

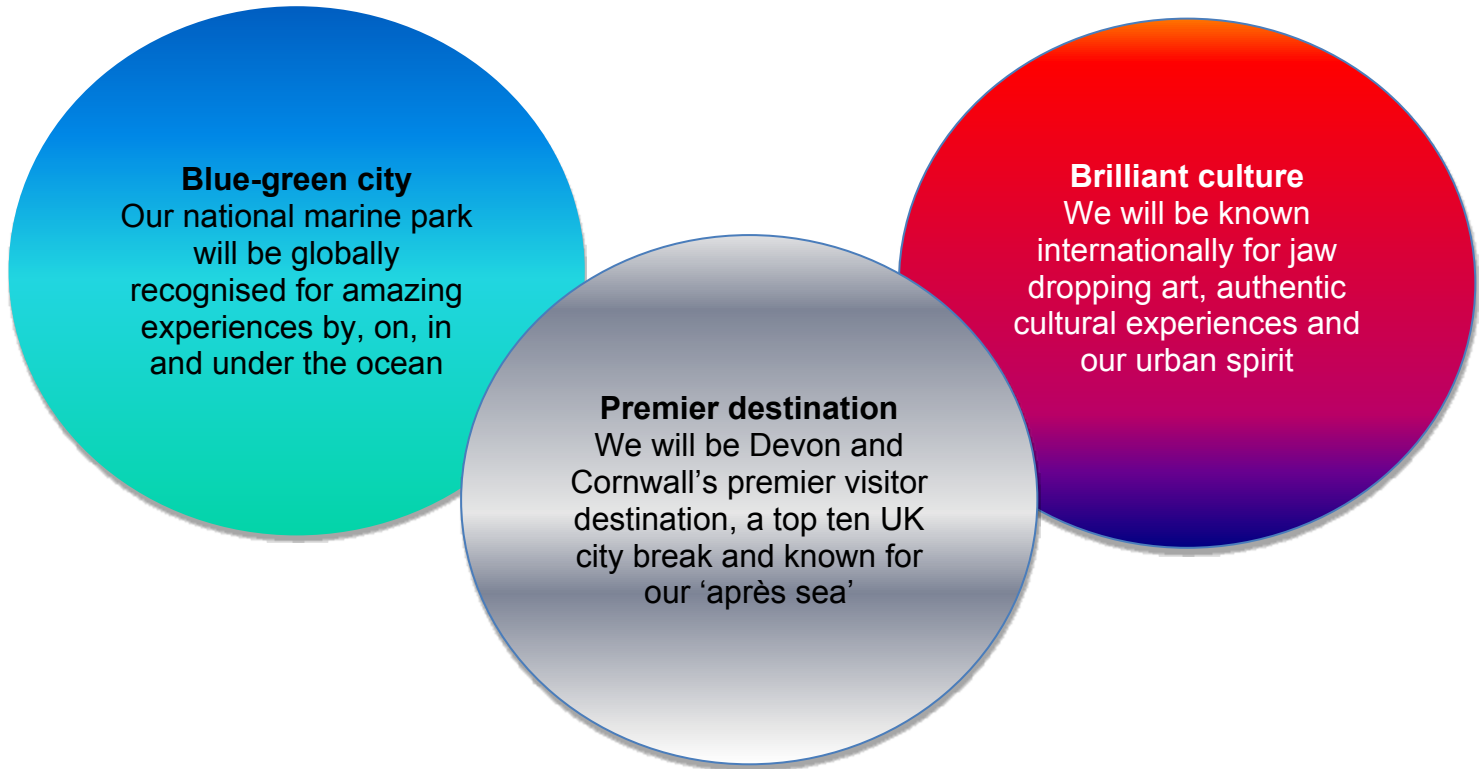
Plymouth Visitor Plan refresh 2020 to 2030

This visitor plan celebrates the strong foundations of our previous strategy and builds on the ambition and legacy of Mayflower 400 in 2020.

Vision:

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

High level ambitions – by 2030 we will be a:



Our high level ambitions will be supported by four key enabling priorities:

Partnership	Brand
People	Infrastructure

We will measure success through the wise growth and increase in value of our visitor economy, designed to drive local prosperity and create better jobs:

Grow visitor spend from £328 to £450 million (an increase of 30%)	Grow visitor numbers from 5 million to 6 million (an increase of 15%)
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To maximise our growth opportunities we will target key markets:

Increase international tourism by 65% (worth £60m a year)	Grow UK staying visits by 25% (worth £150m a year)	Up business meetings and conference tourism by 55% (worth £25m a year)
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