



## Tourism and Leisure Fact Sheet

**Plymouth's vision is to become 'one of Europe's finest, most vibrant waterfront cities'.**

**With over 40% of the city being green space, Plymouth is one of the greenest in the UK**

**Second highest number of '5 Gold Anchor' marinas awarded anywhere in the UK**

**The Box is Plymouth's major new museum, gallery and archive and the largest cultural and heritage space opened in the UK in 2021**



## Sector Overview

- 4,303 FTE, which is 5% of all employment (2021)
- £193m GVA (2021)
- £44,800 GVA per FTE

## Specialist Companies

- Adrenalin
- Brittany Ferries
- Drake Circus
- The Barcode
- Everyone Active
- National Marine Aquarium
- Plymouth Boat Trips
- Plymouth Gin Distillery
- Plymouth Ski Slope and Snowboard Centre
- The Box Plymouth
- Theatre Royal Plymouth
- Clip n Climb
- Super Tramp
- Paradise Island Adventure Golf

## Visitor Plan 2020 - 2030

The 2020 – 2030 Visitor Plan is a framework for Plymouth that describes at high-level what needs to happen to develop the city's visitor economy over the coming decade. Its focus areas are:

- To grow visitor spend by 30% from £347million to £450million in a decade.
- To increase total visitor numbers by 15% from 5.1million to 6million by 2030.
- By 2030 position Plymouth as Devon and Cornwall's premier visitor destination and a top ten UK city break.

## Destination Plymouth

Destination Plymouth is a partnership between Plymouth City Council and businesses in the City Centre and Waterfront areas that co-ordinates the delivery of the Visitor Plan for Plymouth.

It brings together the activities of the City Centre Company and the Plymouth Waterfront Partnership, both of which are Business Improvement Districts.

## Events

The city hosts a number of high-profile and award winning events each year, including Pirates Weekend Plymouth, Flavour Fest, Armed Forces Day, Seafest Plymouth and the British Fireworks Championships. It also regularly attracts world-class sailing events such as SailGP, Rolex Fastnet and Transat.

In 2022 547,500 people attended city events and in 2023 the city will host 36 individual events across the year, with over 200 live event days

## Visitor Attractions

### The Elizabethan House

The Grade II listed Elizabethan House, one of Plymouth's oldest buildings, restored thanks to an award of £142,000 development grant from the Heritage Lottery Fund for restoration as part of the Mayflower 400 commemorations, and is a prime visitor attraction.

### The Mount Batten Watersports and Activities Centre

The Mount Batten Watersports and Activities Centre is one of the foremost Outdoor Education centres in the South West, with a reputation for excellence and professionalism in water and land based activities.

### Theatre Royal Plymouth

The Theatre Royal Plymouth is the largest and best attended regional producing theatre in the UK and the leading promoter of theatre in the South West.

### The Box Plymouth

The biggest cultural attraction to open in England in 2020, The Box includes cutting-edge galleries, high profile exhibitions and interactive events which will take visitors on a journey from prehistory to the present and beyond.

Opened in 2020, The Box is expected to attract 300,000 visitors a year from across the world.

## Green Tourism Scheme

Destination Plymouth has launched an ambitious new partnership with 'Green Tourism' to position Plymouth, Britain's Ocean City, as a leading destination in sustainable tourism. The 3-year partnership gives eligible businesses the opportunity to achieve the internationally recognised 'Green Tourism Standard' while supporting them to recover and grow in an environmentally sustainable way.

## Cruise Tourism

2023 sees an increase of the number of cruise ships scheduled to visit Plymouth with the current 12 bookings including the Spirit of Discovery (Saga Cruises), Silver Dawn (Silversea Cruises) and Braemar (Fred Olsen Cruise Lines). Plymouth has three different berthing and anchorage options for cruise ships including berths alongside Trinity Pier and West Wharf at Millbay plus a number of anchorages in Plymouth Sound.

## Heritage

Plymouth has had a long history as one of the most important naval towns in the UK and was the port where many famous explorers were based or disembarked from our shores.

There are over 750 listed buildings in Plymouth and over 200 can be found around The Barbican. The Barbican also has the highest concentration of cobbled streets in England.

Plymouth Heritage Praxis is a specialist unit at the University of Plymouth that specialises in the investigation and interpretation of historic sites, cultural landscapes and material culture. Working closely with local partners, projects include Plymouth Heritage Trails, the Highstreet Heritage Action Zone and exhibitions such as Plymouth After Dark.

## Plymouth Sound National Marine Park

Plymouth Sound is the home of the UK's first and only National Marine Park. Its role is to make Plymouth and Plymouth Sound the very best they can be for people, place and planet. Across the city the National Marine Park team are working to provide more opportunities for everyone to enjoy the marine environment and to open up new places to visit. For more information visit, <https://plymouthsoundnationalmarinepark.com>

## Existing and New Developments

The Railway Station regeneration will attract inward investment of £48 million over the next 10 years, create 705 jobs and 13,000 sq m of new education, retail and leisure space.

The Barcode is the latest development in Plymouth to be led by British Land which saw £50 million worth of investment made creating a new leisure destination which includes: 13 restaurants, an 11 screen IMAX cinema complex and an Adventure Golf facility.







## Plymouth is Well Connected

24 trains to London Paddington per day, with journey times from three hours.

Three international airports located within a two-hour driving distance.

Daily sailing to Roscoff and weekly sailing to Santander with Brittany Ferry

## Skills

### The University of Plymouth

The University of Plymouth is committed to training the workforce of the future and delivers an MSc. In Tourism and Hospitality Management which is accredited by the Tourism Management Institute and recognised as a centre of excellence by the Institute of Travel and Tourism. The University attracts a significant numbers of international students and the off-campus expenditure of international students and their families is worth £23.9m annually.

The Arts Institute at the University of Plymouth delivers a free, curated public art programme and is a key player in the cultural development of the city. Per annum over 28,000 attended exhibitions and performing arts and over 450,000 attended the Ignite Festival which celebrates creativity in the city.

### City College Plymouth

The fantastic facilities at City College Plymouth include a fully equipped mock air cabin, providing a realistic working environment in which to train, and learners will be able to expand their knowledge thanks to regular visits from industry speakers, conferences and industry-preparation days. Courses include Travel and Tourism and International Tourism Management which can be studied either full time or part time.

## Take Action

To find out more about what Plymouth offers the tourism and leisure sector, or to discuss how our business support service can help meet your business needs, please contact:

### Enterprise and Inward Investment Team

[invest@plymouth.gov.uk](mailto:invest@plymouth.gov.uk) [investplymouth.co.uk](http://investplymouth.co.uk)



**Invest in tourism and leisure**