

Agenda item: 

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| <b>Title of meeting:</b>      | Planning, Regeneration and Economic Development Decision Meeting |
| <b>Date of meeting:</b>       | 25 <sup>th</sup> November 2013                                   |
| <b>Subject:</b>               | Portsmouth and the Visitor Economy                               |
| <b>Report by:</b>             | Head of City Development and Cultural Services                   |
| <b>Wards affected:</b>        | All  |
| <b>Key decision:</b>          | No   |
| <b>Full Council decision:</b> | No   |

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## **1. Purpose of the Report**

- 1.1 The report provides an overview of recent marketing activity undertaken to promote Portsmouth and outlines plans for the next 18 months activity.

## **2. Recommendations**

- 2.1 Note the achievements in marketing Portsmouth over the last 12 months
- 2.2 Note the increase in jobs related to the Visitor Economy
- 2.3 Agree the planned activity in the Action Plan 2013-15

## **3. Background**

### **3.1 Portsmouth and the Visitor Economy**

Portsmouth welcomes approximately 7.8 million day visitors and 638,000 staying visitors every year, contributing £550,498,000 to the local economy. The latest employment figures show 12,900 jobs are now supported by Tourism (10,713 in 2010) this represents 12.8% of all jobs in the city.

There have been major improvements to the city's tourism offer in recent years including the new Mary Rose Museum opening in the Historic Dockyard and improvements along the seafront.

There has also been significant investment in the International Port, including a new state of the art terminal building, part of a £16.5million investment in new passenger facilities. Changes to the berthing areas have enabled a greater number of larger ships to be docked at one time and the establishment of a larger turning circle. The cruise offer continues to increase and 2013 has seen 43 cruise ship visits including the 231 metres long Artania.

The local visitor economy is at the heart of the city's vision for the future set out in the Portsmouth Plan to become "the premier waterfront city with unrivalled heritage – a great place to live, work and visit".

Tourism is also identified as a driver of regeneration and economic growth in the Regeneration Strategy, which positions the city to "become a great waterfront city with a globally competitive knowledge economy".

To reflect the important role of tourism and the visitor economy in the city's long term development, the local authority has recently created the City Development and Cultural Services group.

This brings together regeneration services such as skills development, business growth and support, and infrastructure development with cultural services including museums, libraries, tourism, events and visitor services.

This new service group reflects the importance of local culture, heritage and leisure in shaping public perception of Portsmouth as a desirable place to work, invest, live, study and visit. This is embedded in Portsmouth's brand as the great waterfront city, which places our strongest assets at the forefront of our identity – our maritime heritage, built and natural environments, cultural life, transport links to the UK, our international port – a gateway to the world, and our many (and growing) industrial strengths, including aerospace, marine sector, business services, advanced manufacturing, environmental technology, creativity and media, and tourism and leisure.

Promoting Portsmouth as the great waterfront city is important not only for attracting more visitors, but also for attracting new business and investment and for the growth of the local economy.

This report outlines the key marketing campaigns and activity that has taken place in 2013 and provides an overview of our marketing plans for 2014. It highlights the level and significance of work across the city, the UK and beyond to promote Portsmouth as a destination, a truly great waterfront city.

Some of this work is carried out with the Destination Marketing Partnership (DMP), a group of private sector tourism businesses in the city, working with PCC as part of the Shaping the Future of Portsmouth. To further progress the work of this group a Destination Management Plan is currently being drawn up which will investigate how the group can work with other local bodies such as the Solent LEP to maximise the city's visitor economy.

Marketing activity is also carried out with other partners in the region including joining campaigns and carrying out research with Tourism South East and Hampshire County Council and sharing the costs of exhibitions with Gosport

Borough Council. Possible collaboration with Southampton City Council is also being explored.

Working with Hampshire County Council, a recent hotel study of the city has been carried out. The results of this will help inform future plans for hotel investment in the city.

Nationally Portsmouth works in partnership with Visit England and Visit Britain, joining campaigns and attending events and exhibitions.

### **3.2 Recent and planned activity**

During 2012/13 work was carried out with Blue Sail to refresh 2007 research (Appendix 1). The results from this and other research undertaken informed the Marketing Strategy for the city (Appendix 2). This strategy has an associated rolling Action Plan showing completed and planned marketing activity. (Appendix 3)

#### **Below is an outline of activity undertaken so far in 2013 and associated results:**

Destination TV campaign – work with DMP partners financed the creation of a destination version of the Mary Rose TV advertisement 'A Day Out... of the Ordinary'. This was aired in the London area in early July.

London Underground campaign – this campaign complemented the TV campaign and reached residents and the many visitors both domestic and international in London. The campaign consisted of large 12 sheet posters at 50 locations for a two week period at the start of the summer school holidays.

The advertisements were seen by approximately 1.2 million people, each of whom would have seen them on average 6.8 times.

During the campaigns hits on the Visit Portsmouth website increased by 62% on the previous year, with an increase in hits from the London area of 122%.

Radio campaign – supporting and highlighting the many events happening in the city the radio campaign ran on Capital FM and Express FM during August. The campaign reached 237,000 adults who each heard the Portsmouth message 5.65 times over the four week promotion. Events promoted were very successful and the event organisers, plus staff at Visitor Information, reported a large number of visits in direct response to radio campaign. Recent non-visitor research shows that events are a key factor in encouraging new and repeat visits.

Web hits overall during the period mid-July to end of August increased by 85% on the previous year.

Visit England Regional Growth Fund Thematic Marketing Campaigns - during January to March 2013 Portsmouth signed up as partners to the Cultural Cities and English Seaside campaigns, the campaigns worked with the Guardian, the Mail and

Classic FM/Gold plus additional PR, social media and web presence by Visit England. For 2014 Portsmouth will be joining the 'Hair Raising Histories', 'City Breaks' and 'Coastal Escapes' campaigns. The return on investment for these campaigns is a guaranteed minimum of 3:1.

Group market - work 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.

Marketing collateral was produced in the form of 60,000 Portsmouth Visitor Guides, 150,000 English Mini Guides and a further 40,000 foreign language Mini Guides - including Chinese for the first time in 2013. These have been distributed extensively throughout the UK and overseas.

To continue the momentum following the opening of the Mary Rose Museum and the campaigns in London and on the radio a six month PR campaign with PR Matters agency has been agreed. They are promoting Portsmouth through a range of media from national and international newspapers and magazines to online and social media plus arranging for press visits to the city. Work to end of October has seen 32 press articles published.

Considerable emphasis has been given to digital marketing. Following a refresh in 2012 hits to Visit Portsmouth continue to increase with a rise in hits in the last 12 months of 70% to over 770,000 in the last year. We have increased our social media activity and have 24,500 likes on Facebook and 4,700 followers on Twitter.

A mobile version of this website has recently gone live (38% of those accessing Visit Portsmouth do so from a mobile device) along with a French mobile website. The Portsmouth iPhone App has been enhanced and an android version released, working with the Local Sustainable Transport Fund project. A series of promotional films have been produced and are on view on our new YouTube Channel.

We have worked with the Port and Brittany Ferries and Caen Council to increase visitors from France including attendance at events in Caen and the launch of the Portsmouth Caen card.

Further promotion to the European market has taken place through joining TSE's Near Europe Campaign and attendance at the successful Vakantiebeurs consumer show in Holland.

With DMP partners Portsmouth is part of TSE's Go!Asia campaign which includes promotion of the city to this market online, through regular ENewsletters and newspaper articles and by representation at exhibitions and events.

Work continues to target the US market through associates such as Paull Tickner. This work has enabled us to promote Portsmouth directly to US agents and to host a very successful visit of five of Visit Britain's North American marketing managers from their New York, LA and Toronto offices.

### **3.3 The main focus of our activity for 2014 will be:**

Promoting the major events programme around D-Day, World War I and Royal Marines anniversaries – this will include a major focus in the Portsmouth publications for 2014, a London campaign, a local/regional radio campaign, and dedicated web pages linking to the 2014 website. The Visitor Services team will also work with the Port and ferry companies to ensure veterans are supported in their visits to the city and also as they depart Portsmouth for commemoration events in France.

To further promote Portsmouth to the domestic market we will distribute Visitor Guides and Mini Guides in the UK, continue with the Visit England Campaigns, work with the DMP partners on a summer domestic campaign and on attracting the group market through activity and attendance at trade fairs.

Our digital strategy will see us actively market opportunities to advertise on the Visit Portsmouth website and ensure this continues to be regularly refreshed, increase interaction on social media sites and take up of our regular ENewsletter.

Full details of all the recent actions completed, along with the plans for the next 18 months are included in the detailed Marketing Action Plan.

## **4. Reasons for recommendations**

- 4.1** The activity planned supports the commemorations planned for 2014 and the objectives of PCC's Portsmouth Plan, Regeneration Strategy and Seafront Strategies.

## **5. Equality impact assessment (EIA)**

As this report is an update on activity an EIA is not required.

## **6. Legal Comments**

This report carries no immediate legal implications.

## **7. Head of Finance Comments**

The proposed marketing action plan for promotion of the Portsmouth and Visitor Economy 2013-15 will continue to be funded through the approved cash limit budget for the Tourism and Visitor Service.

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Signed by:  
Stephen Baily  
Head of City Development and Cultural Services

**Appendices:**

1. Blue Sail - Portsmouth Revisited
2. Portsmouth Marketing Strategy 2013-16
3. Portsmouth Marketing Action Plan 2013

**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:

| <b>Title of document</b>                      | <b>Location</b>   |
|---|---|
| Economic Impact of Tourism in Portsmouth 2010 | <a href="http://www.visitportsmouth.co.uk/tourism-industry">http://www.visitportsmouth.co.uk/tourism-industry</a> |
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The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by Cabinet Member for Planning, Regeneration and Economic Development on 25<sup>th</sup> November 2013

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Signed by:  
**Cabinet Member for Planning, Regeneration and Economic Development**