

## MARKETING COMMUNICATIONS PLAN 2017-18

### Introduction

The marketing communications plan for 2017-18 supports the Portsmouth Visitor Marketing Strategy 2017- 20. It outlines the marketing activities that will be undertaken throughout the coming financial year (both offline and online) to help achieve the marketing objectives set out in this strategy. With limited budget and resources, it is essential that any marketing must be targeted, relevant, timely and measurable. For larger campaigns or those targeting specific sectors we will partner with our DMP members to create a greater impact, increase reach and the number of opportunities to engage. We will choose communication channels depending on messaging, the target audience, what action we want them to take and which they best respond to. We will ensure there is consistency in our work, and that our brand values underpin anything we do to drive up brand awareness and promote Portsmouth as an attractive destination to visit.

We will take a thematic approach in 2017, in order to develop distinctive campaigns that build brand awareness and consumer engagement throughout the year and can be adapted to promote particular seasonal occasions, or, for example, to leverage national tourism themes such as Visit England's ' Year of Literary Heroes 2017'.<sup>1</sup> This broader approach allows for complementary experiences to be included within the main campaign theme, and therefore offers a richer, more attractive overall experience to prospective visitors. The three themes for 2017 will be:

- City Breaks
- Coastal Tourism and Wellness
- Cultural Tourism

There are also a number of major events in Portsmouth during 2017 and we will work with the relevant partners to increase awareness and drive footfall to the city for these events. Seasonality plays a big part in the tourism economy so we will plan activity around these times, but also look to develop communications that potentially increase numbers of visitors to Portsmouth outside of these periods.

The marketing communications plan is subject to change due to internal and external factors so will be monitored and, if necessary, refocused, to capitalise on opportunities as they happen.

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<sup>1</sup> Media.visitbritain.com

## Marketing Communications Planner - Major Campaigns

| Target Market   | Campaign Themes      | Date              | Key Messages | Campaign Objective  | Product Offerings   | Communication Channels  | Success Metrics  |
|---|----------------------|-------------------|--------------|---|---|---|--|
| Empty Nesters (50+)   | Coastal and Wellness | March<br>Sept/Oct | 3            | Increase visits by this sector in off-shoulder months by promoting short-breaks that highlight wellness benefits of coastal tourism | Boutique Hotels<br>Spas in the city<br>Southsea Seafront<br>Tennis Courts on Eastern Parade<br>Cycle Hire | Digital<br>Social Media<br>Publications                           | Page visits<br>Reach on social media<br>Brochure distribution and feedback |
|   | Cultural             | Sept/Oct          | 3&4          | Encourage short-breaks in off-shoulder season; highlight city attractions and benefits of seeing them in the quieter months.        | Museums<br>Theatres<br>Art galleries<br>Guildhall   | As above  | As above   |
|   | Coastal Tourism      | Jan 18            | 1,3,5,       | Promote a city break by the sea in the New Year; a chance to blow away the cobwebs and take advantage of the sales.                 | Seafront<br>Gunwharf Quays<br>Spinnaker Tower<br>Dockyard   | Digital<br>Social Media<br>Publications                           | Page visits<br>Reach on social media<br>Brochure distribution and feedback |
|   | City Break           | Feb 18            | 1,3,5        | Feb: Fine dining with a romantic theme.   | Restaurants/Boutique Hotels   | Website/PR  | Page visits<br>Media coverage  |
| Aspiring Homemakers (31-35 single or couples with young families) | Coastal and Wellness | Jan 18            |              | Increase visits by this sector by promoting short-breaks that highlight wellness benefits of coastal tourism -New Year, New You.    | Seafront<br>Cycle Hire<br>Pyramids  | Website<br>E-newsletter<br>PR                                     | Page visits<br>Click through<br>Media coverage                             |
|   | City Break           | Oct               | 1,3          | Drive up overnight stays in the city by promoting affordable accommodation and things to do.  | Dockyard<br>Seafront Attractions<br>Cultural offerings  | Website<br>E-newsletter   | Page visits<br>Click through   |
| Domestic Success (within 2hr drive time of Portsmouth)            | Cultural Days Out    | Mar - Jun         | 2            | Hook into Visit England's Tourism Week and Year of Literary Heroes, promote local authors/stories to encourage day visits           | Conan Doyle<br>Charles Dickens<br>Rudyard Kipling<br>City Museum  | Digital<br>Social Media<br>Publications<br>Portsmouth Festivities | Page visits<br>Reach on social media<br>Brochure distribution and feedback |
|   | City Break           | Mar/Apr (Easter)  | 1 &3         | Boost short-breaks over Easter: seafront; attractions to visit-family fun.  | TBC   | PR - led supported by digital.                                    | Media coverage<br>Reach on social media                                    |
|   | Brand Awareness      | Jun/Jul           | 1-6          | Drive up knowledge of city and interest in visiting from the London area  |   | Outdoor Advertising supported by digital                          | Enquiries/visits to partner attractions                                    |
| All   | Stunt Publicity      | TBC               |              | Change perception of  | TBC   | PR led with support   | Media Coverage   |

Appendix 2: Marketing Communications Plan 2017

|  |  |  |  |  |  |                   |                      |
|--|--|--|--|--|--|-------------------|----------------------|
|  |  |  |  | Portsmouth and increase visits during/after campaign |  | from social media | YouTube<br>Instagram |
|--|--|--|--|--|--|-------------------|----------------------|

**Marketing Communications Planner: International, Group, Business and Conference Markets**

| FY17 Strategy Objective | Budget | Target Market        | Activities/Events/Communication Channels  | Lead Partner       | Key Themes   |
|-------------------------|--------|----------------------|---|--------------------|--|
| 4                       |        | <b>Europe</b>        | Near Europe and Destination Nordics campaigns<br>Explore GB<br>Press Trips/ PR - VE/VB press enquiries<br>Vakantiebeurs: consumer/trade show<br>E Newsletters to trade contacts<br>Sales Missions<br>DMP partners/ International Port                             | Tourism South East | Great Waterfront city<br>Heritage v Modern<br>Authentic English city<br>Great welcome! |
| 1-6                     |        | <b>China</b>         | China Holidays Partnership<br>China Sales Mission<br>China Guide to SE England (in Mandarin)<br>China website<br>Social Media campaign with weibo and wechat<br>Trade delegations<br>VIBE<br>Explore GB<br>PR - VE/VB press trips<br>Visit Britain - charter mark | Tourism South East | Great Waterfront city<br>Iconic shopping brands<br>Heritage v Modern                   |
| 4                       |        | <b>North America</b> | Explore GB (Brighton) trade workshops<br>PR - VE/VB press enquiries<br>Press trips/bloggers<br>World Travel Market  | Tourism South East | Great Waterfront city<br>Maritime Heritage<br>America's Cup?                           |

Appendix 2: Marketing Communications Plan 2017

| FY17 Strategy Objective | Budget | Target Market                         | Activities/Events/Communication Channels   | Lead Partner/s   | Marketing Messages |
|-------------------------|--------|---------------------------------------|--|--|--------------------|
| 2,3,5                   |        | <b>Group Travel</b>                   | Excursions<br>South West Travel Show<br>Great for Groups South<br>Great for Groups Central<br>Group Leisure Show | Destination Marketing Partnership partners/<br>Regional partners |                    |
| 2,3,5                   |        | <b>Business and Conference Market</b> | Familiarisation visits and events<br>Business guide<br>Website   | Hampshire Conference Bureau                                      |                    |