jobs. Approximately 530 of the additional FTEs supported are new jobs.

The additional visitor spend in the uplift years (£111m) represents a return on investment of £189.90 for every project pound spent (based on a total project funding of £582,000 including monetised in kind contributions to the project).

<u>All areas combined</u>	2015 estimated actual	2016 estimated actual	2017 forecast	2018 forecast	2019 forecast	2020 Forecast UPLIFT YEAR	2021 Forecast UPLIFT YEAR	Change from the base year	% Change from the base year	Additional generated by Mayflower 400
Total trips (mn)	41.1	42.3	43.0	43.6	44.2	46.2	46.0	4.9	11.9%	2.0
Total direct spend (£mn)	£1,895	£1,991	£2,042	£2,113	£2,187	£2,341	£2,377	£482	25.4%	£111
Business Turnover supported (£mn)	£2,366	£2,485	£2,549	£2,638	£2,731	£2,922	£2,967	£602	25.4%	£138
Total FTE's supported	30,000	31,000	31,000	31,000	32,000	33,000	33,000	4,000	12.2%	1,600
Total actual jobs supported	41,000	42,000	43,000	43,000	44,000	46,000	46,000	5,000	12.0%	2,200

MONITORING AND MEASUREMENT

Economic Impact - Mayflower 400 combined areas economic outputs and forecasts – High

(Holiday /leisure trips only displayed so excludes VFR, business, study and other visits)

High Intervention

With high levels of intervention from the Mayflower 400 Partners overall changes from the base year are up on normal forecasts with visitor trips and spend approximately 3% higher in 2021. Additional impacts are generated in the uplift years of 2019, 2020 and 2021 as a result of interventions resulting in an additional 4.4m visitor trips and £253m visitor spend. The additional visitor spend generates an extra £316m business turnover and supports a further 3,600 FTEs and 5,000 actual jobs. Approximately 1,200 of the additional FTEs supported are new jobs.

The additional visitor spend in the uplift years (£253m) represents a return on investment of £435 for every project pound spent (based on a total project funding of £582,000 including monetised in kind contributions to the project).

<u>All areas combined</u>	2015 estimated actual	2016 estimated actual	2017 forecast	2018 forecast	2019 Forecast UPLIFT YEAR	2020 Forecast UPLIFT YEAR	2021 Forecast UPLIFT YEAR	Change from the base year	% Change from the base year	Additional generated by Mayflower 400
Total trips (mn)	41.1	42.3	43.0	43.6	44.8	47.3	46.8	5.6	13.7%	4.4
Total direct spend (£mn)	£1,895	£1,991	£2,042	£2,113	£2,219	£2,406	£2,423	£527	27.8%	£253
Business Turnover supported (£mn)	£2,366	£2,485	£2,549	£2,638	£2,770	£3,004	£3,024	£658	27.8%	£316
Total FTE's supported	30,000	31,000	31,000	31,000	32,000	34,000	34,000	4,000	14.3%	3,600
Total actual jobs supported	41,000	42,000	43,000	43,000	44,000	47,000	47,000	6,000	14.2%	5,000

MONITORING AND MEASUREMENT

Project Finances - Introduction

Destination Plymouth was awarded a grant of £500,000 towards the programme costs of the Mayflower 400 visitor project and to fund the range of consumer marketing, media & PR, travel trade and product development linked to the 400th anniversary of the sailing of The Mayflower in 2020 targeting travel trade in The Netherlands and United States, as well as having benefits for the UK domestic market.

Of the £500,000 awarded, £12,500 in each of the project years was retained by VisitBritain to support their elements of delivery and administration of the programme leaving an overall balance of £475,000.

In addition to this in-kind contributions were given to the project from project partners in the form of product development, support with consumer and travel trade exhibitions and project related staff delivery costs. These in-kind contributions were monetised with a target set for an estimated additional value of £93,000 for each of the project years.

In real terms however a total monetised spend of £82,000 was achieved over both project years (£12,000 in year 1 and £70,000 in year 2). Collating and monitoring in-kind support from destination partners was challenging. Templates were provided and dates for sharing information made clear as part of the process to ensure all in-kind was formally captured. However, the complex nature of the partnership and the limited resource available to personnel working on the project resulted in less time invested in reporting in-kind support than required by the project to fully capture this aspect.

MONITORING AND MEASUREMENT

Project Finances - Introduction

We are aware that all partners invested significant amounts of time and resource into the project and supporting Mayflower activity. Throughout the project destination partners committed time through;

- Contributing to panel decisions on procured services (such as PR, creative agencies etc).
- Attended and supported trade events including World Travel Market, UK Inbound Discover event and Vakantiebeurs.
- Support planning and organising of press trips, familiarisation trips for tour operators, filming and photography.
- Briefing local businesses and stakeholders including organising events and conferences.
- Contributing local content for itineraries, social media, the Mayflower 400 website.

Furthermore, partners also focussed on local area Mayflower activity that supported the depth and detail of the overall programme and enhanced the messages that have been communicated through the visitor project to trade, media and other stakeholders.

This section provides an overview and breakdown of the financial aspects of the two years of the funded Mayflower 400 Project.

MONITORING AND MEASUREMENT

Project Finances - Year 1 - 2016/17

<u>Activity 2016/17</u>	Grant funding (£)
Project management	£33,364
Feasibility study and bid development for heritage assets	£50,000
Product development	£50,000
Consumer and travel trade exhibitions	£0
Measurement and reporting - research	£2,500
Creative content development including PR	£80,000
Project related staff delivery costs (5%)	£12,500
Sub-Total	£228,364
VB/VE project related staff delivery costs (5%)	£12,500
TOTAL	£240,864

The breakdown of the distribution of finances for 2016/17 are shown in the table for a total grant fund spend of £240,864 (48% of total funding). In addition to this an estimated £12,000 of monetised in-kind contributions were also attributed to year one of the project making a total of £252,864.

Excluding in-kind contributions and VB/VE staff delivery the largest proportion of grant funding spend was on creative content development for the consumer campaign (that included the website build) (35%) with a further 22% in each case spent on the feasibility study and bid development for heritage assets and product development. 15% of grant funding was spent on project management, 5% on staff delivery costs and just 1% on measurement and reporting.

12% of year one spend fell in the first quarter of the year, 47% in the second quarter, 37% in the third quarter and just 4% in the fourth quarter.

MONITORING AND MEASUREMENT

Project Finances - Year 2 - 2017/18

<u>Activity 2017/18</u>	Grant funding (£)
Project management	£40,036
Feasibility study and bid development for heritage assets	£0
Product development	£0
Consumer and travel trade exhibitions	£126,600
Measurement and reporting - research	£7,500
Creative content development including PR	£60,000
Project related staff delivery costs (5%)	£12,500
Sub-Total	£246,636
VB/VE project related staff delivery costs (5%)	£12,500
TOTAL	£259,136

The breakdown of the distribution of finances for 2017/18 are shown in the table for a total grant fund spend of £259,136 (52% of total funding). In addition to this an estimated £70,000 of monetised in-kind contributions were also attributed to year two of the project making a total of £329,136.

Excluding in-kind contributions and VB/VE staff delivery the largest proportion of grant funding spend in year two was on consumer and travel trade exhibitions (51%) with a further 24% spent on creative content development and 16% on project management. 5% of grant funding was spent on staff delivery costs and just 3% on measurement and reporting.

16% of year one spend fell in the first quarter of the year, 15% in the second quarter, 28% in the third quarter and 41% in the fourth quarter.

MONITORING AND MEASUREMENT

Project Finances – All activity combined

<u>Activity 2016-18</u>	Grant funding (£)
Project management	£73,400
Feasibility study and bid development for heritage assets	£50,000
Product development	£50,000
Consumer and travel trade exhibitions	£126,600
Measurement and reporting - research	£10,000
Creative content development including PR	£140,000
Project related staff delivery costs (5%)	£25,000
Sub-Total	£475,000
VB/VE project related staff delivery costs (5%)	£25,000
TOTAL	£500,000

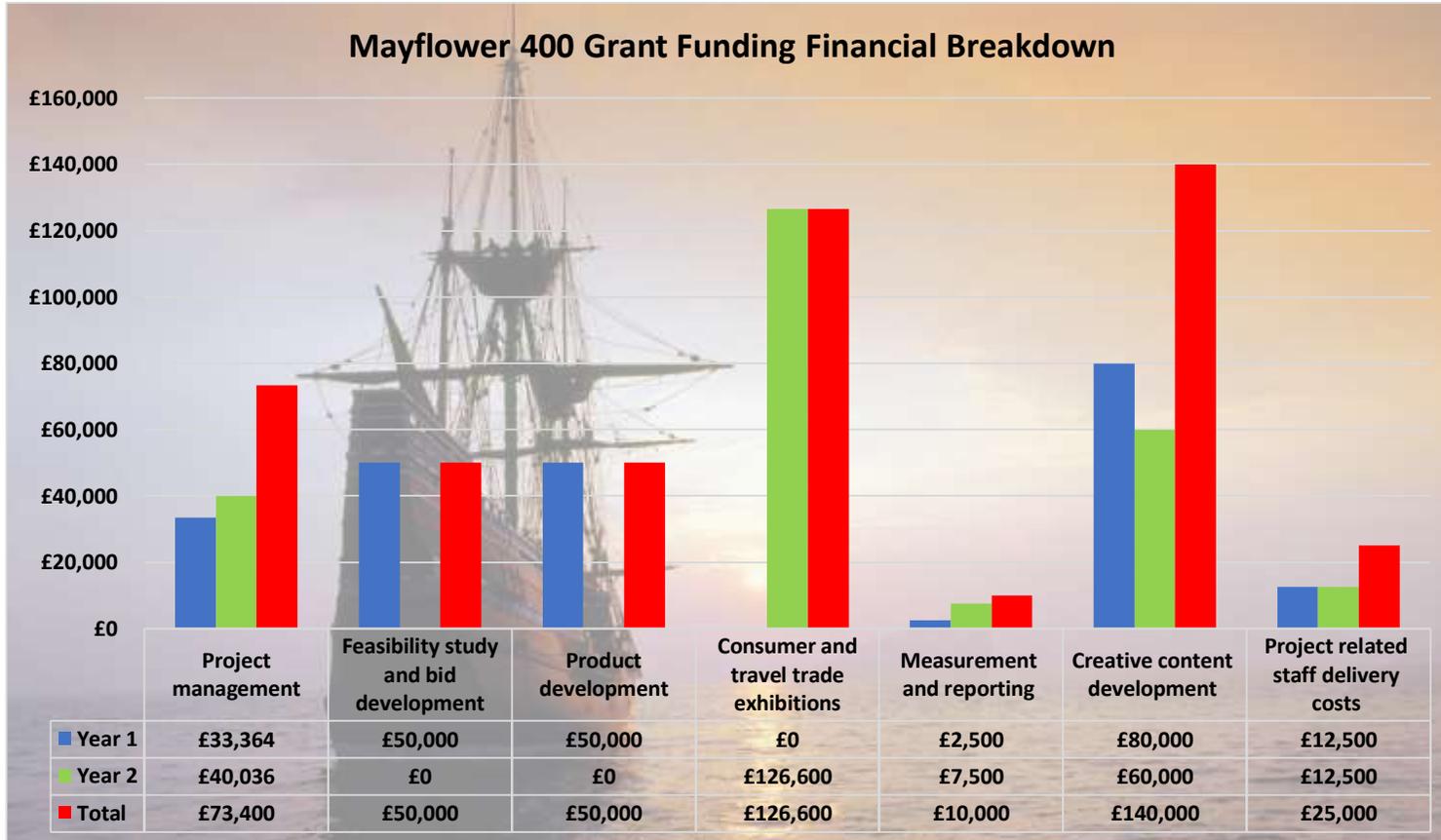
The breakdown of the distribution of finances for all project activity are shown in the table below for a total grant fund spend of £500,000. In addition to this an estimated £82,000 of monetised in-kind contributions were also attributed to the project making a total of £582,000.

Excluding in-kind contributions and VB/VE staff delivery the largest proportion of grant funding spend overall was on creative content development (29%) with a further 27% spent on consumer and travel trade exhibitions. 15% of grant funding was spent on project management, 11% in each case on feasibility study and bid development and product development, 5% on staff delivery costs and just 2% on measurement and reporting.

14% of year one spend fell in the first quarter of the year, 30% in the second quarter, 33% in the third quarter and 23% in the fourth quarter.

MONITORING AND MEASUREMENT

Project Finances – All grant funded project activity



The breakdown of the distribution of finances for all grant funded project activity, excluding VB/VE staff costs are shown in the chart for the total grant fund spend of £475,000.

MONITORING AND MEASUREMENT

Economic Impact – Conclusions

The economic impact and forecast estimates calculated for the project evaluation make good reading indeed and especially considering that the current estimates provide a safe basis to work from which are likely to underestimate the true value of Mayflower 400. They also make no attempt to calculate the legacy impacts created through the project.

With minimal levels of intervention from the Mayflower 400 Partners an estimated additional visitor spend of £33m will be generated supporting 500 FTE jobs, approximately 170 of which will be new, representing a return on investment of approximately £56.38 for every project pound spent.

With medium levels of intervention an estimated additional visitor spend of £111m will be generated supporting 1,600 FTE jobs, approximately 530 of which will be new, representing a return on investment of approximately £189.90 for every project pound spent.

CONCLUSION & RECOMMENDATIONS FOR NEXT STEPS

Mayflower 400 – National Visitor Project

- The key aims and objectives for the project were certainly met, each with varying levels of success. 53% of all stakeholders are ‘very likely’ and 33% ‘likely’ to be a partner in a similar programme in the future, indicating that the benefits of involvement are evident and tangible.
- Bringing together national and international partners of varying size, resource and experience opened up a real sharing of ideas, best practice and facilitated conversations and relationships that simply wouldn’t have happened had it not been for their involvement in this project.
- One of the key challenges was to effectively engage with all 11 destinations, given their contrasting management structures and resources (i.e. a mix of Destination organisations, voluntary groups, local authorities and Chamber of Commerce).
- Creating a tangible, bookable product to take to market has put this project at an increased advantage, with operators citing this as a key reason for being better able to sell the tours and Mayflower destinations, many of which are not on the standard England tour itinerary.
- Of the operators questioned, all cited the professionalism and industry knowledge of the project lead team. Continued training for ‘working with the Travel Trade’ has been identified to ensure this remains a strength.
- Where objectives were not met fully, predominantly where content contribution was needed for itineraries and trails, this was identified as a lack of resource and capacity deficit in some of the smaller partner destinations, where tourism is not the priority sector.

CONCLUSION & RECOMMENDATIONS FOR NEXT STEPS – continued

Mayflower 400 – National Visitor Project

- The project has gained considerable momentum during the two years and the fear is that this will just ‘stop’ after the project period.
- To continue to increase awareness of the Mayflower story across media and influencers, stakeholders can see a longer term benefit in keeping this ‘story’ going, onto the anniversary year in 2020 and beyond.

This project evaluation report was produced on behalf of Mayflower 400



by
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