

## Appendix 3

### Portsmouth Marketing Action Plan 2013-15

The following plan will meet the main priorities of the Portsmouth Marketing Strategy including:

- Deliver a promotional programme for the city using PR, outdoor, press and online advertising, digital marketing and social media
- Produce marketing collateral, web and print
- Optimise the Visit Portsmouth website for mobile
- Identify and work with local, regional and national tourism partners

The plan also ensures we are meeting the two main strategic objectives of the strategy:

- creating awareness / interest and reputation for Portsmouth as a great place to visit and
- Driving visits now

Activity	Lead	Target Market / Supporting	Timescale	Status *	Measures / outputs
<b>Campaign to support 2014 Events</b> - to include activity in London, PR, promotion in main publications, online and radio. Working with dedicated 2014 marketing lead. Also lead on reception for veterans during D-Day 70 events with Port and ferry companies.	JS/C W/TB C	All visitors	From Nov 2013		Attendance at events/attractions
<b>Main Season Campaign</b> – develop a visitor campaign to compliment activity with partners, focussing on increasing staying visits and raising profile of Portsmouth.	JS	Potential short break visitors / daytime and evening economy supported	From Jan 2014		Increase in staying visits.
<b>Visit England Campaigns</b> – Hair Raising Histories, City Breaks, Coastal Escapes. Media tbc.	JS	Families and empty nesters.	Jan to Mar 2014		Increase in staying visits

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<p><b>Destination Marketing Partnership (DMP) campaign.</b> Investigate outdoor campaign either London Underground or regional, backed up by an online element. Develop complimentary evening economy campaign for relevant partners to buy into.</p>	DMP	All visitors	June 2014		
<p><b>Digital marketing:</b>            Visit Portsmouth – refresh and update content, increase advertising to make website self-financing</p> <p>Launch of new French language mobile website for Portsmouth. Integrate with Caen Card membership</p> <p>Launch mobile version of Visit Portsmouth</p> <p>Regular (at least monthly) ENewsletter sent to CRM database - including promotion of seasonal/themed events such as school holidays, Heritage Open Days, food festivals, Halloween, Christmas etc</p> <p>Further develop social media presence – regular posts, tweets, special offers and prizes. Increase film content on YouTube Channel.</p> <p>Create Portsmouth Blog</p> <p>Integration of Trip Advisor reviews on Visit</p>	JS/L G	<p>All visitors</p> <p>(more than 30% of web hits on VP are from mobile devices). All visitors – validating offer with 3<sup>rd</sup> party endorsements</p>	<p>Aug-13</p> <p>Nov 13</p>	<p>Website neutral cost / income stream</p> <p>Web hits target 500 month</p> <p>Web hits – target of £12,000 per month.</p> <p>Monitor number of ‘opens’ and ‘click thrus’</p> <p>Increase likes and followers. Targets – Facebook increase to 25,000 by end of 2013, 30,000 to end 2014, 35,000 end of 2015 and followers to 4,500 by end of 2013 and 8,000 by end 2014, 12,000 end of 2015. Trip Advisor Reviews</p>	

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Portsmouth attractions and accommodation Release of iPhone and Android Portsmouth Apps					on VP Downloads of Apps – target 4,000 by end of 2013, 6,000 end of 2014 and 8,000 end of 2015
Mary Rose TV Campaign with Portsmouth destination element - London and region early July. Contributing to this PHD (Portsmouth Historic Dockyard) campaign with partners in DMP (Destination Marketing Partnership)	JS	Day/staying domestic visits	July 2013		Data from PHD Web hits to dedicated web page on Visit Portsmouth
London Underground Campaign – to compliment TV Campaign, target day trippers from London, rest of UK and International Visitors visiting London. 12 sheet posters x 50 sites x 2 weeks	JS	Day/staying domestic visits, international visits	July 2013		Related web traffic during campaign.
Radio campaign, local and regional up to London for 'Awesome August in Portsmouth' (To support above possible ad campaign in free London newspapers)	JS	Local and regional day visits	July 2013		Ticket sales / attendance at events
Explore use of PR company to increase media awareness.	JS	All visits	Aug 13 – Jan 14		Journalist visits/, press articles – target 30
TSE – Go Asia! Campaign – in partnership with DMP. Includes: representation at exhibitions, including DEBI, China Sales Mission and MAMA, themed features in collateral, newspaper advertorial in leading UK Chinese papers, China Holidays monthly e-newsletters, where appropriate. TSE International quarterly e-newsletters. Website presence in China—	JS	Emerging Asia market.	May 2013 – April 2014		Increase in visitors from Asia to city

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refresh for 2013. Inclusion in 'Hello Britain' China Holidays Guide, inclusion in delegation/Embassy and media familiarisation visits, Information regularly supplied to VisitBritain 'Britain Calling' and UK Inbound e-newsletters.					
TSE – Near Europe Campaign - in partnership with Gosport Includes Trade Sales Mission to selected German trade operators, promotion through UK Inbound, Visit Britain and Visit England, quarterly e-newsletter, trade familiarisation visit where appropriate, representation at Visit Britain International Business Exchange (VIBE), representation at MaMa (March Market Place)	JS	Near Europe market – domestic and trade	May 2013 – April 2014		Increase in visitors from north Europe to city
Continue to increase Press and PR interest - regular updates to contact list, Visit England etc	JS	All visits			Journalist visits/, press articles – target 20
<b>Ongoing Scheduled Activity</b>					
Working with International Port to maximise tourism benefit: Cruise Market – with partners create Portsmouth Cruise pages and itineraries for cruise shops visiting the area. Share cost of free passenger shuttle buses with Port for Cruise Calls to Portsmouth and provide member of staff to greet passengers, sell city etc.	JS JS/M/ VIS	Increase in cruise and ferry passengers spending time in city.	Ongoing		
Ferries – support offer with supply of promotional	JS/VI				

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Portsmouth literature, film and images for on board ferries and at arrival Ports. Work with Brittany Ferries to offer a range of talks about Portsmouth on board ferries.	S				
Trade Shows with Partners – work with partners to provide a Portsmouth presence at major Trade and Consumer Shows including: Excursions Best of Britain and Ireland (BOBI) Group Leisure Show And possible international shows such as Vakantiebeurs and ITB Berlin		All visits including group market.	Ongoing		Groups booked
Promotion of city around other major events such as Great South Run, Triathlon etc.		All visits	Ongoing		Increase in attendance at events
Southampton Airport Continue reciprocal work with airport to increase awareness of city and use of Airport		Domestic and International visitors using Southampton Airport	Ongoing		Increase in visitors
Twin Cities Continue to work with twin cities when possible to provide joint promotion.			Ongoing		Increase in international visitors
Quality Work with local tourism businesses to continually increase the quality of product available i.e. encourage businesses to join quality schemes, enter					Increase in quality of tourism product

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national competitions, show case quality businesses, support with information on training etc. Meet regularly with all local tourism businesses.					
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