

MARKETING COMMUNICATIONS PLAN 2018-19

Introduction

The marketing communications plan for 2018-19 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. As with last year, the limited budget and resources mean 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 larger destination partners 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.

Our marketing in 2018-19 will be 'always-on' i.e. customer centric so whether the consumer is at the exploratory stage or the planning stage it sufficiently engages with them and gives them the knowledge to continue their customer journey. Target audiences and motivations for visiting Portsmouth are broad so this approach will be supplemented with targeted campaigns and seasonal promotions or events; thereby continuing to drive brand awareness further engagement in order to ultimately drive up visits to the city.

Major events are another main driver for tourism and we will work with the relevant partners of these events to increase awareness and drive footfall to the city. However there are currently no 'hero' events such as we've had in recent years (e.g. arrival of the QE Class Carrier; America's Cup etc.) so any campaigns are likely to be less impactful and should not be relied on to significantly boost visitor numbers.

We will also leverage any national tourism themes, in particular Visit England's global campaign 'I travel for...' by tailoring it to local experiences, attractions and events, and continue to engage with the group, business, international and conference markets through trade events, newsletters, familiarisation trips and online channels.

Overall, this will give us a multi-layered marketing plan that maximises the budget and delivers a rich and varied offer throughout the year and importantly, allows us to measure effectiveness of individual campaigns.

Target Markets and Key Messages

Target Markets and Key Messages remain the same for 2018-19.

- Empty Nesters (50+)
- Aspiring Homemakers (31-35 single or couples with young families)
- Domestic Success (within 2 hours drive time of Portsmouth)

Key Messages:

1. Stay longer, discover more
2. A modern city with tales to tell
3. Over 800 years of maritime heritage
4. Fabulous shopping, dining and culture on the water's edge
5. Ever-changing sea views
6. An emerging vibrant culture

Whereas last year we ran specific themed campaigns to specific markets, the nature of 'always-on' marketing means we will naturally be targeting all markets all of the time, covering all the key messages. Where there are specific events or offers we want to communicate to visitors we can segment these audiences and specifically target the relevant sector with paid-for online campaigns or newsletters or via partner communication channels.

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.

Marketing Communications Planner - Major Campaigns

Activity	Date	Objective	Product Offerings/Themes	Communication Channels	Success Metrics
Always-On marketing	All Year	Be customer-centric and give the consumer the opportunity to access information as when they want, in the manner they want to allow them to make informed decisions and move easily through the customer journey.	Gunwharf Quays Mary Rose NMRN Victorious PCC products Events	Digital Social Media Publications	Page visits Reach on social media Brochure distribution and feedback
Tailored PCC Campaigns - Seasonal	All year	Awareness of the wide and varied attractions and things to see and do no matter the weather/season.	Attractions Shopping Culture Waterfront	As above	As above
Event/Attraction-specific campaigns	All Year	Drive up visitors to specific events or attractions - where pertinent include offers.	D-Day Story Evening Entertainment Christmas in the City Food and Drink Family Fun LU campaign (with major DM partners)	Digital - free and paid for & social media Publications London Underground posters Landmark LU poster for D-Day	Page visits Reach on social media Brochure distribution and feedback National media coverage
Localisation of national campaigns	Across the year	Leverage national campaigns and impact by localising marketing messages	Heritage Open Days Armed Forces Day English Tourism Week	Website/PR Social Media E-newsletters	Page visits Media coverage

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

Target Market	Activities/Events/Communication Channels	Lead Partners	Key Themes
Europe	Near Europe and Destination Nordics TSE campaigns Vakantiebeurs , Salon des Vacances and ITB Berlin: consumer/trade shows Explore GB Britain and Ireland Marketplace VIBE E newsletters Press Trips/ PR - VE/VB press enquiries Sales Missions Destination partners including Brittany Ferries International Port	Visit Britain ETOA Tourism South East Destination partners	Great Waterfront city Heritage v Modern Authentic English city D-Day/World War II Great welcome!
China	China Holidays Partnership China Sales Mission China Guide to SE England (in Mandarin) China website Social Media campaign with weibo and wechat Trade delegations Explore GB VIBE Britain and Ireland Marketplace PR - VE/VB press trips Visit Britain - China charter mark	Visit Britain Tourism South East (Half year only - being taken up by Gunwharf Quays as lead from July 2018.)	Great Waterfront city Iconic shopping brands Heritage v Modern

Appendix 2 - Marketing Communications Plan 2018-19

Target Market	Activities/Events/Communication Channels	Lead Partner/s	Marketing Messages
North America Rest of the World	Discover England Fund	Visit Britain	D-Day Story Literary Connections Great Waterfront city Maritime Heritage
	Explore GB	Visit Portsmouth	
	PR - VE/VB press enquiries, press trips/bloggers	Destination Partners	
	World Travel Market		
Group Travel	World Travel Market	Destination Marketing Partnership partners/ Regional partners	Accessible location and city Great Waterfront City World class attractions and events Great places to eat, drink and sleep Great base for exploring
	Excursions		
	South West Travel Show		
	Great for Groups South		
	Great for Groups Central		
	Group Leisure and Tourism Show		
Business and Conference Market	Familiarisation visits and Meet GB events	Hampshire Conference Bureau	Accessible location and city Unique venues - diversity of offer Growing hotel stock
	Business guide	Shaping Portsmouth	
	Website		