



ENGLISH RIVIERA

BID COMPANY

Marketing Report 2022



Introduction



2022 was another very challenging year for Global Tourism in the aftermath of COVID, the war in Ukraine and rising living costs. It had been hoped that the pre-pandemic business levels of 2019 levels would be resumed, but with the exception of the main summer holiday period when we saw a high level of business and an increase in duration to 6.9 nights, the hoped for, wider recovery, did not happen anywhere.

Our Visitor Profile in 2022 recorded that 99% were UK 'staycationers' with 88% staying overnight.

Throughout 2022 consumers were impacted seriously by affordability and the 'cost of living crisis.' Booking trends and spend continued to be late and unpredictable, with the need for businesses to 'market hard.' Many businesses struggled with shortage of staff and rising costs, particularly energy costs.

In response to the market and the fact that 74% of our visitors live outside the South West, the ERBID Company continued to focus investment on Digital Marketing, investing over £400k on Destination Marketing activities as presented in the ERBID2 Business Plan. Specific activity included continued National Advertising, Regional Radio Advertising, further development of the English Riviera Website and Social Media Channels and increased and carefully targeted seasonal campaigns designed to reactivate bookings. More details of these Marketing activities and the results are presented in this report.

Results Summary



In 2022, the English Riviera brand was in front of potential visitors **38 million times** through a variety of digital and out of home media campaigns.

This led to almost **1.1 million website users**.

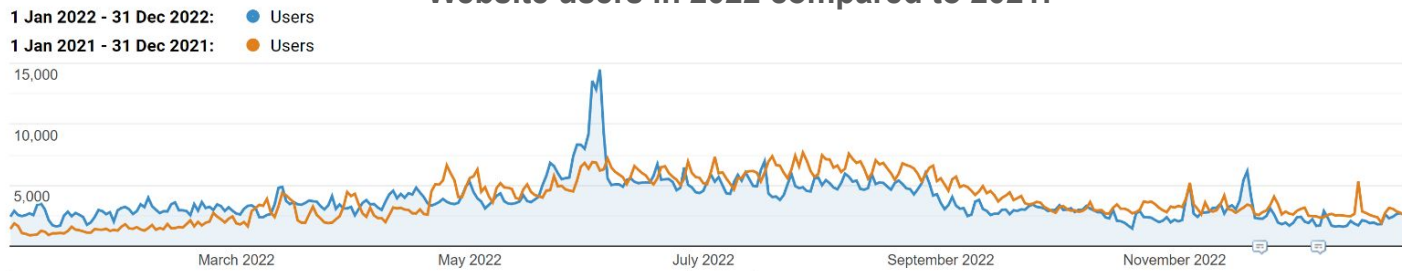
And **over 50,000 visitors helped** through the ERBID Company Visitor Information Centre.

| Number of potential visitor impressions | |
|---|------------|
| Newsletters | 592,709 |
| Instagram | 891,367 |
| Facebook | 6,595,467 |
| Twitter | 102,686 |
| TikTok | 8,883 |
| English Riviera Walking Festival social media | 26,344 |
| England's Seafood Feast social media | 24,865 |
| Paid Digital Campaigns | 23,306,481 |
| OOH Campaigns | 6,624,275 |
| TOTAL: 38,173,077 | |
| Number of English Riviera website users | |
| 1,072,868 | |
| Number of visitors helped | |
| Visitor Information Centre visitors | 36,897 |
| Visitor Information Centre phone calls | 4,413 |
| Visitor Information Centre email enquiries | 3,380 |
| Visitor Information Centre guide requests | 1,468 |
| Visitor Information Centre online guide downloads | 4,125 |
| TOTAL: 50,283 | |

Website Summary



Website users in 2022 compared to 2021:



| Year | Users |
|------|-----------|
| 2018 | 711,170 |
| 2019 | 883,779 |
| 2020 | 792,244 |
| 2021 | 1,114,207 |
| 2022 | 1,072,868 |

Website users were 3.7% down compared to 2021, however 2021 was a bumper year for staycations. In fact, if you exclude 2021, users in 2022 were significantly higher than any previous year (see table above). If you compare 2022 with the last “normal” year (2019), website users were up 21%.

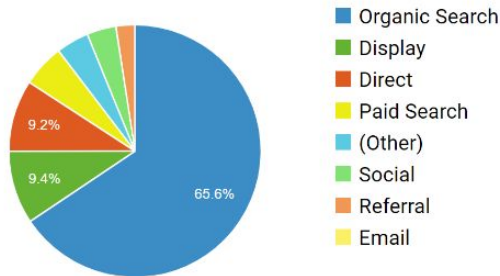
Interestingly, up until the main summer months, users were up or very similar to 2021. Over the Platinum Jubilee and the airshow weekend (2nd-4th June), traffic spiked 98% compared to 2021, with top pages including the Jubilee, Airshow and Music on the Meadows event pages.

68% of users visited the site via mobile, 23% via desktop and 9% via tablet.

New, first time users accounted for 82% of all users, with returning users representing 18%. Returning users spent longer on the website (2.16 mins vs 1.26 mins) and viewed more pages (2 pages vs 1.8 pages).

Website Acquisition & Behaviour

Where are users coming from?



Organic Search (Google in particular) continued to be the primary channel for people looking to visit the English Riviera website, contributing to 720k users to the website (65% of all visits in 2022), followed by display advertising at 103k (9.4%), direct at 101k (9.2%) and paid search advertising 60k (5.6%).

Users arriving via paid search had the lowest bounce rates (arriving on the website and clicking away again), whereas users arriving via social (including paid social) had the highest.



What are users looking at?

| Page | Pageviews |
|--|------------------|
| Home* | 188,286 |
| Things To Do | 68,915 |
| Things To Do in Torquay | 67,686 |
| English Riviera Attractions in Autumn* | 56,070 |
| Whats On | 52,788 |
| Explore Torquay | 49,013 |
| Top 10 Beaches | 39,752 |
| 2022 Platinum Jubilee | 30,302 |
| Accommodation | 29,865 |
| Seafood FEAST* | 28,668 |
| Total pageviews on website 2022 | 2,955,072 |

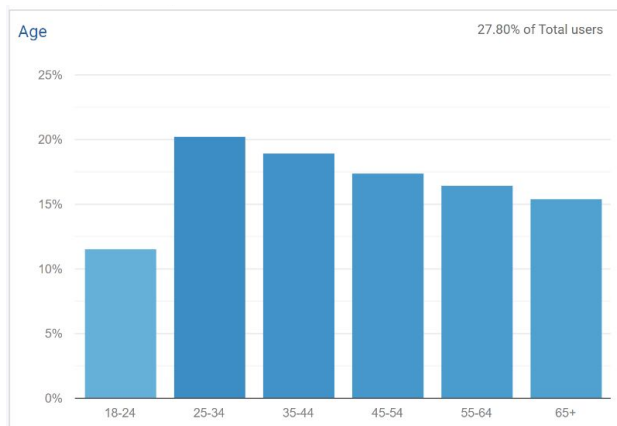
The above are the top 10 viewed pages in 2022. Torquay drove a lot of traffic to the website, alongside events and things to do.

**The English Riviera Attractions in Autumn page, Seafood FEAST page and the Home page all had paid advertising campaigns directing traffic to them, but the remainder of the pages shown here were primarily driven by organic traffic (people typing relevant keywords into a search engine).*

Website Demographics



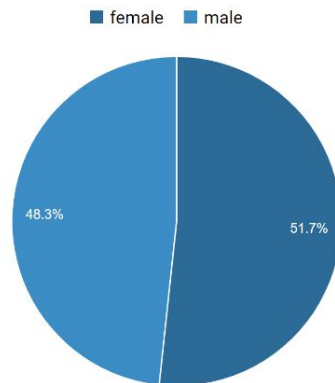
Website users by age:



25-34 year olds were the largest age bracket to visit the website in 2022. In fact, 25-34 and 35-44 combined accounted for almost 40% of all visitors to the website, suggesting that the primary audience is those of young family age. This was followed by 45-54 year olds, 55-64 year olds, 65 and over and then 18-24 year olds.

There is a fairly even split between females (51.7%) and males (48.3%). Website users from the United Kingdom represent 94% of all users, with day visitors (2 hour drivetime of the English Riviera) being a larger proportion to staying visitors. Birmingham, Cardiff and Sheffield were the most common areas that website users were based in the “staying” locations.

Website users by gender:



Website users by location:

| City | Users |
|------------|---------|
| London* | 322,588 |
| (not set) | 136,087 |
| Torquay | 55,638 |
| Plymouth | 44,655 |
| Exeter | 37,074 |
| Bristol | 34,120 |
| Birmingham | 27,786 |
| Paignton | 26,682 |
| Cardiff | 12,365 |
| Sheffield | 12,143 |

*Always take location data with a pinch of salt – London is usually the number one location for all websites, as many servers are based there.

Newsletters



27 visitor newsletters went out in 2022, which you can view online via the archive [here](#).

The newsletters predominantly highlighted major events (Jubilee, Bay of Lights, Walking Festival, Seafood FEAST, Agatha Christie Festival), and the changing of seasons (Spring, Summer, half-terms, Easter).

The most opened newsletter was the Visitor Survey with the subject line *“Your opinion matters. Tell us about your English Riviera experience to be in with a chance of winning £100 in our prize giveaway.”* with an open rate of 40%. This also received the highest click through rate at 3.8%. Other popular emails included the Jubilee, Walking Festival, Seafood FEAST and summer.

| Results | |
|--|---------|
| Emails sent (no. of newsletters x subscribers at time of sending) | 592,709 |
| Opens | 206,490 |
| Open rate | 35% |
| Clicks | 8,985 |
| Click through rate | 1.5% |



Industry average open rate is 20.44%, and average click through rate is 2.25%.

Although we are performing well above average in our open rates, we need to work on our click through rates in 2023.

Instagram Top Posts



Highest Reach

Quaint, colourful and anything quintessentially English tend to get high reach.



Liked by the_grand_torquay and 392 others
myriviera Don't miss a visit to our 'picturesque' village of Cockington where you'll discover its narrow lanes, thatched houses and not forgetting the quintessentially English... more
View all 16 comments
cockington_cottages Stay at cockington_cottages 🥰 3 gorgeous holiday cottages in this stunning village. www.cockingtoncottages.co.uk for details.

Highest Engagement

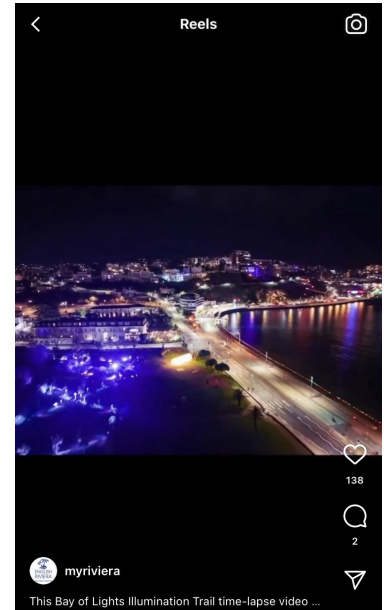
Content asking for suggestions tend to get high engagement via comments



Liked by babbacombemodellvillage and 367 others
myriviera Enjoy year-round dreamy coastal scenery from every anole. 🌊 🌅 🏡 ... more

Most Viewed Reel

Reels about events tend to get the most views, like this Bay of Lights reel



Instagram Summary



Our organic Instagram activity and the seasonal and tactical digital marketing campaigns continues to improve with growth across all areas which is really positive.

The most engaging posts have been posts based around beautiful user-generated content that we've been able to utilise through our CrowdRiff platform.

The introduction of user-generated content (via the Crowdriff platform) has provided the English Riviera with an extensive and ever-growing library of images and videos that we gain full rights to use for all future marketing and is an integral part of our ongoing social media activity.

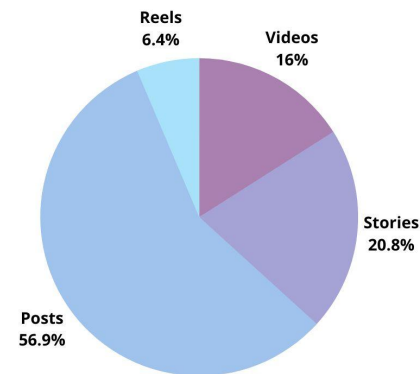
The industry have noticed their engagement rates falling by around 30% due to Instagram's algorithm altering to prioritise its paying clients. this explains why our engagement rate is down from 4.3% to 2.6%.

Our objectives for 2023 will be to increase our engagement by 3% and grow our following by 5%.

To also win more engagement we plan to create and post more reels (full-screen vertical videos) as they tend to earn more views and higher engagement rates. Additionally, reels exist indefinitely on our feed, while stories will disappear after 24 hours.

| | 2022 | 2021 | Percentage change |
|-------------------------|---------|---------|-------------------|
| Number of posts | 228 | 130 | +75.4% |
| Impressions | 891,367 | 452,793 | +96.9% |
| Engagements | 23,306 | 19,491 | +19.6% |
| Engagement rate | 2.6% | 4.3% | -39.3% |
| Followers Change | 6,119 | 5,297 | +15.5% |

Reach by content type




Facebook Top Posts





Highest Reach

Information on our exciting events tend to get high reach on Facebook



 **The English Riviera** ...
Posted by Sprout Social
1 Jun 2022 · 🌐

Are you attending The [English Riviera Airshow?](#) 🚀

! To avoid any disappointment, we highly re... See more




[See Insights and Ads](#) [Boost post](#)

  174 31 comments 91 shares


Highest Engagement

This post received lots of shares because as it was the first announcement made about the new Bay of Lights Illumination Trail



 **The English Riviera** ...
Posted by Steve Pearce
20 Nov 2022 · 🌐

Our new Bay of Lights Illumination Trail has begun. 🌈👉

This free trail covers a 1.5 mile route along To... See more



[See Insights and Ads](#) [Boost post](#)

  You and 1.3k others 460 comments 400 shares

Facebook Summary



Our organic Facebook activity plus the paid seasonal and tactical digital marketing campaigns continues to improve with growth across all areas which is really positive. The industry engagement rate is between 1-5% so with a rate of 4.5% and growth of 6.2%

The most engaging posts have been based around our featured key events such as Bay of Lights Illumination Trail and English Riviera Airshow plus beautiful user-generated content that we've been able to utilise through our CrowdRiff platform.

The introduction of user-generated content (via the Crowdriff platform) has provided the English Riviera with an extensive and ever-growing library of images and videos that we gain full rights to use for all future marketing and is an integral part of our ongoing social media activity.

Our objectives for 2023 will be to increase our engagement by 3% and grow our following by 5%.

In order to gain even more engagement, we plan to create and post more reels (full-screen vertical videos) as they tend to earn more views and higher engagement rates. Additionally, reels exist indefinitely on our feed, while stories will disappear after 24 hours.

| | 2022 | 2021 | Percentage change |
|----------------------------|-----------|-----------|-------------------|
| Number of posts | 164 | 113 | +45.1% |
| Organic Impressions | 6,595,467 | 4,440,553 | +48.5% |
| Engagements | 658,802 | 587,077 | +12.2% |
| Engagement rate | 4.5% | 4.2% | +6.2% |
| Followers Change | 53,097 | 49,155 | +8% |

Twitter Top Posts



Highest Reach

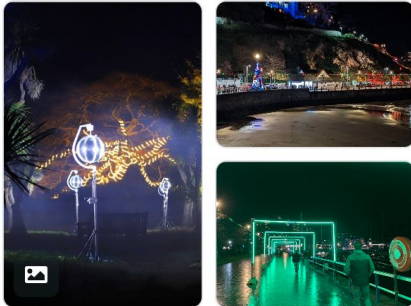
Events tend to get higher reach on Twitter...



@EnglishRiviera

Tue 12/20/2022 11:04 am GMT

Our Bay of Lights Illumination Trail looks absolutely spectacular! ✨🌈 Runs until Saturday 8th January 2023, so plenty of time t...



Highest Engagement

Captivating coastal imagery tends to get the best engagement on Twitter



@EnglishRiviera

Sat 6/25/2022 4:09 pm BST

Superb aerial shot over Shoalstone Pool in [#Brixham](#). [#Summer](#) swim in the sea or in the pool? Both look lovely! [#englishriviera...](#)



Twitter Summary



Our organic Twitter activity continues to improve with growth across all areas which is really positive. During 2021 we only posted 31 posts (compared to 101 during 2022) so this is the reason why we've seen such a huge growth.

The most engaging posts have been posts based around our featured key events and also beautiful user-generated content that we've been able to utilise through our CrowdRiff platform.

The introduction of user-generated content (via the Crowdriff platform) has provided the English Riviera with an extensive and ever-growing library of images and videos that we gain full rights to use for all future marketing and is an integral part of our ongoing social media activity.

Our objectives for 2023 will be to increase our engagement by 3% and grow our following by 5%.

| | 2022 | 2021 | Percentage Change |
|-------------------------|---------|--------|-------------------|
| Number of posts | 101 | 31 | +225.8% |
| Impressions | 102,686 | 29,072 | +253.2% |
| Engagement rate | 4.7% | 3.7% | +25.9% |
| Followers Change | 17,128 | 16,849 | +1.7% |

TikTok Summary



TikTok is a social media platform for creating, sharing and discovering short videos. The app has around 1 billion monthly active users and is used mainly by a younger audience and is an outlet to express themselves through singing, dancing, comedy, and lip-syncing, and allows users to create videos and share them across a community.

We launched our new TikTok account in 2021 but the platform wasn't used until June 2022. Our organic TikTok activity slowly continues to improve its following and we will continue to promote the English Riviera using user generated content to inspire prospective visitors.

Our objectives for 2023 will be to increase our engagement by 3% and grow our following by 5%.

| | 2022 | 2021 | Percentage Change |
|-------------------------|-------|------|-------------------|
| Number of posts | 28 | 1 | +2,700% |
| Reach | 8,883 | 0 | |
| Engagement rate | 1% | 22 | -4% |
| Followers Change | +147 | 245 | +15% |

Social Benchmarking



We currently benchmark the English Riviera against other leading Destination Management Organisations (DMO's) which allows us to analyse their social media performance and identify opportunities for the English Riviera BID Company to growth its audience.

Facebook

We have performed well and have achieved the number 1 spot for highest competitor average engagement of 107,092. Achieving 84,485 Reactions, 12,211 comments and 10,396 shares. (See graph)

Instagram

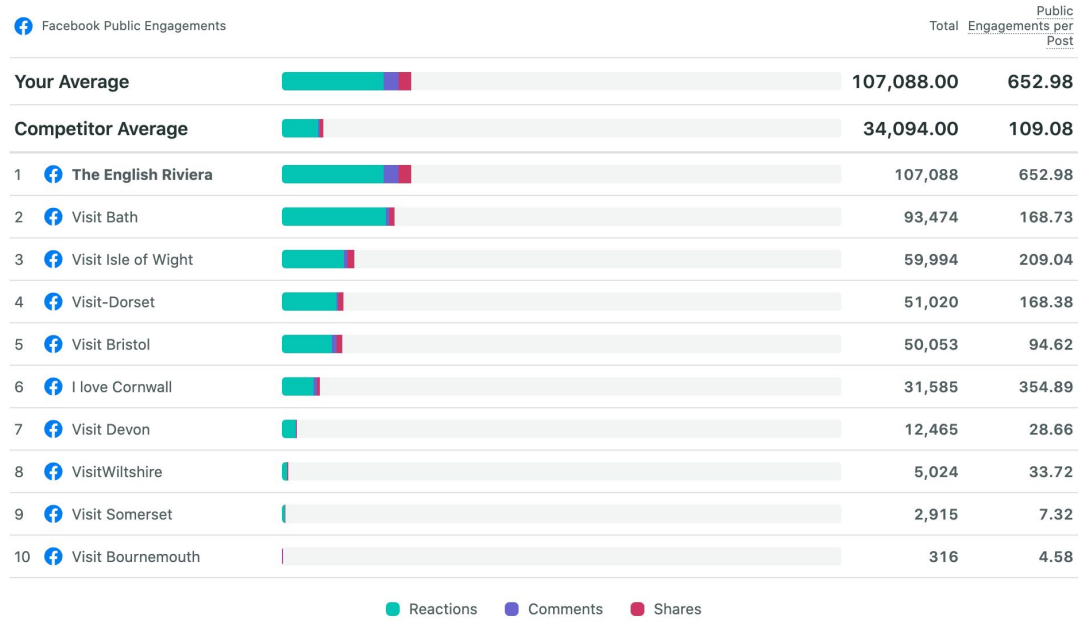
Many of our DMO competitors have a well-established Instagram profiles that have been active for much longer than ours. This means that due to their large following (E.g @ilovecornwalluk 122,249 followers vs @myriviera 6,126 followers) they will naturally perform better across all areas.

Twitter

Our DMO competitor Twitter profiles that have a much larger following which means they naturally perform better across all areas.

In 2023, as well as benchmarking ourselves against these DMOs we will also add new competitors such as local influencers and businesses within the hospitality and tourism sectors.

Facebook Public Engagements



Paid Digital Campaigns



Five paid digital campaigns were undertaken throughout 2022, resulting in **23.3million impressions** across a variety of platforms, including Facebook, Instagram, Google, Twitter, Snapchat and TikTok. An overview of each campaign has been provided below.

| ADS PLAN | | | | RESULTS | | |
|-------------------------|---|---------|---|---------|-------------|---|
| Campaign | Platform | Budget | Target Audiences | Clicks | Impressions | Summary |
| Bay of lights | Meta, Google Display, Google Search | £1,043 | All Devon adults 18+ (interests, festive and family activities, sightseeing, shopping, days out) | 18,463 | 1,065,571 | The campaign raised significant awareness of the Bay of Lights to all Devon residents. High footfall reported and an increase in hospitality. Multiple creative changes improve performance. |
| Autumn/Winter | Meta, Google Display, Twitter | £5,859 | Empty Nesters 55+, Pre Nesters 18-34 (2 hr drivetime) short break travel, food and drink, Coast, Dog holidays, lookalike to Bid company e-database | 80,479 | 3,747,869 | Campaign to offset Autumn cost of living crisis affecting accommodation providers. High level of awareness and clicks. Significant interest in all the creative assets, newsfeeds, carousels and film. 2022 Bookings up on same period in 2021, largely from Empty nester target audience |
| Walking Festival | Meta, Google Display, Twitter | £5,700 | Originally aged 25-65 (2nd burst amended to 40+) interests walking, dog walking (owners) Devon, coast, outdoors | 19,616 | 2,086,982 | Awareness campaign to promote inaugural walking festival. Strong bookings for guided walks |
| Seafood Feast | Google display, Meta | £4,030 | Aged 25+ within 2 hours drivetime, interests seafood, food and drink, eating out, shortbreaks | 33,484 | 3,361,905 | Large traffic volumes and clicks. Event bookings made directly with hospitality venues, almost a sell out! |
| Reactivation | Google display, Meta, Twitter, Snapchat, TikTok | £27,505 | Empty Nesters 55+, Pre Nesters 18-34 (2.5 hr drivetime) Travel, food and drink, Devon staycations, Dog holidays plus Pre Nesters 18-34 (2.5 hr drivetime) | 183,901 | 13,044,154 | The campaign achieved its immediate objectives of providing awareness and website traffic against a dramatic slowdown in bookings UK wide for the early summer shoulder period. |

Out Of Home Campaigns



Two Out Of Home (OOH) Campaigns were undertaken in 2022.

The first was large format digital panels which were displayed from 3rd-16th January in 35 sites in Birmingham, Manchester, Coventry and Nottingham at a cost of £75,000. An estimated 881,000 people saw these adverts, and an increase in website traffic was seen in these locations as a result.

The second campaign was a radio campaign ([listen to the advert here](#)) playing in Bristol, South Gloucestershire and West Wiltshire from 4th April - 1st May, with a second way from 2nd -22nd May. There were 5.7million impressions from this radio advert at a cost of £21,557.

From these two campaigns, **6.6 million impressions** were achieved to potential visitors to the English Riviera.



Photography & Videography



Photography Activity

In 2022, the main photography activity included adding content to the photo library covering the ER Walking Festival, the Seafood Feast, the Bay of Lights and ERA supporting photography.

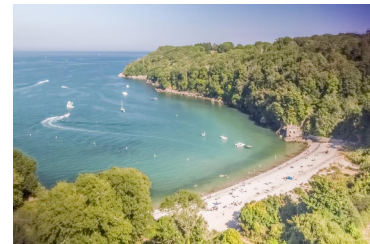
A main photoshoot on Goodrington beach took place this summer, called “Faces of the Riviera 2022” featuring a family on the beach, and coastal drone photography of Elberry Cove was undertaken with the images ready for levy payers and ERBID associates to download from the [library here](#).

Videography Activity

During the summer, Soundview Media were commissioned to undertake filming of 19 attractions around The English Riviera. During that period of filming, they also shot the town films (Babbacombe, Paignton, Brixham, Torquay). Soundview undertook drone photography of Elberry Cove to capture a new hero poster image and are working on a new hero video for the ER website using existing footage.

In December 2022, Jonny Finnis was commissioned to take a Bay of Lights promotional video ready to be used for 2023 destination marketing advertising.

| | 10/22-01/23 | 06/22-09/22 | Comparison by quarter |
|-------------------------------|-------------|-------------|-----------------------|
| Image library signups | 17 | 7 | +10 |
| Image library photo downloads | Approx 300 | Approx 350 | -50 |



Visitor Information Centre



2022 saw the year round re-opening of the English Riviera Visitor Information Centre on Torquay Harbourside with over 36,000 people visiting the centre.

Typically we are open 9.30am to 5pm Monday to Saturday and between June to September, Sundays and Bank Holidays, 10am to 2pm.

We employ one full time Visitor Information Manager who is supported by three part-time seasonal members of staff.

We have been shortlisted for the Devon Tourism Awards for Visitor Information Service of the Year.

**In 2021 there was a 'google glitch' which brought our 211211 number up on most searches for local information.*

| | 2022 | 2021 | Comparison to last year |
|--------------------------|---------|---------|-------------------------|
| No of visitors | 36,897 | 25,537 | +44% |
| No of phone calls | 4,413 | 6,253* | -29% |
| No of emails | 3,380 | 2,670 | +26% |
| Income | £29,009 | £18,809 | +54% |
| Net Income | £9,771 | £7,350 | +32% |

Top FAQ's for 2022:

1. Attraction opening days/times
2. Public transport information
3. Directions to toilets & town centre
4. Events, ER Air Show, IACF, ESF
5. Firework displays and Trail of Lights

Visitor Guides



2022 was a productive year with the creation of a range of new, free, ERBID publications:

- **Twice-yearly Visitor Guide** - A4 guide produced in partnership with Clear Sky Publishing, in response to a demand from levy payers for a 'coffee-table' publication. Showcases the area with features, seasonal inspiration and What's On listings. Distributed free of charge to local levy paying businesses and available from the Visitor Information Centre. Also online as a digital flipbook.
- **Agatha Christie Mile... and More Trail** - supporting the ERBID2 Business Plan's objective to develop the English Riviera's Cultural Tourism offering and launched in time for the Agatha Christie Festival 2022. The leaflet features a point-by-point map and trail around Torquay's seafront and was written by local author and Agatha Christie specialist, Matt Newbury. Copies were available at festival events and can be picked up at the VIC or online as a flipbook.
- **Group Operators Directory** - A key aim of ERBID marketing is to attract, and rebuild, the Groups market post-Covid. The Groups Directory is aimed at group operators and tour organisers, providing helpful information and listings for 70 hotels and attractions that welcome groups. A valuable marketing tool, particularly at exhibitions, the Directory has so far been distributed at the Groups Leisure Show in March and at a DATA Attractions Showcase held in Torquay in November. Also available online as a digital flipbook.
- **Existing guides - Accommodation Directory, Food & Drink Directory, English Riviera Map** - these continued in use throughout the year. All are available to visitors from the VIC or online. The Accommodation Directories were also sent by post (see figures opposite). Distributed free to levy payers on request or can be collected from the VIC.

| | 2022 |
|--|-------|
| Number of Accommodation Directory requests | 1,468 |
| Number of Travel Directories online downloads | 4,125 |

Groups & Business Marketing



Based on levy-payers' feedback, a key target of ERBID marketing is to attract the Groups market. Some highlights of ERBID's work in this area in 2022 are:

- **Cruise Torquay** - ERBID initiated a project to attract more cruise ships to the English Riviera, working with the Torquay Harbour team and Cruise Britain. Plans for the future are to produce a Cruise Torquay website and brochure and to create opportunities for FAM visits from Cruise operators.
- **ERBID Tourism Exhibition and Update, Palace Theatre, Paignton** - In March it was ERBID's first face-to-face exhibition since 2019, due to Covid. It provided a valuable chance for networking between accommodation, food & drink, and attraction providers.
- **Groups Leisure & Tourism Exhibition, Marshall Arena, Milton Keynes** - ERBID partnered with DATA (Devon Association of Tourist Attractions) on a prominent stand, with the team meeting many Group Operators and tour organisers.
- **Bridge Group Exhibition, Torquay** - ERBID were delighted to have a stand at this exhibition, where we took the opportunity to show levy payers their complimentary website page and check their details. It was great to talk to so many business owners face-to-face on the day.
- **DATA Festive Fam Attractions Showcase, TLH Carlton Hotel, Torquay** - ERBID had a stand at this special event, which welcomed a select group of travel organisers to experience all that the English Riviera has to offer.

English Riviera Walking Festival



The ERBID2 Business Plan specifically highlighted the ambition to amplify the English Riviera as a year round leading UK walking destination and introduce a sustainable annual English Riviera Walking Festival/s as ‘new hooks’ to encourage year round visitors following the significant growth in interest in walking and the Great Outdoors through COVID.

For 2022 and the first year of ERBID2, the first 7 day English Riviera Walking Festival was successfully launched in October attracting over 250 walkers including some day visitors and some staying visitors. The programme, designed by Graham Kerr from English Riviera Walking Tours included over 20 prepaid (£9 per person) dog-friendly guided walks delivered by experienced local guides.

To support online booking and promoting the new walking festival the ERBID Company invested in the development and launch of: www.rivierawalking.co.uk along with targeted digital marketing campaigns, local advertising and increased social media activity. The English Riviera Walking Festival Facebook page received 21,766 organic impressions and the Instagram page received 4,578 impressions The paid impressions can be seen in the Paid Digital Campaign section.

The English Riviera Walking Festival is one of the new Event Partnership events planned as part of ERBID2 with Torbay Council and the English Riviera BID Company and as a result, an increased budget of £20k was available in year one to launch this new initiative.

Customer feedback from the first English Riviera Walking Festival has been very positive and as a result two Festivals are planned for 2023, one in the Spring and one in the Autumn.

Levy Payers are encouraged to help promote the English Riviera Walking Festivals as part of their own marketing activity encouraging visits in the shoulder seasons and the ERBID Company welcomes in particular working with ‘Walkers Friendly’ accommodation.

England's Seafood FEAST



The re-introduction of the 2022 England's Seafood FEAST in September was a big success with over 30 different eateries taking part across the resort in a 10-day celebration designed for staying, day visitors and locals to raise the awareness of our status as England's Seafood Coast. Design of the programme and business engagement was delivered by Kelly Widley working as a Food & Drink specialist and Director of the ERBID Company.

A £10k budget (enhanced through growing sponsorship) was allocated to promote the event online and offline including a targeted Digital Regional Marketing Campaign and in-resort advertising including Bus Stop Posters (Faces of the Feast) leaflets displayed in the Visitor Information Centre and special features in Torbay Weekly, English Riviera Magazine, all to raise awareness. Organic Facebook posts from the England's Seafood FEAST account received 22,373 impressions and Instagram posts received 2,491 impressions.

A number of businesses who really got behind the spirit of the event and undertook complementary promotion reported a distinct uplift in bookings and many events including the fringe events sold out with chef availability and recruitment presenting particular challenges in 2022 meaning many events were finalised late.

"This was our first time participating in The Seafood Feast with The Prince William and Liberty. We're proud of how successful the event was and the excitement it created locally. It really showcased Brixham's best local businesses and industries, and of course the amazing seafood landed right on our doorstep! We're looking forward to collaborating more with the ERBID for future events and next year's Seafood Feast!"

"Seafood Feast made a welcome return this year. For us it was the first time we had participated so didn't really know what to expect but we're glad to say it exceeded expectations with our restaurant fully booked for almost every night of the festival. We will be back!" **Phil Harnett, Brasserie at the Bay**

"The seafood Feast made a much-welcomed return to our shores this year, helping bring business to extend our season this year during a time of worry for lots. We would be honoured to be a part of it again next year." **Ash Hamilton, The Curious Kitchen**

"We thought it was a fantastic concept to be a part of and already planning how we can be more involved next year! What a wonderful celebration at the right time of year for us. It created lots of excitement and involvement and really gave us a chance to show off our quality local produce. We loved cooking off different species on our BBQ^{1,3} and sending around tasters for our customers to enjoy. In fact, we will now be making the BBQ a regular feature with local seafood in 2023" **Lorraine Arnold, Pier Point**

Levy Payer Communications



Email Communications

- Newsletter updates
- Monthly 'How's Business' survey requests
- Forthcoming event information with marketing materials and how to get involved: Agatha Christie Festival, Walking Festival, Seafood FEAST, Bay of Lights
- Updates on what's happening in the bay and issues affecting levy payers, for example the English Riviera Destination Management Plan, Asylum Seekers, Council updates
- Updates on becoming a Company Member and AGM notification.
- Updates on the ERBID Board Election which took place in November.

Overdue Levy Letters and Emails

- Several rounds of postal letters and emails were sent to nearly 350 businesses with outstanding BID levy payments. The resulting work from this meant that over 90% of debt was ultimately collected, a number of debts could be removed where properties had reverted to residential use and payment issues with Torbay Council were highlighted.

Research



The ERBID Company continue to invest in the following research in order to evaluate and benchmark the performance of the resort and to provide evidence to lobby government on Levy Payers behalf with issues of concern:

1. Monthly How's Business Survey
2. Great South West Tourism Partnership COVID Research
3. Annual Value and Volume Torbay Statistics
4. Annual Visitor Survey