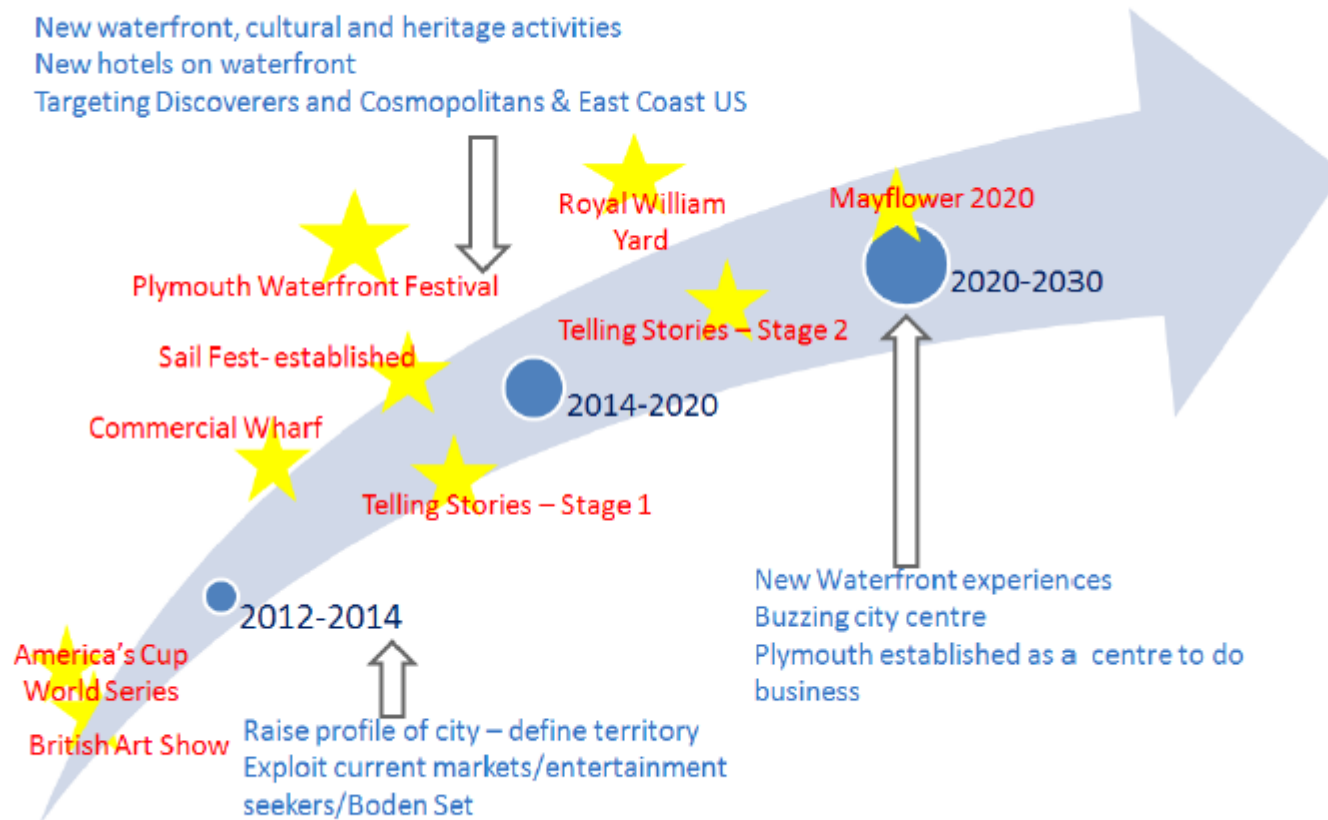


Presentation for Scrutiny

March 2019






Visitor Plan 2011 – Trajectory



Visitor Plan 2011 – Goals

- ▶ Higher profile of Plymouth as a city to visit
- ▶ Numbers of jobs created and sustained
- ▶ Growth in volume and value of tourism
- ▶ Greater community pride, cohesion and safety
- ▶ Greater visitor satisfaction

Great success to date..

Measure	Growth Target	Today
Day visitors	20%	
Overnight trips/nights	20%	
Spend	25%	
Jobs	33%	
GVA	Increase by £84m	

Some key challenges

- Productivity – seasonality
- Low spend per visitor – 85% day visitors
- Low number of overseas and staying visitors
Overseas = 1%, staying = 14%
- Skills and recruitment – affects productivity

Mayflower 400 has acted as a brilliant catalyst for the city – but what's the ambition for the city?

What do we want to be famous for?

New visitor plan

- Vision
- High level ambitions
- Enabling priorities
- Targets

Vision



Plymouth is Britain's Ocean City,
famous for its Waterfront.

We will become **Europe's finest waterfront city,**
celebrated for our unique and diverse marine life,
culture and experiences.

We will continue to be recognised as **unique among
UK cities** for our natural drama and 500-year history
as a place of embarkation and exploration.

High level ambitions:

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



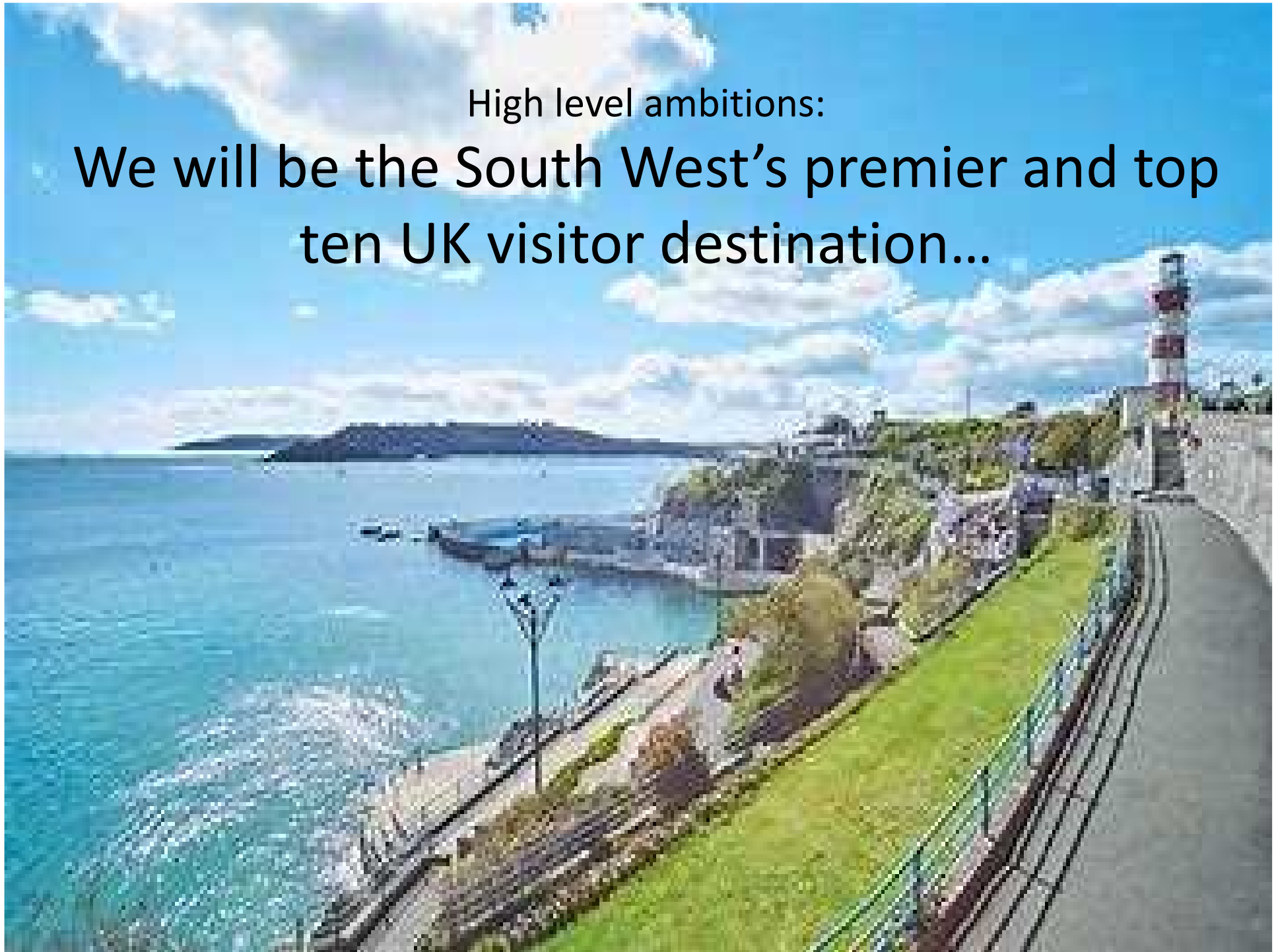
High level ambitions:

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



High level ambitions:

We will be the South West's premier and top ten UK visitor destination...



Enabling priorities

Partnership

People

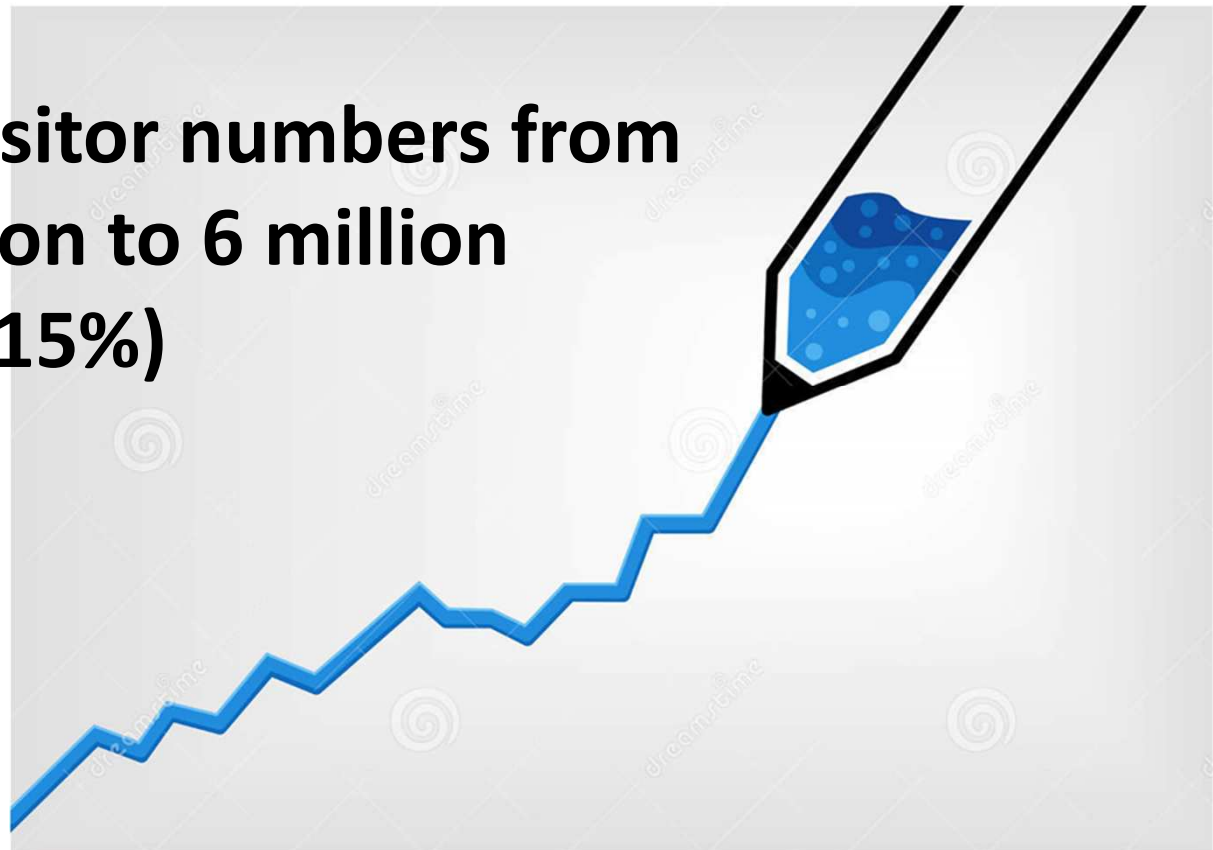
Brand

Infrastructure

Measures

To grow visitor spend from £347 million to £450 million (an increase of 30%)

To grow total visitor numbers from just over 5 million to 6 million (an increase of 15%)



Our approach

- ▶ Focusing on key star projects
- ▶ Adding value to capital investments through **targeted product development and marketing**
- ▶ Using the **National Marine Park** as a catalyst for delivering **blue/green**
- ▶ Using **the Box** as a catalyst for creating a vibrant city centre and **cultural offer**
- ▶ Delivering the **tourism infrastructure** to serve our target markets – digital connectivity, accommodation, food offers, evening economy, great shopping, exceptional visitor welcome

Star projects:

Ocean playground

Access to the
water across the
waterfront
through year
round activities
and events

12 months, 12
activities.....





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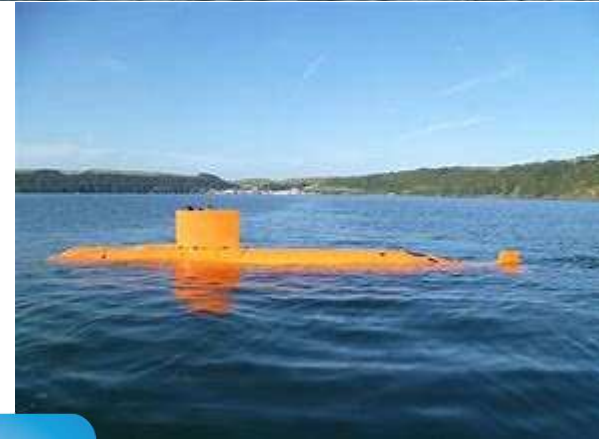


Make the most of views and water assets to offer a world class experience



Star projects: Stories of the Ocean

Using digital technology, marine science
and our people to share our story



Star projects:

Fishing Quarter

Engaging with visitors through the fishing experience at the heart of the national marine park



Star projects:

'Jaw dropping art'

Programming of must-visit exhibitions and
biennial building on current activities
Themed exhibitions and signposting
Après- Sea culture



Star projects:

'City of music'

Enabling growth through smaller pop up spaces and explore potential of larger music venue long term



Star projects: 'Devonport quarter'

New digital attraction within Market hall hub - culture
Largest digital projection experience in Europe –
major new visitor attraction link to
Naval heritage & the story of the Cold War



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



Key target markets:

- International/cruise visitors - grow from £35 million to £60 million spend (65% increase)
- starting from a low base but with a special opportunity in The Mayflower and the US market that are a mature market to the UK, looking for new places to visit



Key target markets:

UK staying visits – grow from £119 million to £150 million spend (25% increase)



Key target markets:

- Grow our business meetings and conference tourism from £16m to £25m - a 55% increase



Next steps...

The next steps for the plan will be to continue the consultation process over the next eight months as we agree the key components:

- Star projects
- Marketing plan
- Business plan

- We anticipate bringing these plans back to Cabinet in December 2019.