



EXPLORE THE OUTDOORS

POST SHOW REPORT

2009



The second 'Explore the Outdoors' show took place at Plymouth Pavilions on 21st and 22nd February, and was opened by actor and television adventurer Charley Boorman who was mobbed by fans taking photographs and seeking autographs! Charley was a real pull for the show, giving a talk in the Speaker Theatre as well as greeting visitors and signing books; he said he hoped the show would inspire people to get out and about, especially as the region has such fantastic places to explore – and we agree!



The main arena was split into four zones: Explore, Adrenaline, Travel and Watersports. Sponsors of which were Bowmore Single Malt Islay Whisky, Blacks Leisure, Air Southwest, and Freespirit.

Our Speaker Theatre hosted a wealth of inspirational talks and presentations from Charley Boorman, Votwo Events & Adventure, National Marine Aquarium, Ben Mee of Dartmoor Zoological Park, Devon Eagles, Devon Cave Rescue, Rock & Rapid Adventures and the British distance skater Laura Hatwell.

Over 50 exhibitors took part in the show including the National Trust, Aerosaurus Balloons, International Paintball Games, the RNLI and Pebbles Adventure Travel. Outdoor Experience set up camp in the Arena Bar, GT Motorcycles showcased their fantastic bikes, Liquid Boards Ltd had a demonstration area, Treasure Trails produced a bespoke trail especially for the show and Dartmoor Zoo brought some furry and not so furry friends along! Visitors could try activities from Plymouth Ski & Snowboard Centre who brought their mobile ski slope, Duchy College who returned with the extremely popular crate stacking and kayaking taster sessions, Stonehouse Playspace Association who set up a climbing wall and sailing simulator, Rock & Rapid Adventures who tested people's balance on their slack lining course and In Deep Diving who gave free dive sessions in the Pavilions' pool.

Visitor Statistics:

- 27% were most interested in Adrenaline
- 31% were most interested in Explore
- 21% were most interested in Travel
- 20% were most interested in Watersports

Top 3 reasons for attending:

- 32% to meet and talk with exhibitors
- 32% to try activities
- 6% to listen to speakers

- 44% thought the activities were the highlight
- 22% thought the speakers' presentations were the highlights of the show

Age profile:

- 0 -19 years – 20%
- 20-24 years – 2%
- 25-34 years – 20%
- 35-44 years – 41%
- 45-54 years – 14%
- 55-64 years – 2%
- 65 + years – 0%

- 30% of the attendees were male and 70% female.

- 76% attended with a group, 17% with a partner, and 7% alone

- 1716 people attended the show

Visitors would like to have seen:

- More bikes
- More camping and walking equipment
- More sailing and diving
- Kayaks & canoes
- Snowboarding
- More for kids and more hands on
- More exhibitors and kit to buy
- Cheaper admission

Some comments:

- Fantastic!
- Great to see the diversity of local companies!
- Charley was great!
- Good selection of activities and exhibitors!

Exhibitor Statistics:

- Overall impression of the event – average of 4 out of 5
- Organisation of the event – average of 4 out of 5
- Helpfulness of staff – average of 5 out of 5

Aims:

- Promote organisation/raise awareness – 59%
- Gain sales – 18%
- Gain contacts – 16%
- Gain data – 8%

Were the aims met?

- Yes – 65%
- Partly – 30 %
- No – 5%

Sales:

- £ 405 average sales per exhibitor

Consider exhibiting in 2010?

- Yes – 62%
 - Maybe – 33 %
 - No – 5%
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- Exhibitors gained an average of 1517 competition entries

Exhibitors would also like to have seen:

- More exhibitors
- Speakers on both days (key guest speaker)
- More activities
- More attendees
- Re-look at entry charge
- More facilities for exhibitors

Some comments:

‘Great day out for all the family’

‘Charley was great!’

‘Good range of activities, good range of speakers, great atmosphere’

‘Staff very helpful when dealing with queries and responding’

‘Good security staff so helpful’

Exhibitor List:

| |
|---|
| Rock & Rapid Adventures |
| Adventure First Aid |
| Devon Cave Rescue |
| Plymouth Motorcycle Club |
| St Lukes Hospice |
| Blacks Leisure |
| Plymouth City Council Road Safety |
| Bowmore Islay Single Malt Whisky |
| Duchy College |
| Liquid Boards Ltd |
| Get Out There T/A Cogs Bikes |
| Prime Delux |
| Aerosaurus Balloons |
| Steel Pony Tours |
| UCP Marjon |
| International Paintball Games |
| Devon Wildlife Trust |
| Dartmoor Magazine |
| Dartmoor Zoological Park |
| Devon Eagles |
| The National Trust |
| University Bookseller |
| In Deep Dive Centre |
| Everest Base Camp Challenge |
| Aquanauts Dive Centre |
| Freespirit |
| Pavilions Leisure |
| British Kite Surfing Association |
| Stonehouse Playspace Association |
| RNLI - Lifeboats |
| National Marine Aquarium |
| Air Southwest |
| Pebbles Adventure Travel |
| Brittany Ferries |
| Rodgers of Plymouth |
| Treasure Trails |
| Spirit of Adventure |
| Dartmoor Partnership |
| Vitalise Churchtown |
| Muksak |
| English Riviera Tourist Board |
| Votwo Events & Adventure |
| GT Motorcycles |
| Outdoor Experience |
| Woodland Riders Club |
| Plymouth Ski & Snowboard Centre |
| Westfalia Ford supplied by Vospers Plymouth |
| Highline Adventure |
| Esporta Devonshire Health & Racquet Club |
| RNLI - Lifeguards |

Speaker Line Up

Charley Boorman - Actor and television adventurer

Ben Mason - Votwo Events & Adventure Ltd

Jon Whiteley - Devon Cave Rescue

Laura Hatwell - British Distance Skater

Paul Cox - National Marine Aquarium

Ben Mee - Dartmoor Zoological Park

Keith Crockford - Rock & Rapid Adventures

George Hedges - Devon's Eagles



MARKETING ACTIVITY PLAN

Print Distribution

City Centre print distribution
Exit leafleting
Print distribution to exhibitors
Print distribution to surf shops/schools in Plymouth, Devon and Cornwall
Print distribution to shops and cafes in Plymouth, Newquay, Padstow, Salcombe, etc
Print distribution to outdoor and activity centres
Print distribution to National Trust coffee shops
Print distribution to dive schools and centres in Plymouth and surrounding area
Print distribution to HMS Raleigh & HMS Drake
Print distribution to camping and outdoor shops in Plymouth and surrounding area
Print distribution to schools, colleges and universities in Plymouth and surrounding area
Print distribution to local gyms and sports centres

Media Advertising

Weekly listings advertisements in the Herald
Monthly listings in all publications
Herald quarter page colour advertisement
Herald quarter page colour advertisement
Herald 15 x 3 Full Col Page 3
2 x Express & Echo 15 x 3
2 x West Briton 15 x 3
Western Morning News 15 x 3 full colour
24-7 Magazine full page colour advertisement
What's On South West
NHS Publication 'Primary Voice' 19 x 4 banner
Services personnel publication
Parish magazines (outlying areas)
Liskeard Gazette & Journal Series

Email

On sale email sent to our database
Reminder email to be sent to our database
Exclaimer email signature
Convert flyer to HTML to embody an email
Distribute e-flyer via City Centre Company to big retailers
Distribute e-flyer via Chamber of Commerce
Email to all Plymouth University students

Website

Inclusion on www.plymouthpavilions.com (including 24/7 online booking)
Content Management on site
Domain names for Explore website
Update of logos on website
Include Explore the Outdoors on Facebook site
www.plymouthpavilions.com homepage main feature

Season Brochure

Full page colour advert in Plymouth Pavilions Autumn Season Brochure
Listing in Plymouth Pavilions Spring Season Brochure
18,000 flyers to be included with mailout of Spring Brochure

Media

Announcement for potential exhibitors press release sent to all local media
Sponsors confirmed press release sent to all local media
On sale press release sent to all local media
On sale press release to be sent to specialist publications
Reminder press release to be circulated to all local media
Media activities (i.e. Citadel abseil)

Gordon Sparkes to plug on his breakfast show
Potential interviews with speakers - Charley Boorman if possible
Plymouth Sound or The Herald competitions - TBC

Other

Onsite plasma screen advertising (venue)
Onsite poster displays
JC Decaux Panels
Bus shelters
Plymouth Arygle toilet door advertising
City Centre roundabout banner to front of venue
New logo
Exhibitor/sponsor print to be updated & put into HTML
Exhibitor booking forms created in-house ready to email
Headed paper produced in-house & printed ad hoc?
Visitor print to be updated & printed (100 A2 posters, 250 A4)
First phase of A5 flyers (2,000)
Second phase of A5 flyers (90,000 for each phase)
Resize of PAFC posters
Programme to be designed & printed (3,500 copies)
Guest speakers at the event
Welcome banner for above Arena Bar doors
Hanging banners for each zone - logos to be updated
Stamp -
Branded T-shirts for staff to wear at the show
TV advert 16th – 20th February
Rockbeast Photography
Exit leafleting



ADRENALINE **EXPLORE** **WATERSPORTS** **TRAVEL**

explore the outdoors

21 - 22 February 2009 In association with **Herald**
THE VOICE OF PLYMOUTH

**INTO BOOTS, BOARDS, BIKES OR BOATS?
... YOU'LL FIND IT ALL HERE AT PLYMOUTH PAVILIONS!**

TRY!
KAYAKING & DIVE SESSIONS, CRATE STACKING, SLACK LIVING, TREASURE TRAIL, CLIMBING WALLS, SAILING SIMULATOR, SKATE PARK PLUS MUCH MORE!

WIN!
A CHAMPAGNE FLIGHT FOR 2 COURTESY OF AEROSAURUS BALLOONS.
WEEKEND IN A CAMPERVAN THANKS TO SOUTH WEST CAMPER HIRE
2 TICKETS TO CLIMBING FESTIVAL IN ALICANTE FROM ROCK & RAPID ADVENTURES
A PAIR OF SKI'S WORTH £250 FROM UNLEASHED
PLUS GREAT PRIZES UP FOR GRABS WITH TREASURE TRAILS

LISTEN!
INSPIRATIONAL SPEAKERS AND DEMONSTRATIONS FROM MANY ORGANISATIONS INCLUDING NATIONAL MARINE AQUARIUM, ADVENTURE FIRST AID AND PLUS CHARLEY BOORMAN + MORE

EXHIBITORS!
UT MOTORCYCLES NATIONAL MARINE AQUARIUM DUCHY COLLEGE MARJONS AIR SOUTH WEST SPIRIT OF ADVENTURE NATIONAL TRUST OUTDOOR EXPERIENCE DEVON WILDLIFE TRUST TREASURE TRAILS VITALISE CHURCHTOWN ROYAL YACHTING ASSOCIATION KITE SURFING ASSOCIATION ROCK & RAPIDS RIVIERA ADVENTURE IN DEEP DIVING AEROSAURUS BALLOONS BOWMORE SCOTCH WHISKEY ADVENTURE FIRST AID DUKI DEVON CAVE ASSOCIATION WOODLAND RIDERS CLUB UNLEASHED

**CONFIRMED STAR OF HIT TV SERIES 'LONG WAY DOWN'
CHARLEY BOORMAN AS GUEST SPEAKER ON SATURDAY**

SATURDAY 10am - 5.30pm | SUNDAY 11am - 4pm

***Tickets £5 each, kids go FREE!**
*ICE RINK AND FUN POOL VOUCHER FOR EVERY VISITOR

For more information please call 0845 146 1460 or visit
www.explore-the-outdoors.com

alsouthwest.com Duchy College GI National Marine Aquarium Plymouth Pavilions BOWMORE ISLAY SINGLE MALT

Press release example:

**HALF TERM FUN! NEXT WEEKEND
ADULTS £5 – KIDS GO FREE!**

CALLING ALL OUTDOOR ENTHUSIASTS!
Explore the Outdoors returns to Plymouth Pavilions

Whatever outdoor pursuit you're into and whatever your age you'll find something to inspire you at **Plymouth Pavilions** over the weekend of **21 & 22 February** for the welcome return of **Explore the Outdoors**.

This year's show will be officially opened by **Charley Boorman** of the hit TV series "Long Way Down" – Charley will be joining other outdoor experts and inspirational speakers in the Speaker Theatre to talk of his adventures with Ewan McGregor!

Explore the Outdoors show encompasses all aspects of outdoor pursuits so whether you are an adrenaline junkie, into water sports, travel or exploring, this event will cater for all interests, ages and capabilities!

The 2009 show with official media partner, The Herald promises to be bigger and better than before with lots more activities to try and equipment to buy.

NEWS FLASH: New sponsors include - Blacks Leisure, Freespirit, Pebbles Adventure Travel and Liquid Boards Ltd!

New activities to the show this year include: A mobile Ski slope, skate boarding demo's, a falconry display, and weather permitting, Aerosaurus Balloons will have a display outside the Pavilions entrance!

Have a go on the **sailing simulator** and **climbing wall** provided by **Stonehouse Play Space Association**. The sailing simulator is part of a project called "Plymouth Youth Sailing" and is the only club in the area dedicated to the development for sailing for young people. The 25ft climbing wall is a great way for all the family to test their skill and nerve!

Back by popular demand is the **crate stacking** provided by **Duchy College** and if you really want to test your balancing skills and your nerve than you will want to try out '**slack lining**' provided by **Rock & Rapid Adventures!**

The Highline Adventure team will be filling an entire room with a **mobile half pipe** – a great alternative to street courses, ideal for skateboards and BMX riders plus mini climbing walls – so great fun for the little ones!

Woodlands Riders - the South West Downhill Mountain Bike Club will be setting up outside the entrance to the Pavilions and will be providing some great demonstrations.

Budding explorers won't want to miss the **Aquatheatre** from the **National Marine Aquarium**. Submersibles are based in an underwater tank at the aquarium, via a live link; visitors have the chance to test their wits around an assault course to win a really cool prize!

Kayaking and dive sessions will take place in the Pavilions pool – to book your session visit the stand on the day.

There are lots of great prizes for you to win this year as well including: Flights, Ferry tickets, a pair of ski's, tickets to climbing festival in Alicante, clothing, equipment and lots more!

With **Treasure Trails**, **cycling demos** and a **camp site** set up in our Arena bar – Explore the Outdoors is shaping up to be a fantastic event for all the family and what's more – **KID'S GO FREE!**

MARK THIS DATE IN YOUR DIARY NOW: SATURDAY 21 & SUNDAY 22 FEBRUARY 2009 – EXPLORE THE OUTDOORS - DOORS OPEN 10AM SATURDAY & 11AM SUNDAY!

Book your tickets online now on www.plymouthpavilions.com or call the box office on 0845 146 1460

Tickets are £5* and kid's go free! (Under 14's accompanied by an adult)
*Free leisure voucher for the Pavilions Pool or Ice Rink

Sponsors & Exhibitors already confirmed: National Marine Aquarium, GT Motorcycles, Duchy College, Bowmore Scotch Whisky, Treasure Trails, Air Southwest, Outdoor Experience, Unleashed, Highline Adventure, Rock & Rapid Adventures, Prime Delux, Albion Motorcycles, Cogs Bikes, Votwo Events & Adventures, Dartmoor Zoological Park!

For a full list of exhibitors log onto www.explore-the-outdoors.com

For all press enquiries please contact Robert Maltby, Marketing Officer at Plymouth Pavilions on (01752) 522212 or email robert.maltby@plymouthpavilions.com

Note to editor:

-Show logo attached

-Charley Boorman image attached

-Feel free to use attached floor plan and speaker theatre timetable