

Title of meeting:	Planning, Regeneration and Economic Development (PRED) Decision Meeting.
Date of meeting:	1 February, 2017
Subject:	Portsmouth and the Visitor Economy - update on activity and refreshed Visitor Marketing Strategy
Report by:	Director of Culture and City Development
Wards affected:	All
Key decision:	No
Full Council decision:	No

1 Purpose of report

- 1.1 To update on marketing activity undertaken by the Visitor Services team in 2016 to promote Portsmouth.
- 1.2 To present a refreshed visitor marketing strategy for 2017-20 that aligns with the Culture and City Business Development Plan 2016-19.
- 1.3 To outline the recommended marketing activity for 2017/18.

2 Recommendations

That the Leader of the Council with responsibilities for PRED is recommended

- 2.1 To note the achievements in marketing Portsmouth over the last 12 months**
- 2.2 To agree the new visitor marketing strategy 2017-2020 as shown in Appendix 1.**
- 2.3 To agree the planned marketing communications plan for 2017/18 as shown in Appendix 2.**

3 Background - Portsmouth and the Visitor Economy

- 3.1 Tourism is crucial to Portsmouth's economy. The latest economic impact report showed Portsmouth welcomed around 9.3 million visitors in 2014 (8,590,000 day visitors and 726,000 staying visitors), contributing £601,561,000 to the local

economy. The latest employment figures show 12,500 jobs are now supported by Tourism (10,713 in 2010) this represents 12.8% of all jobs in the city.¹

- 3.2 There have been major improvements to the city's tourism offer in recent years including in 2016 the re-opening of the Mary Rose Museum in the Historic Dockyard, and the opening of the new Hotwalls Studios in Old Portsmouth.
- 3.3 The Louis Vuitton America's Cup World Series racing events in both 2015 and 2016 attracted good numbers to the city and, more importantly, gave Portsmouth great promotion on a global stage with fantastic press and media coverage.
- 3.4 The Victorious Festival and Mutiny Festival both continue to attract excellent visitor numbers, increasing in popularity year on year. Both events also showcase the new emerging diversity in the city's cultural offer.
- 3.5 Key drivers for growth include the Land Rover Ben Ainslie Racing team who established their home base in Portsmouth and have held two America's Cup series races here in 2015 and 2016. The global exposure from these has raised the city's profile as an exciting visitor destination and a venue for world class events.
- 3.6 In addition to this, the largest ship ever built for the Royal Navy, HMS Queen Elizabeth, will arrive in Portsmouth in 2017, swelling visitor numbers and providing more widespread exposure for the city.
- 3.7 This report outlines the key marketing campaigns and activity that have taken place in 2016, introduces a refreshed marketing strategy for 2017-20 and provides an overview of our marketing plans for 2017.
- 3.8 The Visitor Marketing Strategy sets out the strategic direction of tourism marketing for the next four years. It aligns with the new events strategy and the service priorities in the Culture and City Development Business Plan 2016-19 to drive brand awareness of the city, visitor growth and income.
- 3.9 The local visitor economy is at the heart of the city's vision for the future set out in the Culture and City Development Business Plan 2016-19 to become 'a great waterfront city; a place where people want to live, work, visit and study and where business and new enterprise choose to locate and invest'.
- 3.10 The strategy has been informed through the Government's Tourism Action Plan, the latest research and insights from Visit Britain and Visit England, and through consultation and information sharing with Tourism South East and the local Destination Marketing Partnership organisation.
- 3.11 It takes into consideration the evolution of tourism in England over the last five years, including, most recently, the market post-Brexit; changes in technology and shifting consumer attitudes, and it clearly defines how best to market the city in order achieve the visitor growth targets set out in the Plan.

¹Economic Impact of Tourism, Portsmouth 2014, Tourism South East

- 3.12 It looks to capitalise on opportunities identified by Visit Britain and Visit England, such as the growing inbound tourism market from China and other international markets. It addresses how digital technology, particularly mobile, influences the way in which consumers' research and book their holidays, and how to successfully market Portsmouth as a destination that meets consumer demands for simplicity and authenticity.
- 3.13 National, regional and local partnerships remain a key element of the strategy; the Destination Marketing Partnership (DMP) will be instrumental in the delivery of the marketing plan as will partnership working with regional bodies, national and international bodies such as Visit England and Visit Britain, providing routes to market through trade exhibitions and overseas events.
- 3.14 The strategy is supported by a marketing communications plan for 2017-18 which identifies key marketing themes for the year by target audience; major events, public relations activities, and trade shows and exhibitions that showcase Portsmouth to both domestic and international markets.

4 Overview of Marketing Activity Undertaken in 2016

- 4.1 Marketing collateral was produced in the form of 60,000 Portsmouth Visitor Guides and 168,000 Mini Guides, produced in six languages. These publications have been distributed extensively throughout the UK and overseas.
- 4.2 The Visit Portsmouth website is the principle marketing tool for the destination and has been visited over 912,000 times in 2016, 30,000 more visits than the previous year.
- 4.3 Facebook activity has continued to grow; with hundreds of new 'page likes' coming from the London and West Midlands region (both target markets). The Facebook page has over 30,000 'page likes' with an annual reach of around 4.7 million people.
- 4.4 On Twitter our audience has grown from around 8,300 to just over 10,400 followers in the last year. During the summertime our tweets were reaching a monthly audience of 71,000. We have picked up 5 new followers every day in the last year.
- 4.5 Visit Portsmouth also has both iPhone and Android apps which have been downloaded more than 10,000 times.
- 4.6 E-newsletters have been sent out to more than 20,000 subscribers; this year we promoted the February and Spring half-terms, English Tourism Week, summer holidays and heritage events. The latest one sent out at the beginning of December showcased the Christmas and New Year events and attractions across the city.
- 4.7 Press and public relations continues to be a key marketing tool. Our service level agreement with Tourism South East includes, along with a range of marketing support, a PR service for the destination. This includes pitching stories and responding to media enquiries for travel, short-breaks and holidays.

- 4.8 Year to date TSE has organised 9 journalist/blogger familiarisation trips and secured widespread coverage online, in a number of specialist magazines, national and international media including a press visit from Germany including 5 journalists, a visit from Sweden and articles in Skyscanner, Yahoo Style, Group Travel World, Daily Express, Daily Mirror and the Sun.
- 4.9 The team also has direct contact with journalists and assist with press visits. For example a meeting with Rick Steve's Europe at the World Travel Market led to a hosted visit by this major US travel journalist in August 2016. Along with great coverage on the Rick Steve's website, this led to two features in the US press and one in the Canadian press.
- 4.10 In July a London-centric main season campaign was run to drive awareness of the city and illustrate the diversity of its attractions. Live over a four week period in June and July, the campaign consisted of 110 x 12 sheet posters across the London Underground, including coverage in all major interchange stations and was viewed over 34 million times. The campaign was jointly funded by PCC and major DMP partners: Gunwharf Quays, Portsmouth Historic Dockyard and Spinnaker Tower.
- 4.11 An additional campaign to both support the re-opening of the Mary Rose and support the destination campaign ran for 6 weeks from the 4th July and consisted of 18 x 48 sheet, cross-track posters, viewed over 16 million times.
- 4.12 Throughout the year the Visitor Information Service staff have provided valuable assistance to visitors, enriching the customer experience with their knowledge; many tourists have also taken advantage of the bookable Portsmouth Greeters and tourist guides to enhance their visit.
- 4.13 Work has also continued with key partners the International Port, Brittany Ferries and Caen Council to increase visitors from France. A campaign was also run with the regional newspaper Ouest France in November, encouraging Christmas shoppers from across the channel to visit Portsmouth.
- 4.14 Group market - work has continued to market Portsmouth to the Travel Trade, working with partners through the DMP to attend trade fairs, arrange familiarisation trips, work with agents and promote joint offers for groups visiting the city.
- 4.15 Business Tourism - we have forged a relationship with the Hampshire Conference Bureau to promote hotels and conference venues in the city, and to organise familiarisation trips for conference and event organisers. A successful familiarisation trip took place in October with 16 organisers in attendance.
- 4.16 Further promotion to the European market has taken place through joining TSE's Near Europe and Scandinavia campaigns and attendance at the successful Vakantiebeurs consumer show in Holland.
- 4.17 With DMP partners Portsmouth is also part of TSE's Go China and Destination US campaigns which both include promotion of the city to these long-haul markets -

online, through regular e-newsletters and newspaper articles and by representation at exhibitions and events.

4.18 The team have also represented Portsmouth at major national and international marketing events such as Britain and Ireland Marketplace and Explore GB. For the second successive year Portsmouth had a standalone presence at the World Travel Market event in London, with partners Portsmouth Historic Dockyard and Spinnaker Tower.

5 Reasons for recommendations

- 5.1 To highlight the importance of tourism to the local economy and the work carried out by the Visitor Services Team in conjunction with local, national and international partners.
- 5.2 To set a clear strategy for the next four years to ensure activity maximises the economic benefits of tourism to the city.

6 Equality impact assessment (EIA)

- 6.1 An EIA is not required for this report. This is a refresh of an existing strategy looking to increase visitors and spend. The report does not have any impact on local groups or services

7 Legal comments

- 7.1 There are no legal implications arising directly from the recommendations in this report.

8 Director of Finance comments

- 8.1 The recommendations contained in this report will be implemented from existing budget resources.

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Signed by:
Stephen Baily
Director of Culture and City Development

Appendices:

- 1. Portsmouth City Council Visitor Marketing Strategy 2017-20
- 2. Marketing Communications Plan 2017-18

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location
The Economic Impact of Tourism Portsmouth 2014, Tourism South East	Document available on request.

The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by on

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Signed by:

Leader with responsibilities for Planning, Regeneration and Economic Development.