



Get a new view of Portsmouth at Seatrade Europe in Hamburg

Some of the most important decision makers in the cruise ship industry will get a new view of the Great Waterfront City, with the launch of innovative 360 degree videos of Portsmouth's world class tourist attractions at Europe's premier cruise expo this September.

Portsmouth International Port is pushing for more cruise ship visits in the coming years, and managers will be at Seatrade Europe in Hamburg (6-8 September 2017) to share the delights of the island city with cruise ship operators and travel agents. The videos are part of a new #portsmouthtakesyouthere marketing campaign, highlighting a range of exceptional experiences offered in the City and on holidays from the Port.

The new immersive 360 degree videos have been produced in a unique collaboration with Portsmouth University, giving students the chance to promote key sights and landmarks in the City. The interactive marketing material gives viewers the chance to get an all round impression of some of Portsmouth's most famous attractions.

Filmed using the latest camera technology, delegates will watch the 360 degree videos using special headsets but they can also be seen on tablets and other mobile devices. The short films can be downloaded by anyone from the internet, giving viewers the chance to 'pan around' and explore Portsmouth's attractions from wherever they are in the world.

Rupert Taylor, Harbour Master at Portsmouth International Port, is in charge of cruise ship operations.

Rupert, who will be at Seatrade Europe in Hamburg, says: "Portsmouth is a great port of call for visiting cruise ships. These new videos will show some of the most influential people in the business just what guests can see within minutes of stepping off their ships. With so many attractions to choose from on the doorstep at Portsmouth International Port it was a tough decision which ones to feature. We think we've given delegates at Seatrade Europe a great selection to view from all angles, taking them to the heart of our wonderful Waterfront City."

Viewers might choose a 360 degree perspective from the top of the Emirates Spinnaker Tower, with outstanding views of Portsmouth Harbour and The Solent. With the ability to look up, down and all around there's even a chance to see through the glass panel in the floor of the 100 metre high viewing deck. There is another video shot from the base of the iconic landmark, showing the sail like structure in all its glory on the waterfront.

Other immersive videos feature the Historic Dockyard, with a chance to view HMS Warrior, HMS Victory and the Mary Rose Museum. With many cruise passengers keen to combine shopping and dining, a 360 degree video of Gunwharf Quays has also been produced. Delegates will also get a view of the stunning passenger terminal at Portsmouth International Port, with its dedicated cruise facilities.

Portsmouth International Port is part of the CruiseBritain stand number 408 at Seatrade Europe in Hamburg. Rupert Taylor and his team are looking forward to meeting current clients as well as potential new operators.

New 360 degree video will be available to download from the website on 6 September.

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