

**Title of meeting:** Cabinet

**Date of meeting:** 13.12.22

**Subject:** Tourism and Visitor Economy Strategy 2023-28

**Report by:** Director of Culture, Leisure and Regulatory Services

**Wards affected:** All

**Key decision:** No

**Full Council decision:** No

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**1. Purpose of report**

- 1.1 To present a refreshed Tourism and Visitor Economy Strategy 2023-2028 for approval and to update on recent tourism marketing activity.

**2. Recommendations**

- 2.1 **Cabinet members to approve the Tourism and Visitor Economy Strategy 2023-2028**

**3. Background**

- 3.1 The Visit Portsmouth Team are based within the Culture, Leisure and Regulatory Services Directorate and work closely with partners across the city to market the destination.
- 3.2 The most recent Visitor Marketing Strategy covered the period 2017-2020, a Tourism Recovery Plan 2021 and Marketing Communications Plan 2021-22 were produced to inform activity through the years of the pandemic. Some key areas of activity are outlined below.
- 3.3 During 2022 we were pleased to have continued support from partners for main season campaigns. These included a large outdoor campaign in the London Waterloo area in July and September, with an associated digital campaign covering a two-hour drive-time area.
- 3.4 Some great results were achieved and spend was maximised by completely managing the digital aspect in-house for the first time. Further results from this



campaign and wider digital marketing activity this year are included in the Visit Portsmouth Digital Marketing Report 2022 attached as appendix 2.

- 3.5 Activity has also been carried out to attract staying visitors to the city including the distribution of the Portsmouth Visitor Guide to targeted geographical areas, distribution of this on demand to individual addresses and a smaller digital campaign.
- 3.6 The group market remains key to the city and attendance as a Visit Portsmouth destination group has taken place at the Excursions Trade Show and the Group Leisure and Travel Show this year.
- 3.7 The team have been working closely with the International Port on the Shaping Portsmouth Cruise Programme to ensure that the local visitor economy can benefit from the growth of cruise locally and in Southampton. As part of this we hosted the first Cruise Business event at The D-Day Story in November.
- 3.8 Visit Portsmouth have joined international marketing campaigns led by both Tourism South East and England's Coast focussing on the European and North American markets.
- 3.9 Visit Portsmouth was also well represented at Visit Britain's flagship international marketing event, Explore GB in March where 70 individual meetings with international buyers took place over 4 days.
- 3.10 Portsmouth are part of a bid led by Brittany Ferries to the Visit Britain Gateway innovation Fund, which if successful will enable more marketing to take place in northern France to encourage travel to south coast ports.
- 3.11 The team continue to support the MICE (meetings, incentives, conferences and events) industry as this starts to recover, working closely with destination venues and Visit Britain.

#### **4. Reasons for recommendations**

- 4.1 Tourism is crucial to the city's economy with a local annual value of around £600 million and supporting around 12,000 jobs pre-pandemic. Although there has been some good recovery, especially in the current year, there is still a way to go to reach pre-pandemic levels. Sustainability is key and the team will work with destination partners on actions to encourage sustainable tourism.
- 4.2 The refreshed Tourism and Visitor Economy Strategy 2023-2028 will build on the work already undertaken to recover the local visitor economy market to pre-pandemic figures and then focus on growth.
- 4.3 While we have seen some recovery in the local visitor economy it is crucial that we work together with partners across the city to maintain this momentum and continue to support as required.



- 4.4 The strategy has three main objectives:
- Continue to grow the profile of Portsmouth as a national brand.
  - Increase the value of the visitor economy.
  - Work with partners to manage and develop the destination offer.

Following is an outline of how we will meet these objectives, more detail on this is available in full in the Tourism and Visitor Economy Strategy 2023-28 attached at Appendix 1.

4.5 **Grow the profile of Portsmouth as a national visit brand.**

This will be achieved through impactful year-round marketing campaigns showcasing the range of the destination and using great imagery and great experiences. Major events and new openings will be key and we will also work with partners to better co-ordinate destination-wide press and PR activity. An increase in international marketing working with regional and national partners will also help increase brand awareness.

4.6 **Increase the value of the local visitor economy.**

This will be achieved by recovering and growing the domestic market - both for day visits and staying visits; growing Portsmouth's share of the international market to include increasing the economic benefit for local tourism businesses of visiting cruise ships. We will also continue to support partners to recover and grow the Group and MICE markets.

- 4.7 All marketing campaigns and activity will have set targets against which they will be measured and evaluated, and results shared.

- 4.8 **Work with city partners to manage and develop the destination offer.** The team will continue to hold regular Visit Portsmouth Destination Network meetings to inform tourism partners of marketing activity and city developments, to share best practice and to provide networking opportunities. The team will provide comprehensive support for local tourism businesses both in marketing their products and in signposting to opportunities to improve, skills, sustainability, quality, and accessibility for example.

- 4.9 The strategy's objectives align with the Portsmouth City Council Corporate Aims and Priorities, specifically:
- Creating opportunities for employment
  - Encouraging clean growth and culture-led regeneration
  - Supporting the local economy to recover from the pandemic

- 4.10 It also aligns with aspirations included in the City Vision 2040, specifically:
- A city rich in culture and creativity
  - A city with a thriving economy
  - A Green City

4.11 The strategy also aligns with the Portsmouth Economic Development and Regeneration Strategy 2019-2036, specifically to 'build the brand, the great waterfront city'.

**5. Integrated impact assessment**

5.1 An IIA is attached at appendix 3.

**6. Legal implications**

There are no legal implications arising directly from the recommendation in this report.

**7. Director of Finance's comments**

There is no direct financial impact arising from the recommendation in this report. Delivery of the strategy will be met from existing revenue budget provision.

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Signed by:  
**Stephen Baily**  
**Director of Culture, Leisure and Regulatory Services**

**Appendices:**

Appendix 1.  
Tourism and Visitor Economy Strategy 2023-2028

Appendix 2.  
Visit Portsmouth Digital Marketing Report 2022.

Appendix 3  
Integrated Impact Assessment

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

.....  
Signed by: