

Destination Plymouth Opportunities and Member Benefits



Plymouth

Britain's Ocean City

alison@destinationplymouth.org.uk

visitplymouth.co.uk



Visit Plymouth

Welcome to Plymouth

Over 5 million visitors come to Plymouth annually to enjoy the spectacular scenery, cultural and historic attractions and diverse range of food, culture and outdoor activities on offer in Britain's Ocean City.

Destination Plymouth is a private/public sector partnership. Our role is to increase visitors to the city and surrounding area, grow visitor spend and tourism related jobs. We are funded by the Plymouth City Centre Company, Plymouth Waterfront Partnership and Plymouth City Council

alongside membership income and support from businesses across the city and surrounding area. Visitor numbers have jumped in the last ten years with the latest figures for 2018 showing a 5 per cent increase to 5.4 million visitors. Visitor spend has also grown by 25 per cent to £330 million.

What we do

- Host the Visit Plymouth website
- Provide social media coverage
- E-newsletter distribution
- Provide events and customer activities in the city and waterfront
- Marketing promotions and activities locally, regionally and nationally
- Public relations support and regular communications
- Improve signage and visitor welcome
- Support tourism businesses with training and quality schemes
- Provide networking opportunities
- Share best practice locally and nationally
- International marketing including cruise activity, travel trade and tourism project collaborations
- Support lobbying and attract inward investment to encourage new businesses to the city and surrounding area



2019 Successes

A significant increase



Condé Nast Traveller top 10 destination to visit in 2020

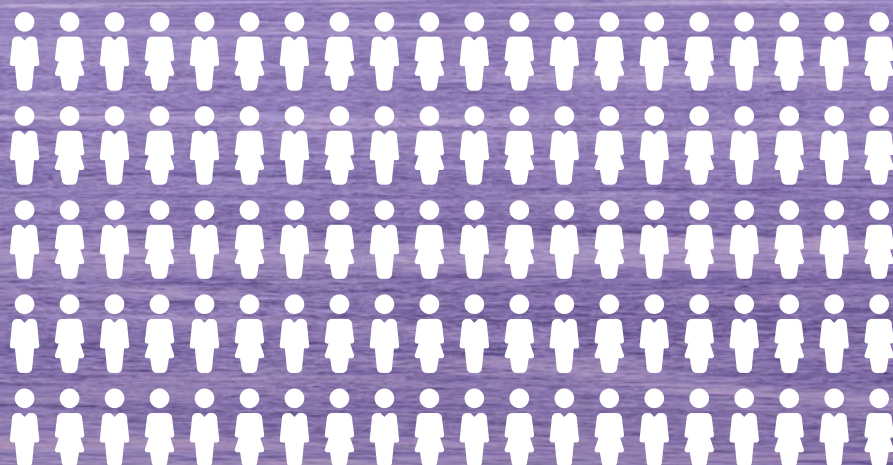


New York Times 52 places to go in 2020

Over



social media reach



Over 400,000 event attendees

International Marketing

Destination Plymouth is the lead partner for the delivery of two national tourism projects; Mayflower 400 UK and US Connections. We can harness opportunities such as this, to support product and business development in the city and immediate surrounding area; enabling the city to increase the volume and value of overseas visitors.

Our members benefit through:

- Business support
- Training for international business development
- Showcasing product on press trips and familiarisation trips with tour operators
- Profile in national and international travel trade and consumer media

The projects provide opportunities to profile the city offer and businesses within it at travel trade shows and to buyers, with resource to follow up enquiries and convert interest into sales.

Aligned with these projects, we have been actively working with Associated British Ports, Cattewater Harbour Commissioners, Cruise Britain, the Navy and others to develop the cruise opportunity in the city, supported with funding from Visit England.

Cruise Plymouth

In 2018, four cruise vessels stopped in Plymouth, seven in 2019 and for 2020 were anticipating 12 vessels which would have brought in around 15,000 passengers generating a spend of over 1 million to the Plymouth the economy however due to COVID 19 Pandemic this was not possible.

Our aim at moving forward still with a strong legacy of Mayflower 400 is to grow the number of vessels into Plymouth, we look forward in the future to hosting cruise companies such as Fred Olsen, Crystal Cruises, Poseidon Adventures, Silverseas, Hurtigruten. Seadream and Azamara to name but a few.



PR Activity

Destination Plymouth uses public relations (PR) to promote Plymouth regionally, nationally and internationally.

We do this both in-house and with the support of national PR agencies to spread the word about Plymouth. This often involves running bespoke press trips for journalists, which has resulted in fantastic coverage for Plymouth and our members in national publications including the Daily Mirror, Scottish Sun and Daily Star.

Our ongoing PR activity has also built Plymouth's profile, ensuring great accolades for the city such as Condé Nast Traveller naming Plymouth one of the best holiday destinations for 2020 and New York Times including Plymouth in its list of 52 destinations to visit in 2020.

Condé Nast Traveller: Top 10 destinations to visit in 2020

2. PLYMOUTH, UK
British seaside with a whole lot of heritage

The waterfront city of Plymouth has long sailed under the radar. But it's starting to show off its (un)varnished, rough-around-the-edges rep. The arrival of restaurants from high-profile chefs such as Mitch Touss and Marco Pierre White, as well as a multimillion-pound waterfront regeneration project, mean this once-bleak seaside city is beginning to look ship-shape again.

In the old port you'll find pretty Elizabethan gardens, contemporary art galleries and waterfront cafes spilling out across the cobbles. (Plymouth has the lowest concentration of cobbled streets in Britain.) There's a history in

A legacy for Plymouth

Celebrations to mark the 400th anniversary of the sailing of the May flower from Plymouth have kickstarted major capital projects in the city, discovered SU CARRILL

PLymouth has held a special place in the history books for centuries. It was the first English colony in North America, and it was here that the first European settlement in North America was founded in 1606.

It was also here that the first ship to cross the Atlantic Ocean was launched in 1606. The ship, the Mayflower, was built in Plymouth and it was here that the first European settlement in North America was founded in 1606.

The city has a rich history and a vibrant culture. It is a city of contrasts, with a mix of old and new. It is a city of opportunity and a city of hope.

The city is a beautiful place to visit. It has a lot to offer. It has a lot to see. It has a lot to do. It has a lot to love.

The city is a great place to live. It is a city of opportunity and a city of hope. It is a city of contrasts, with a mix of old and new. It is a city of opportunity and a city of hope.

Putting Plymouth in the spotlight

Plymouth is preparing to welcome visitors from all around the world, to mark the 400th anniversary of the sailing of the Mayflower to North America.

The city is a beautiful place to visit. It has a lot to offer. It has a lot to see. It has a lot to do. It has a lot to love.

The city is a great place to live. It is a city of opportunity and a city of hope. It is a city of contrasts, with a mix of old and new. It is a city of opportunity and a city of hope.

Plymouth England marks a historic occasion

This is the 400th anniversary year of the Mayflower's voyage from Plymouth in the New World, and the beginning of the settlement of North America.

The city is a beautiful place to visit. It has a lot to offer. It has a lot to see. It has a lot to do. It has a lot to love.

The city is a great place to live. It is a city of opportunity and a city of hope. It is a city of contrasts, with a mix of old and new. It is a city of opportunity and a city of hope.

Members Rate Card

Destination Plymouth membership is available at three different levels – Bronze, Silver & Gold, and work on an annual rolling contract basis.

Please see the rate card on the next page to find out what is included at each level.

Further details about what we'll need from you for your Visit Plymouth listing will be sent once your membership form has been received.



	Bronze	Silver	Gold
Annual membership cost All prices exclude VAT. BID members eligible for discount	£275	£525	£775
Position in Search Results and Product Lists	3rd	2nd	1st

Visit Plymouth Website Listing

Listing details Product name, address, telephone number, email address, prices, location map, website address and link	✓	✓	✓
Description (number of words) A minimum of 500 words is suggested to improve Google search rank	Unlimited	Unlimited	Unlimited
Images	3	8	16
Guestlink inclusion Ability to implement Guestlink onto listing for accommodations bookings	✓	✓	✓
What's nearby Feature on other business listings in the 'What's Nearby' carousel	✓	✓	✓
Special offers Appearing on our special offers page and within your listing		✓	✓
Grading and awards		✓	✓
Online booking Can use polling partners i.e. Booking.com / Expedia etc.		✓	✓
Social media Facebook and Twitter feed displayed on listing		✓	✓
Video content on listing		✓	✓
Brochure/menu downloads Ability to include list of documents for download, i.e. dinner menu		✓	✓
Highlights carousel Feature on the category highlights on the category page (e.g. Accommodation)		✓	✓
Appear on category page maps Gold members also feature on 'Top Picks'		✓	✓
Membership listing log-in Available on request		✓	✓

Additional Benefits

Blog Opportunity to submit guest blogs on www.visitplymouth.co.uk, promoted through our social media channels	✓	✓	✓
Social media sharing Opportunity to share posts on Visit Plymouth Facebook and Twitter feeds		✓	✓
Extranet logins Available on request		✓	✓
Banner adverts* Free bottom of page internal box banner for one month, plus 5% off future banner advertising		✓	
Banner adverts* Free internal box banner ad and banner ad on the bottom of the Visit Plymouth home page for two months. Plus 10% off further banner advertising			✓
Panoramic gallery Large banner at top of sub-category page, i.e. 'Hotels' under 'Accommodation', for six months			✓
Featured tile on main category page Box banner on category page, i.e. Attraction, Activity, Accommodation etc.			✓
Consumer newsletter Sponsored banner on 3 Visit Plymouth consumer e-newsletters plus 1 solus newsletter per year. Content to be provided by business for solus email			✓
Opportunity to support press trips and travel trade	✓	✓	✓

*Dates to be agreed with the team on confirmation of membership. Subject to availability.

Additional Listings

Promote additional divisions of your business in a separate website category with additional bronze listings for £75 +VAT (e.g. Restaurant, Accommodation or Leisure facilities)	£75	£75	£75
--	-----	-----	-----

Categories as written above are the following on the Visit Plymouth website: Attractions, Activity, Food & Drink, and Accommodation. Sub-categories are those under the Category, i.e. Hotels under Accommodation, Restaurants under Food & Drink

Additional Services

Banner Designs

If you do not have an in-house designer in your organisation and would like the digital team to design you a basic banner, please email info@visitplymouth.co.uk.

For more advanced designs we can recommend an external designer at a discounted rate. Please contact us for more information.

Basic banner design: £20 + VAT

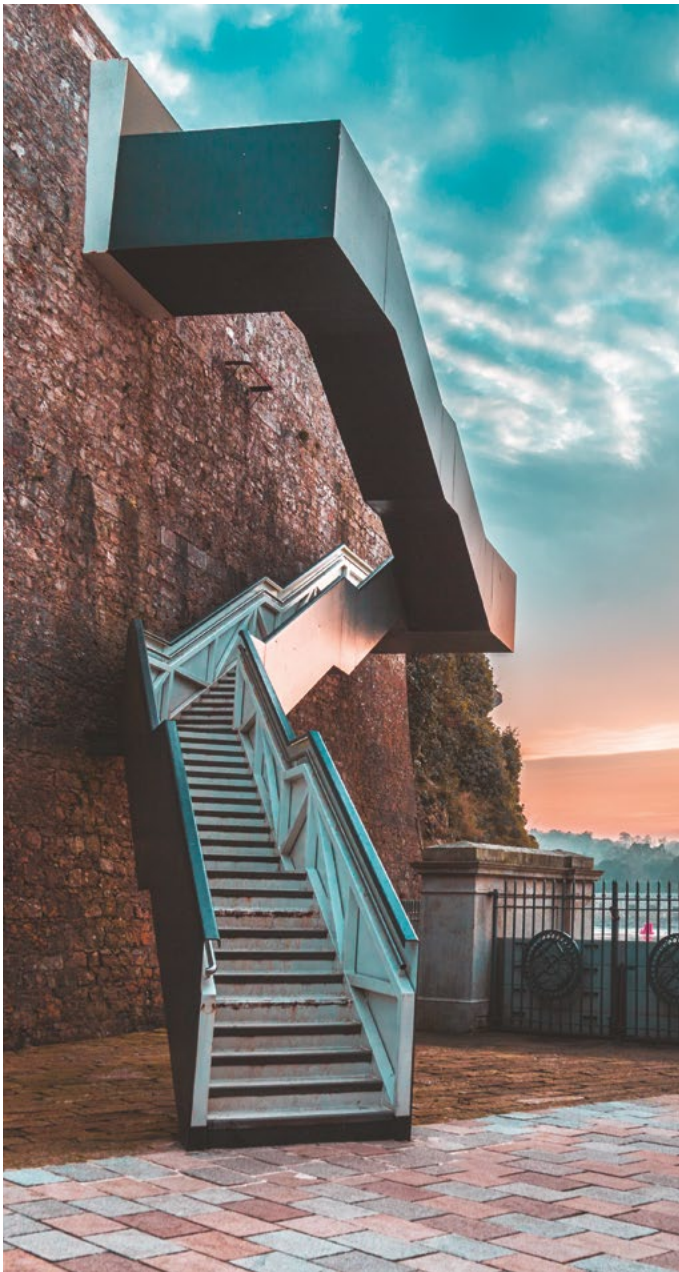
Please provide an image and text.

One Plymouth photography

One Plymouth are available to take high quality photos of your business; bookable as a one hour photo session and one hour for processing.

The fee for this is £60 per session.

Photos taken by One Plymouth can be used by the business and will also be used on the Visit Plymouth listing and promotion across social media.



One Plymouth
celebrating #bestofplymouth



Banner Advertising

***You don't need to be a member to advertise with Visit Plymouth!**

Why not give your business a boost with a banner advert!

Adverts can link directly to your website, taking the visitor through to your selected pages. We can also provide banner statistics to help measure effectiveness.

Advertise a forthcoming event or special offer.

We also offer tailored advertising packages – please get in touch with us to discuss.

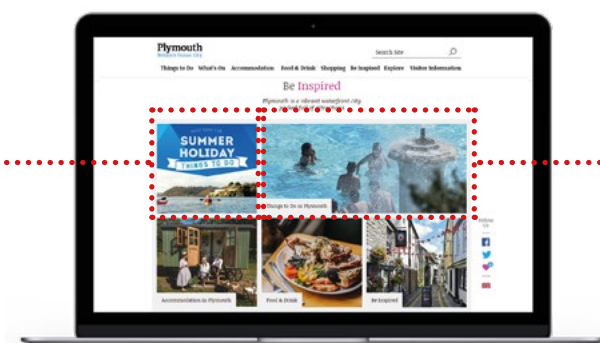
Advert. All prices shown are cost per month.	Homepage	Category Pages	Dimensions
1x1 Tile	£80 (video £155)	£60 (video £135)	315px (W) x 281px (H)
2x1 Tile	£90	£70	645px (W) x 281px (H)
Bottom box banner	£45	£30	318px (W) x 265px (H)
Bottom landscape banner	£40	£25	814px (W) x 126px (H)

Adverts booked for 6 months or longer benefit from a 10% discount.

Destination Plymouth silver members will receive a 5% discount and gold members will receive a 10% discount on banner advertising rates respectively.

1x1 Tile

- 315px (W) x 281px (H)
- Homepage **£80**
Video **£155**
- Inner Landing Page **£60**
Video **£135**

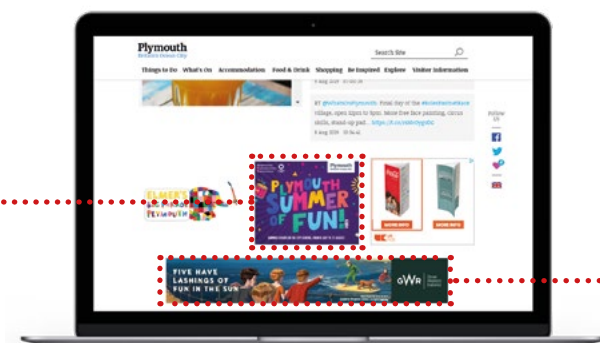


2x1 Tile

- 645px (W) x 281px (H)
- Homepage **£90**
- Inner Landing Page **£70**

Bottom box banner

- 318px (W) x 265px (H)
- Homepage **£45**
- Inner Landing Page **£30**



Bottom landscape banner

- 814px (W) x 126px (H)
- Homepage **£40**
- Inner Landing Page **£25**

Themed Campaigns

Themed campaigns form a part of our integrated marketing approach. We present these across dedicated pages on the Visit Plymouth website, promote via social media and include in e-newsletters to create additional exposure for members.

Themed marketing campaigns provide additional awareness for your business. Themes are seasonal and can include: food and drink, family friendly or making the most of Plymouth out on the water.

An example of a campaign could combine many elements such as a banner on the Visit Plymouth home page, with content and images linking to your website, backed up with a campaign of social media posts and e-newsletters.

For details of this year's campaigns, contact Alison Bartlett:
alison@destinationplymouth.org.uk



Bookable Options

Guestlink for Accommodation Providers

Guestlink is a free, easy-to-use online system where you can update your accommodation provider's prices, availability, bookability on your phone, tablet or computer. Bookings are charged at 10% commission on the booking value and Guestlink will collect this from you a month after the guest has departed.

If you use another Property Management System then Guestlink + Connect works with most systems to allow your availability and prices to

be automatically fed into Guestlink so you can be bookable on Visit Plymouth. Booking information is also transferred automatically into your PMS.

To find out more email:
info@visitplymouth.co.uk



TXGB

Brought to you by VisitEngland, Tourism Exchange Great Britain is a business-to-business platform connecting tourism suppliers to distributors around the world.

TXGB is a one-stop exchange for Suppliers (e.g accommodation, tours, attractions) to manage live availability, pricing and bookings across multiple distributors.

To find out more email:
info@visitplymouth.co.uk

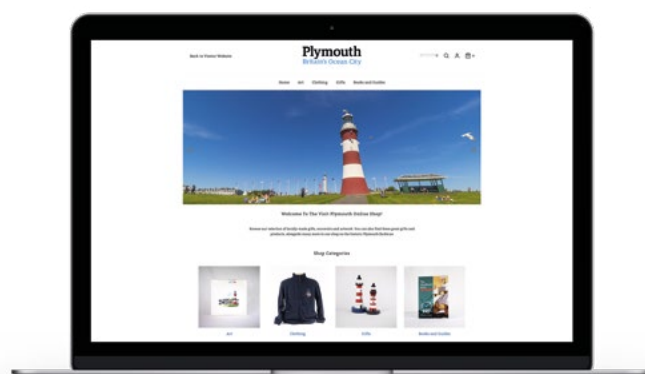
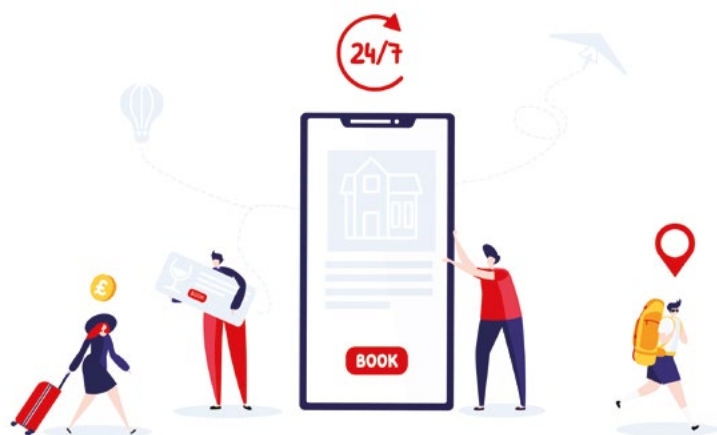
Online Shop

You can use the Visit Plymouth online shop to sell attraction, activity and event tickets. This option means that your tickets will only be bookable via the online shop and not within your listing directly, however a link can be created on the listing.

The Online Shop will only take 13% commission from the value of the booking, plus £0.30 per transaction.

Please note: this option will require a level of administration from yourself, as we will forward through the booking information so that you can arrange the distribution of any tickets or email correspondence directly to the customer.

www.visitplymouthshop.co.uk/



DID YOU KNOW?

The Visit Plymouth website holds the following Google rankings:

Where to Stay in Plymouth	Rank #2
Food & Drink in Plymouth	Rank #1
Things to Do in Plymouth	Rank #1 and #2
Shopping in Plymouth	Rank #1
Attractions in Plymouth	Rank #1
Events in Plymouth	Rank #1 and #2



Application Form

Business Details

<i>Business Name & Address</i>
<i>Tel No</i>
<i>Email</i>
<i>Website</i>

Contact Details

<i>Contact</i>
<i>Job Title</i>
<i>Address if different from above</i>
<i>Tel No if different from above</i>
<i>Email if different from above</i>

Listing Level on the Visit Plymouth website (12 month, all prices exclude VAT)

<i>Bronze £275</i>	<i>Silver £525</i>
<i>Gold £775</i>	

By completing this application form you are confirming that you understand and agree to the terms and conditions of advertising with Visit Plymouth, which can be found at: www.visitplymouth.co.uk/members (please do check these before signing) as well as agreeing to the rolling membership contract. You also agree that any text, images or events added to the Visit Plymouth website may be used to promote your business and the region by Visit Plymouth or to fulfil press requests we receive.

Please can you confirm that any images or text provided to Visit Plymouth are not copyrighted and that we are permitted to use them for promotional purposes.

* Subject to availability. All prices exclude VAT.

Please save this document with the above completed and send to alison@destinationplymouth.org.uk

Please select the category you would like your listing to appear under (only select one)

<i>Food & Drink</i>	<i>Attraction</i>
<i>Activity</i>	<i>Wedding / Venue Hire</i>
Accommodation	
<i>Hotel</i>	<i>B&B</i>
<i>Self Catering</i>	<i>Agency</i>
<i>Camping / Caravan / Holiday Park</i>	

If you would like to an additional listing, please tick the relevant category box below.

<i>Food & Drink £75</i>	<i>Accommodation £75</i>
<i>Wedding / Venue Hire £75</i>	<i>Activity £75</i>
<i>Attraction £75</i>	<i>Spa & Wellbeing £75</i>

Banner Advertising*

If you would like any banner adverts, please tick the relevant advert boxes below and advise how long you require it for.

Advert	Homepage	Inner Landing Pages
<i>1x1 Tile</i>	<i>£80 (video £155)</i>	<i>£60 (video £135)</i>
<i>2x1 Tile</i>	<i>£90</i>	<i>£70</i>
<i>Bottom box banner</i>	<i>£45</i>	<i>£30</i>
<i>Bottom landscape banner</i>	<i>£40</i>	<i>£25</i>

Please state how many months you would like your banner to run. A 10% discount is applied for any ads purchased for 6 months or longer.

<h3>Membership Fee</h3> <p>Total payable + VAT</p> <p>(Please include membership fee plus any additional listings and/or banner adverts).</p> <p>Start date</p> <p>Payment to be received in 30 days and prior to your listing going live. An invoice will be sent to you on receipt of this application.</p>

<i>Signed</i>



TIMMIE LIDO 195-107

OPENING SATURDAY 17th MAY