

Resurgam Sector Hub Meeting

06.09.2021



Sector Updates: Tourism and Hospitality

Amanda Lumley

Destination Plymouth

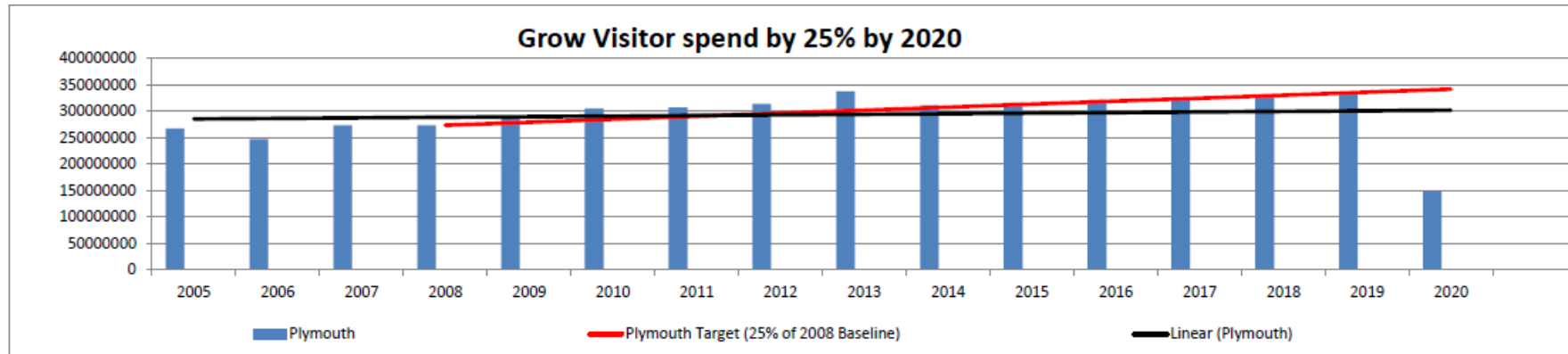


Plymouth

Britain's Ocean City

IMPACTS OF COVID19 ON
TOURISM AND
HOSPITALITY 2020/21

COVID19 impacts in 2020



COVID19 impacts in 2020

- Visitor spend dropped from £334,081,000 million in 2019 to £147,979,000 in 2020 –

A decrease of -56%

- Visitor numbers dropped from 5,279,000 in 2019 to 2,425,000 in 2020 –

A decrease of 54%

Employment impact – 4373 jobs lost (7813 employed in 2019)

Sector action plan

ACTION	OUTCOME
<p>1. RESEARCH AND DATA</p> <p>Survey to understand sector position financially and ability to survive</p> <p>Feed into DCMS for CSR input and use as base for ongoing decision making</p>	<p>Use as evidence base to continue to lobby for additional national support</p> <p>UPDATE SEPT 21 – 3 X SETS OF RESEARCH COMPLETED</p> <p>FED INTO PLYMOUTH, GREAT SOUTH WEST AND HOSWLEP RECOVERY PLANS</p>
<p>2. STRATEGY</p> <p>Publish 10yr Visitor Plan to clarify key projects and enabling priorities</p>	<p>Prioritise and progress distinct projects for the sector , to retain/grow visitor numbers/spend value and thus protect businesses and jobs</p> <p>UPDATE SEPT 21 – VISITOR PLAN 2030 BEING PROGRESSED WITH KEY CAPITAL PROJECTS MOVING FORWARDS AND TRANSITION OF DP OUT OF MF400</p>
<p>3. STAR PROJECTS</p> <p>Highlight 9 star Projects such as National Marine Park, Brunel Plaza etc. and assess what resources will be required to deliver them</p>	<p>To continue to build visitor product offer, asset base and physical welcome environment</p> <p>UPDATE SEPT 21: STAR PROJECTS MOVING FORWARDS =</p> <p>BRUNEL PLAZA IN CONSTRUCTION completion due 2026</p> <p>NATIONAL MARINE PARK HORIZONS BID AWARDED £9.5 MILLION</p> <p>CIVIC CENTRE PROJECT FUTURE HIGH STREETS FUNDING APPROVED completion due 2024</p>
<p>4. DIGITAL</p> <p>Build Digital Destination Assets</p>	<p>Sector and business innovation to remain competitive thus protecting/growing jobs</p> <p>Kick start grants for businesses to support digital skills development</p> <p>UPDATE Jan 21:</p> <p>NEW GRANTS TO SUPPORT DIGITAL ANOUNCED IN BUDGET</p> <p>DEVELOPMENT OF DIGITAL TOURS, FAM VISITS AND BOOKABLE PRODUCT</p>

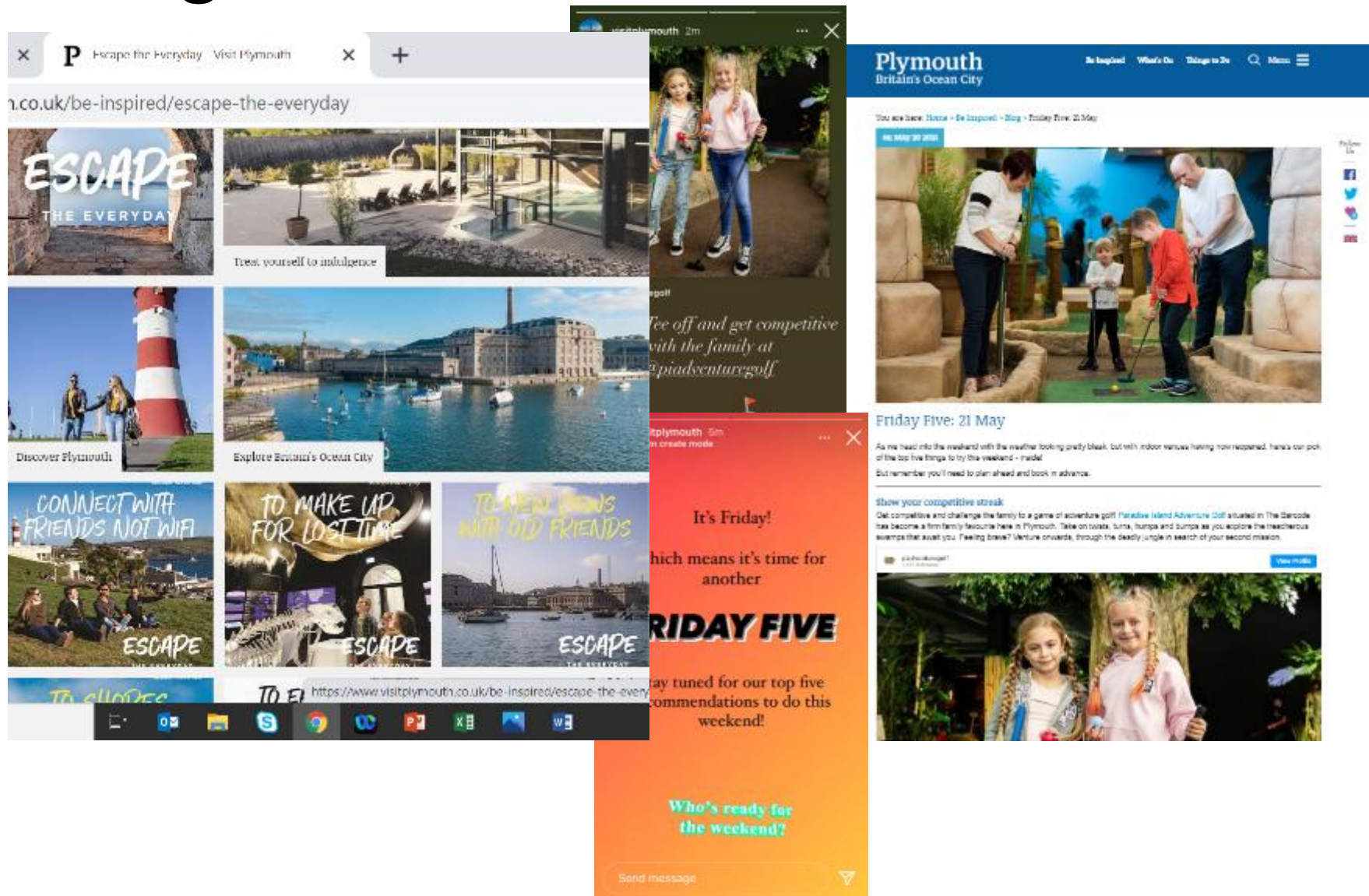
Sector action plan

ACTION	OUTCOME
<p>5. SKILLS AND EMPLOYMENT</p> <p>Identify where key job losses will be and try to link to vacancies/re-training via skills hub</p> <p>Consider how best to retain skills in sector e.g. chefs/management</p>	<p>Jobs retained or employees transferred into new work placements</p> <p>UPDATE SEPT 21- EMPLOYMENT A MAJOR ISSUE IN THE SECTOR</p> <p>CAMPAIGN LAUNCHED IN JULY 21 TO ENCOURAGE PEOPLE INTO JOBS IN THE SECTOR OVER SUMMER</p>
<p>6. MARKETING AND PROMOTIONS</p> <p>Market Plymouth as an 'off peak destination to drive demand through winter</p> <p>Kick start 2021 season to ensure visitors book early for domestic holidays</p>	<p>Businesses continue to trade over off peak winter /Christmas season therefore remain viable</p> <p>Encourage maximum visits early into 2021 season again to reduce 'off peak' scenario and build cash flow early season</p> <p>UPDATE SEPT 21: RECONNECT CAMPAIGN RAN MARCH, MAY, JUNE</p> <p>INTERNATIONAL AND CRUISE MARKETING ACTIVITY CONTINUING</p> <p>COACH MARKETING ACTIVITY COMMENCED TO DRIVE GROUPS BUSINESS OVER WINTER</p> <p>NEW AUTUMN WINTER CAMPAIGN WILL RUN FROM OCTOBER</p>

What are we currently doing...

- Marketing campaign activity...
- Recruitment campaign
- Autumn winter campaign
- Planning for 2022
- Activating our new Visitor Plan 2030
- Engaging with businesses

Welcoming visitors back



Travel

Six of the best HISTORIC LIDOS

Maximum Batten don't have national and other titles some of the best outdoor pools around the UK

Thimble Lido
This tiny but lovely lido is situated in one of the country's most beautiful coastal towns. It has a long history and is one of the best kept secrets in the area. It is a small but beautiful lido with a long history and is one of the best kept secrets in the area.

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Places to visit, eat and drink in Plymouth

standard.co.uk/escapist/what-to-do-plymouth-best-places-visit-see-stay-eat-drink-uk-b952620....

Evening Standard

CULTURE INSIDER THE ESCAPIST THE REVEALER THE OPTIMIST COMMENT TECH 85 BEST 85 MAG HOMES & PROPERTY

THE ESCAPIST

How to spend 48 hours in Plymouth

Nick Curtis spends a delightful weekend on the South West coast

VIEW COMMENTS

By Nick Curtis @nickcurtis · 27 August 2022

This bank holiday weekend a dragon will walk the streets of Plymouth and then – all being well – fly out into the English Channel towards the Atlantic from Plymouth Hoe.

Search

Windows taskbar with icons for Edge, File Explorer, Mail, Teams, Chrome, Word, PowerPoint, Excel, OneDrive, and a yellow circle.

PR COVERAGE

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The best trips, openings and events around the UK to plan for 2021, from a Welsh wellness spa to coastal art

Events in Plymouth marking the 400th anniversary of The Mayflower setting sail have been rescheduled for July and August, and several events will champion England's shores this year



England's Creative Coast promises a host of creative projects

Mayflower Anniversary Plymouth

Events marking the 400th anniversary of The Mayflower setting sail, postponed last year, have been rescheduled for July and August, to include a blues and jazz festival and the British Firework Championships. mayflower400uk.org



Britain's best lidos, from Plymouth to the Peak District



Every week our Holiday Hero Neil Simpson takes an in-depth look at a brilliant holiday tip, doing all the leg-work so you don't have to. This week: Britain's best outdoor pools.

The sunbathers of England's outdoor swimming pools will – hopefully – spin again from March 29 as lockdown rules ease. Pools in the rest of the UK are planned to reopen soon afterwards.

However, numbers of swimmers will be limited to ensure social distancing, so to book a session as soon as they become available sign up now to your chosen pool's website or app.

BRITISH TRAVEL JOURNAL

25 New UK Experiences and Themed breaks

© Plymouth, 2021

As summer staycations continue to dominate the headlines, and travel destinations in the UK have never been in such high demand, make sure you make the most of your holiday experience with our ultimate list of unforgettable attractions, events and special themed breaks.

For Creative Souls

Visit Plymouth's new cultural hub

In Plymouth, look forward to delving into maritime history at The Box, the south-west coast's brand new cultural hub. The fully-accessible museum is currently showing a commemorative exhibition marking 400 years since the Pilgrims made their maiden voyage to America, titled *Mayflower 400: Legend and Legacy*. The 15 new exhibitions will showcase 300 illuminating objects until 18 September 2021. There is also an outdoor *Mayflower* Trail for visitors wanting to see key locations in the city first-hand.

[Visit The Box Plymouth](#)

MailOnline

Take the plunge at Britain's best lidos, from a semi-circular Art Deco gem in Plymouth to a 1930s heated pool in the Peak District

- See how we reveal our holiday hero in-depth look at a brilliant holiday tip, doing all the leg-work so you don't have to. This week: Britain's best outdoor pools.
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In previous years, readers have enjoyed special events, including the summer when you watch time from a lido, and also to see how we reveal our holiday hero in-depth look at a brilliant holiday tip, doing all the leg-work so you don't have to. This week: Britain's best outdoor pools.

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18.0
OTV: 10,200



MAKE A SPLASH Best outdoor swimming pools to visit in the UK as restrictions lift and temperatures hit 24C

OUTDOOR swimming pools have been able to reopen as the lockdown restrictions are eased, with many heading straight to the lido after months of them being closed.

It is well timed, as the UK is going through a mini heatwave with temperatures hitting 24C this week.

Millions of pounds have also been spent on renovating many of the outdoor swimming pools that were built across the UK in the 1930s.

The first open air swimming pools were built in the mid-1800s.

However, they became a real trend in the 1930s when 100 of the outdoor pools were built by local councils.

Scores of them closed in the 1990s due to cuts in funding, but thanks to local campaigning many were saved from demolition and millions have been spent over the last decade to bring them up to scratch.

If you fancy a dip this week, we've rounded up some of the best in the UK – although check before travelling as www.msn.com has been checking until the summer.

Tinside Lido, Plymouth



Tinside Lido was built next to Plymouth Sound in the 1930s.

Tinside Pool is a 1930s Art Deco lido in Plymouth, next to Plymouth Sound. The subterranean pool is only a fan-weather lido – open between May and September.

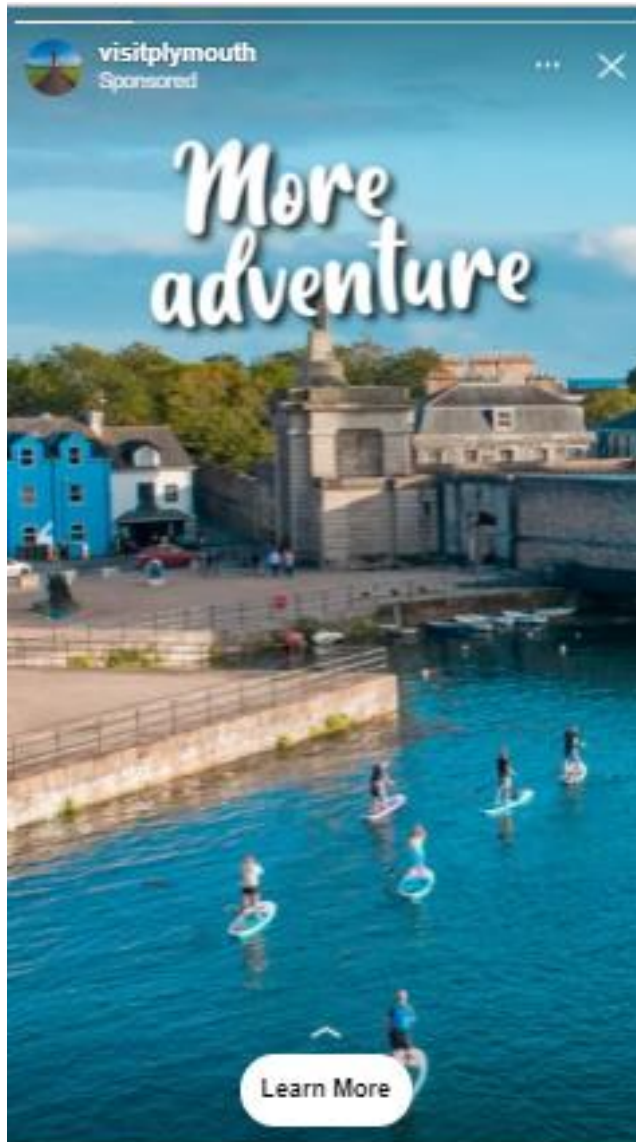
Summer events:

17-18 July: Sail GP
18-19 August: British Firework
Championships
29 - 30 August: The Hatchling
18 – 19 Sept: Seafood Festival



Brilliant summer spectacles...





REGIONAL ACTIVITY

Spring couples campaign

During March we delivered a Plymouth specific Spring couples campaign focussed at encouraging cultural couples to book ahead for visits to Plymouth later in the year.

Focussed on positioning our key product and using strong imagery and clear messaging the campaign was delivered across digital channels using Facebook, Instagram, Youtube and Google Display.

The campaign delivered the following headline results were achieved mid-campaign and will run until 30 May:

Younger couples audience:

121,000
impressions
Instagram

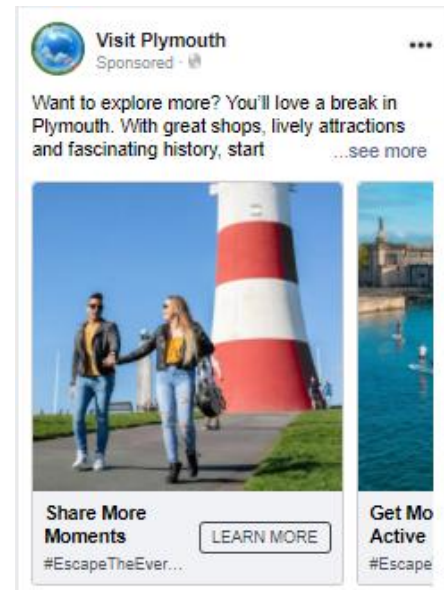
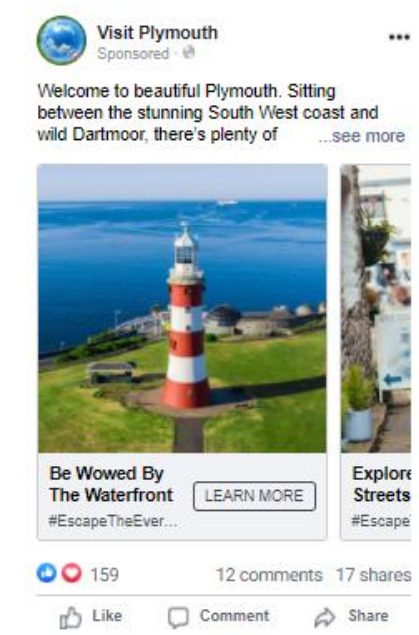
412,000
impressions
Facebook

Both
audiences:
2million
impressions
Google Display
Advertising

Older couples audience:

29,000
impressions
Instagram

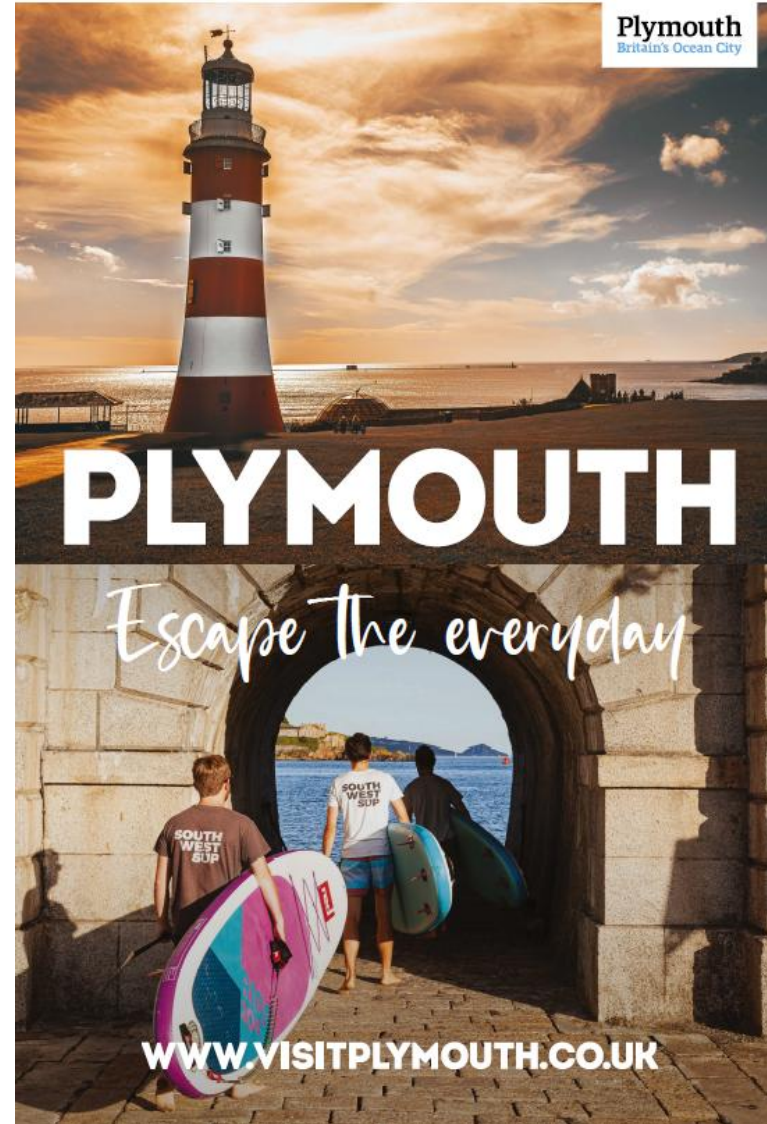
333,000
impressions
Facebook



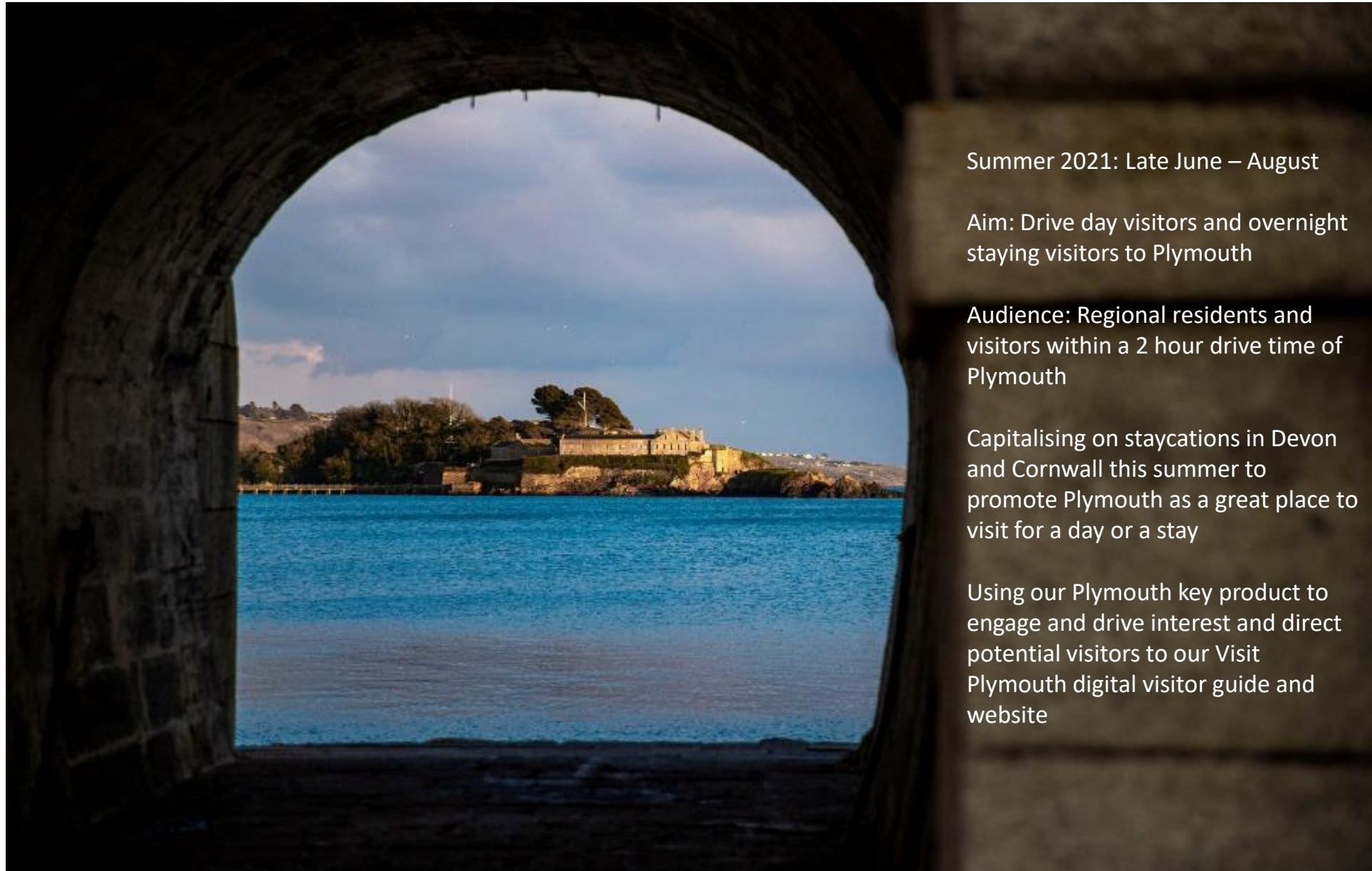
National campaign supporting MF400



National campaign supporting MF400



Visitor marketing activity: Summer



Summer 2021: Late June – August

Aim: Drive day visitors and overnight staying visitors to Plymouth

Audience: Regional residents and visitors within a 2 hour drive time of Plymouth

Capitalising on staycations in Devon and Cornwall this summer to promote Plymouth as a great place to visit for a day or a stay

Using our Plymouth key product to engage and drive interest and direct potential visitors to our Visit Plymouth digital visitor guide and website

Discover England
Fund

US CONNECTIONS INFOGRAPHIC

CONNECTIONS





TAKE TIME TO RECONNECT WITH

PLYMOUTH



Reconnect

Plymouth played the lead role in delivering the domestic marketing campaign for the DEF Reconnect project.

Delivered over 6 weeks from March 2021 and then a further 4 weeks through June the campaign focussed on encouraging potential visitors to plan ahead and book, and to 'Reconnect with Plymouth's incredible stories'.

June campaign headline results:

56,444	7.77
Visits to the Reconnect website	million
	Ad impressions on Facebook

COACH MARKETING ACTIVITY

The screenshot shows a web browser with two tabs. The left tab displays the CoachToursUK website with the headline "Devon City Features in New Coach-Trip Movie". The right tab shows a YouTube video titled "Ocean City Sights" by Steve Reed Tourism. The video features a blue double-decker bus in a roundabout in Plymouth, with a lighthouse in the background. The video player includes a search bar, a "SIGN IN" button, and a "50% Discount" offer from buystarscope.co. The video description mentions "Steve Reed Tourism | Plymouth, Britain's Ocean City". The video player also shows a "VISIT" button and a "Plymouth - so much to see..." link. The video player includes a search bar, a "SIGN IN" button, and a "50% Discount" offer from buystarscope.co. The video description mentions "Steve Reed Tourism | Plymouth, Britain's Ocean City". The video player also shows a "VISIT" button and a "Plymouth - so much to see..." link.

CoachToursUK Capturing the potential of group leisure within the UK and Europe

Devon City Features in New Coach-Trip Movie

Posted by CoachToursUK on Mon 16th August 2021 - 08:47AM | No Comments

It's a wrap!

Steve Reed Tourism | Plymouth, Britain's Ocean City

Ocean City Sights

50% Discount

buystarscope.co

BUY NOW

Holiday Park in North Devon

Holiday Cottages. Seasonal Pitches. Caravans.

royalreaset...

VISI...

Plymouth - so much to see...

Visit Plymouth

You can view the link here <https://youtu.be/FHSXgr63f6s>

CRUISE MARKETING ACTIVITY



CRUISE MARKETING ACTIVITY

Vessel	Cruise Line	ETA	Berth	ETD	Pax Capacity	Actual Pax*
Golden Horizon	Trade Wind Voyages (UK)	Thurs 22nd July	Anchor	1800	300	25
<i>note: tendered directly to barbican</i>		0800				
Hebridean Princess	Hebridean Island Cruises	24th July 2021	West Wharf	1730	50	0
		0800				
Hebridean Princess	Hebridean Island Cruises (UK)	Sun 1st August 2021	West Wharf	02/08	50	16
		1930		17:30		
Hebridean Princess	Hebridean Island Cruises (UK)	Thur 5th August 2021	Trinity Pier	06/08	50	11
		2000		17:30		
Golden Horizon	Trade Wind Voyages (UK)	Wed 11th August	Anchor	1800	300	198
<i>note: tendered directly to barbican</i>		0800				
Hebridean Princess	Hebridean Island Cruises (UK)	Sun 15th August 2021	West Wharf	16/08	50	18
		1930		11:30		
Hebridean Princess	Hebridean Island Cruises (UK)	26th August 2021	Anchor	26/08	50	36
		1030		18:00		
Vasco de Gama	Nicko / Mystic Cruises) (Germ)	26th September	Anchor	1600	1500	TBA
		0900				
						304

CHALLENGES AND OPPORTUNITIES

CHALLENGES

- Employment and recruitment shortages
- Increase in VAT from end Sept
- Winter and off peak drop in trade
- COVID + winter concerns

OPPORTUNITIES

- November budget announcements may lead to funding opportunities
- DMO review possible funding opportunities
- Extend season with autumn/winter campaign activity
- Continue to lobby for VAT to stay low