

## Specialisation (TTWA)

Source: BRES (2011)

Specialisation	Employees	LQ
Performing arts	200	1.6
Activities of sports clubs	1,000	1.4
Botanical and zoological gardens and nature	120	1.2
Operation of sports facilities	800	1.1
Library and archive activities	200	1.1

NB Location Quotient (LQ) compares share of employment in Plymouth TTWA to the GB average. Figures above suggest specialisation in the local economy.

## Visitor Plan for Plymouth 2012-2026

- › The plan will target more and diverse visitors, new markets and higher spend to deliver our targets
- › To grow visitor numbers by 20% by 2020 and visitor spend by 25%
- › To create and sustain 4,000 new jobs in the visitor economy by 2026
- › Strengthening Plymouth's position as the regional centre for Devon and Cornwall
- › Raise the profile of Plymouth and its positioning as a place to visit and invest
- › Leverage more private sector sponsorship to support visitor marketing activity and for major and signature events

## Specialist Companies

National Marine Aquarium	Plymouth City Museum & Art Gallery
Theatre Royal Plymouth	Everyone's Active
Tanner Brothers	Plymouth Gin Distillery
Brittany Ferries	River Cottage Canteen and Deli
Drakes Circus Shopping Centre	

## Destination Plymouth

- › A partnership between Plymouth City Council and businesses in the City Centre, Barbican, Hoe and Waterfront areas
- › Destination Plymouth co-ordinates the delivery of the 2011 Visitor Plan, bringing together the activities of the City Centre Company and the Plymouth Waterfront Partnership under one umbrella
- › Responsible for city marketing, attracting more visitors to the city, promoting visitor attractions and events such as the Plymouth Summer Festival and the Marine City Festival

## Plymouth City Centre Company

- › Plymouth was one of the very first UK Business Improvement Districts (BIDs) and has been widely recognised as one of the best in the UK
- › Primary purpose is to drive retail trading performance and re-assert Plymouth City Centre as the region's premier shopping and leisure destination



## Plymouth Waterfront Partnership

- › Recently became a Business Improvement District
- › A five year, £6.2 million investment proposal for Plymouth's Waterfront
- › Designed to give businesses control of their trading environment, improve profitability and raise the Waterfront's profile
- › Aims to increase visitor numbers and annual visitor spend - up to 25% (£63 million) by 2020

## Plymouth Tourist Information Centre (TIC) and Visitor Centre

- › Plymouth City Council operates a full time Tourist Information Centre at the Plymouth Mayflower on the Barbican. A Tourist Information Point is also available to attend events and greet cruise ships
- › The TIC offers a range of services to enhance visitor and local residents experience of the City of Plymouth and its environs
- › The TIC offers free unbiased information about accommodation, attractions, events and facilities
- › The TIC operates a shop selling local maps and guides and a range of gifts and souvenirs. The building also contains the Plymouth Mayflower Exhibition, an interactive museum chronicling the story of the Pilgrim Fathers and their voyage to the New World and the history of Sutton Harbour

## Conference Plymouth

- › Offers a selection of superb and diverse conference and meeting venues in one of the finest waterfront cities in the country
- › Provides a comprehensive event management service, from initial enquiry stage through to when the event concludes
- › The Conference Plymouth team was established to combine all that the city can offer an event allowing a coordinated approach

## Association of Barbican Businesses

- › The ABB is a communication sharing group, who meet to share positive ideas to promote and drive footfall into the Barbican
- › Through the chair the ABB lobby Plymouth City Council on issues that arise from members' concerns
- › The group meet on a monthly basis at Barbican venues, the group regularly welcomes guest speakers
- › Looking at joint marketing initiatives, supports existing events and discusses ideas for new events in the area

## Plymouth Hospitality Association

- › Membership association representing and promoting high quality accommodation and restaurants within Plymouth
- › Currently has 36 members from across the city
- › 'Show Me Plymouth' is the official website of Plymouth Hospitality Association





## Devon Tourism Partnership

- › The Devon Tourism Partnership is the Destination Management Organisation for Devon
- › The public face of the Devon Tourism Partnership is the Visit Devon brand
- › The partnership protects and promotes the Visit Devon brand with a range of marketing initiatives and acts as the voice of Tourism for Devon
- › Working with the Local Authorities, the Local Enterprise Partnership and Visit England



## Destination South West (DSW)

- › DSW is a marketing partnership bringing together organisations from across the region
- › Aims to increase the number of cruise ships that call at South West Ports
- › To enhance the passenger experience and increase the contribution from the cruise industry to the economy of the South West of England
- › The partnership is funded by contributions from all the partners
- › Partners include: ports, local government authorities, tourist attractions, and other organisations with an interest in the cruise industry



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

## › Take Action

To find out more information about what Plymouth offers the tourism sector, or to discuss how our business support service can help meet your business needs, please contact:

**Economic Development Team**  
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W [plymouth.gov.uk/economicdevelopment](http://plymouth.gov.uk/economicdevelopment)

## Sector Overview

A variety of service activities for visitors and residents including hotels, restaurants, bars, clubs, transport services, specialist retailers, attractions, marinas and entertainments. This in turn is linked to a whole range of supporting and supplier industries including travel agents, the food sector, media and entertainment...etc.

### Total employment (2011)

› Tourism and Leisure: 3,200  
(3.1% of city total, 4,900 in TTWA)

### Economic contribution (2009)

› Approx. Tourism and Leisure GVA: £112m  
(2.9% of economy)

## Plymouth Overview

- › Population (2011) 256,400
- › Employees (2011) 102,600 (139,100 TTWA)
- › GVA (2011) £4,327m
- › Businesses (2011) 5,870

## Median gross weekly wage (2012)

- › Plymouth £454.4
- › UK £505.9