

## VISIT PORTSMOUTH - TOURISM MARKETING COMMUNICATIONS PLAN 2024-2025

This marketing and communications plan 2024-2025 details planned activity in line with the target markets detailed in the Tourism and Visitor Economy Strategy 2023-2028. Activity will be measurable, reported on and shared with partners and stakeholders throughout the year.

### Primary Target Markets

- Two Hours from Portsmouth – Day Visitors including Domestic Group visits.
- Overnight/Short-Break Market – Staying Visitors
- International and domestic cruise passengers
- International – Europe and North America

### Secondary Markets

- Visiting Friends and Relatives (VFR)
- Business and Conference Market
- International Markets – rest of world

### Key Messages - under the umbrella theme: Portsmouth, the Great Waterfront City

- Portsmouth, Discover More in '24
- D-Day 80<sup>th</sup> anniversary
- Isle of Portsmouth / Island City
- Cultural city with world class events
- Modern city with stories to tell
- Stay longer, discover more

Marketing campaigns will be driven by specific events or key periods in the marketing calendar and, where appropriate, will be run in conjunction with our major destination partners to maximise spend and reach. These will be flexible and dynamic with the Visit Portsmouth digital channels being key to delivery.

**Primary Target Markets**  
**Domestic day and short break visitors**

Activity	Date	Objective	Product Offerings/Themes	Communication Channels
Staying/Short Break campaign	As relevant and to include Jan/Feb and school holidays.	Give consumers an experiential experience of what they can expect from the city which delights and engages them in order to push them along the funnel to decide to visit and stay.	Destination publications Experiential campaigns Videos	Digital Social Media Publications Lead generation campaign
Main season campaigns with major destination partners	Pre-Easter June - Aug Sept/Oct	Awareness of the wide and varied attractions and things to see and do in Portsmouth to drive up day visitors. To include D-Day 80 promotion Focus on sustainable transport/travel by train.	Attractions Shopping Culture Waterfront Museums Open Spaces	Outdoor advertising e.g., rail network/London Waterloo/underground  Digital paid for campaign
Attraction/event specific campaigns	All Year	Drive up visitors to specific events or attractions. (where pertinent include offers with partner attractions/transport). Focus in 24 on D-Day 80. Focus in 25 - Portsmouth 100/Pride/Sailing events.	D-Day 80 Family fun Evening Entertainment Christmas in the City Food and Drink	Digital - free and paid for Publications
Press and PR	All year	Raise awareness of Portsmouth in general and breadth of offer	As relevant following requests	National and international Press.
Localisation of national campaigns and anniversaries	Across the year	Leverage national campaigns and special dates by localising marketing messages to Portsmouth-specific	e.g.: D-Day 80 English Tourism Week Heritage Open Days	Website/PR Social Media E-newsletters Publications
Promotion of events and cultural activity	Across the year	Highlighting creativity to drive new and repeat visits to the city	Major events Cultural attractions	

**Primary markets cont.**

**Domestic Group Visits**

Target Market	Activities/Events/Communication Channels	Lead Partner/s	Marketing Messages
Group Travel	Attendance at marketing events including Britain and Ireland Marketplace, Excursions Group Travel Show	Destination partners/ Regional partners	Strength of varied offer Themed visits Accessible location Range of accommodation and cultural offer
Group Travel	Development of additional bookable themed product	Visit Portsmouth	Range of themes
Group Travel	Familiarisation visit for group organisers	Visit Portsmouth/partners	Range of offer for groups

**International and Domestic Cruise Visitors**

Target Market	Activities/Events/Communication Channels	Lead Partner/s	Marketing Messages
Cruise passengers into Portsmouth	Cruise Passenger Programme: Meet and Greet, Cruise Business Event.	Visit Portsmouth and partners. Shaping Portsmouth International Port	Strength of varied offer Themed itinerary options Portsmouth welcomes cruise business
Cruise passengers Portsmouth and Southampton	Targeted marketing to Shore Excursion Companies to grow share of cruise excursions into Portsmouth.  Further development of themed itineraries  Visit Portsmouth website improved content	Visit Portsmouth	Strength of varied offer Themed visits Accessible location Range of accommodation and cultural offer

**Primary Markets cont.**

**International, Europe and North America**

Target Market	Activities/Events/Communication Channels	Lead Partner/s	Marketing Messages
Europe and North America	Partners in campaigns: Europe North America	Tourism South East	Strength of varied offer Themed visits Accessible location Range of accommodation and cultural offer
Europe and North America	Attendance at marketing events such as Britain and Ireland Marketplace.	Visit Portsmouth	Range of themes
Europe	Campaign targeting north west France market	Brittany Ferries/IOW	Possible continuation of 'Say 'Oui' to the south, the south of England'
Europe	Information at arrival and departure Ports/Ferries	Visit Portsmouth International Port	Strength of varied offer Range of accommodation and cultural offer
Europe	Attendance at relevant international marketing events and trade shows with regional partners	Visit Portsmouth Tourism South East	Strength of varied offer Themed visits Accessible location Range of accommodation and cultural offer

**Secondary Markets**

**Visiting Friends and Relatives**

Target Market	Activities/Events/Communication Channels	Lead Partner/s	Marketing Messages
University students and family	Attendance at relevant University events Marketing collateral available for open days etc. Visit Portsmouth digital channels.	Visit Portsmouth University of Portsmouth	Stay longer and discover more
Residents and visiting family	Visit Portsmouth digital channels	Visit Portsmouth	Range of offer

## Secondary markets cont.

### Business and Conference Market

Target Market	Activities/Events/Communication Channels	Lead Partner/s	Marketing Messages
Business and Conference Market	Meet Beyond London: Portsmouth - Gold Destination Partner range of activity.	Visit Portsmouth Tourism South East Destination Partners	Portsmouth is open - for business. Unique locations Accessible location
	Website - Venues in Portsmouth (VIP) pages and Venues in Portsmouth publication.	Visit Portsmouth	Portsmouth is open - for business. Unique locations Accessible location
	Visit Britain International Events programme Portsmouth destination on VB website	Visit Britain Visit Portsmouth	Portsmouth is open - for business. Unique locations Accessible location
	Familiarisation visits and tours, attendance at relevant events e.g. PA Show.	Visit Portsmouth Tourism South East	Unique locations Accessible location

### International - rest of the world

Target Market	Activities/Events/Communication Channels	Lead Partner/s	Marketing Messages
International - rest of the world	Britain and Ireland Marketplace Other opportunities as they arise re. Increase in interest in south coast from other international markets.	Visit Portsmouth	Strength of varied offer Themed visits Accessible location Range of accommodation and cultural offer

### Measurement

Success metrics for each campaign will vary, informed by each campaign's own specific aims, objectives, channels, content and budgets. The metrics will be determined before each campaign and shared with all relevant parties for consensus. Digital campaigns will most typically use reach, impressions, website visits, video views and ad recall. Other campaigns would likely use web traffic, brochure downloads, poster views, media coverage and more - based upon the unique set of objectives and channels.