



**ENGLISH RIVIERA**

**BID COMPANY**

# Marketing Report 2025



# Introduction



2025 was another very challenging year with all Tourism and Hospitality Businesses seeing dramatic increases in their operating costs and further workforce challenges in terms of costs of employment and skill shortages.

Despite these challenges however and as a direct result of doubling the ERBID national marketing spend (as a result of the South West Water Recovery Fund) the English Riviera performed better than the rest of the region.

The overall decline we had been experiencing in visitor numbers in recent years stopped in 2025 and an increase in visitor spend was recorded. This compares to decreases in both visitor numbers and spend across the region as a whole for 2025 compared to 2024 meaning the English Riviera outperformed the rest of the region in 2025.

This report highlights the 2025 ERBID Destination Marketing activity delivered on behalf of Levy Payers which reached over 60 million prospective visitors through a professional and ongoing programme of TV, Digital and PR activity from February to October 2025.

# Results Summary

In 2025, the English Riviera brand was in front of potential visitors over **62 million times** through a variety of digital platforms.

Through TV, DOOH and PR, the English Riviera was in front of potential visitors almost **1,500 million times**.

This led to **almost 1 million website users**.

And **over 36,000 visitors helped** through the ERBID Company Visitor Information Centre.

For a full breakdown, please see the next slide.



# Results



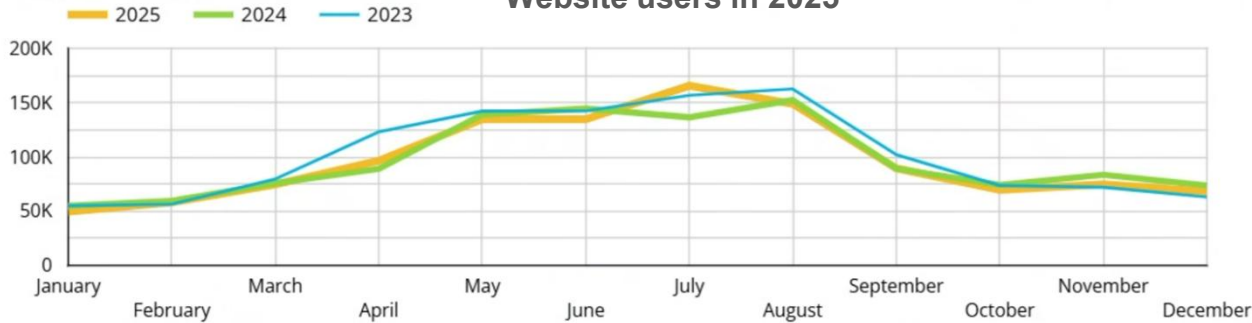
Number of potential visitor impressions (digital)	
Newsletters (total emails)	382,583
Instagram	1,725,552
Facebook	24,774,012
X	73,303
TikTok	2,331,059
YouTube	93,287
English Riviera Walking Festival social media	375,514
England's Seafood FEAST social media	708,419
Paid Digital Campaigns	31,822,216
Influencer	329,011
<b>TOTAL: 62,614,956</b>	

Number of offline impressions	
TV Advertising	7,690,000
Digital Out Of Home	1,077,029
PR	1,490,946,009
<b>TOTAL: 1,499,713,038</b>	
Number of website users	
English Riviera website users	981,338
English Riviera Walking Festival website users	10,506
<b>TOTAL: 991,844</b>	
Number of visitors helped	
Visitor Information Centre visitors	31,149
Visitor Information Centre phone calls	2,382
Visitor Information Centre email enquiries	2,662
<b>TOTAL: 36,193</b>	

# Website Summary



### Website users in 2025



Year	Users
2018	813,911
2019	973,551
2020	846,054
2021	1,193,560
2022	1,150,402
2023	1,075,629
2024	1,000,941
2025	981,338

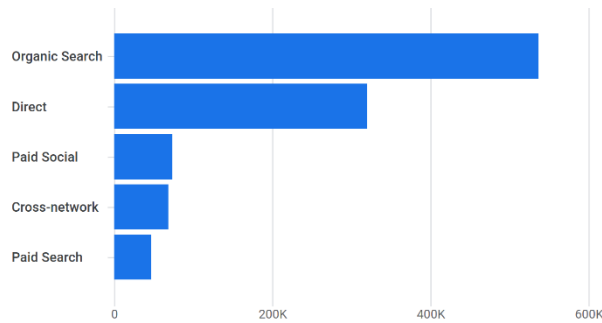
Website users were **1.9% down** compared to 2023. Although this is a decrease, the English Riviera is still doing better than industry averages as other destinations are seeing between 7-14% decrease in traffic year on year. The decreases are mainly due to the changing way of AI searches rapidly affecting how users search and use the internet.

Google's introduction of AI Overviews, now occupying the most prominent position at the top of search results, has pushed the highest ranking organic sites further down the page, making a traditional page one ranking functionally equivalent to page two or beyond. Data shows that Destination Marketing Organisation traffic is heavily driven by events and long tail queries, leaving the travel industry particularly exposed to declining click through rates. As AI searches increasingly summarise event information, local guides, and things to do directly within the search engine, fewer users are clicking through to official destination websites, disrupting established visitor planning journeys. Work on improving the website, in line with these changes, and working with our SEO manager is ongoing.

# Website Acquisition & Behaviour



## Where are users coming from?



Organic Search (Google mainly) continued to be the primary channel for people looking to visit the English Riviera website, contributing to over 500k users to the website (49% of all visits in 2025 - down from 688k users in 2024).

Users arriving via Organic Search had the highest engagement rate at 66%, whilst users arriving via Paid Display had the lowest at just 21%. An engaged session is a user who stayed more than 10 seconds, visited 2 or more pages or triggered a conversion event (e.g. downloading a map, ordering a guide, using Search, Plan & Book etc).

## What are users looking at?

Page	Pageviews
Families (campaign)	164,089
Home	163,520
Couples (campaign)	127,847
What's On in Torquay	81,023
Things To Do in Torquay	78,618
Explore Torquay	71,697
Bay of Lights (campaign)	56,284
English Riviera Webcams	54,399
What's On Monthly Calendar	46,717
England's Seafood FEAST (campaign)	44,143
<b>Total pageviews on website 2025</b>	<b>2,691,085</b>

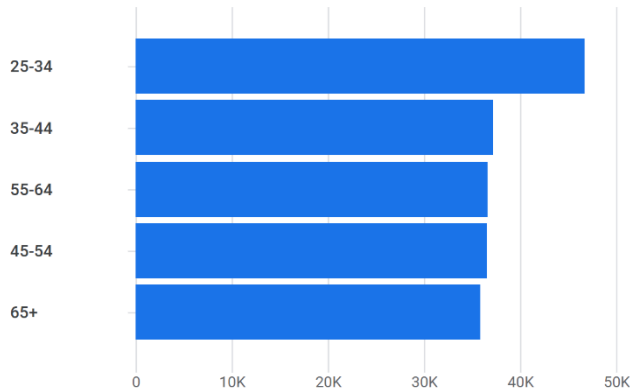
The above are the top 10 viewed pages in 2025. Torquay drove a lot of traffic to the website, alongside events and things to do.

*\*The Families, Couples, Bay of Lights and England's Seafood FEAST pages 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).*

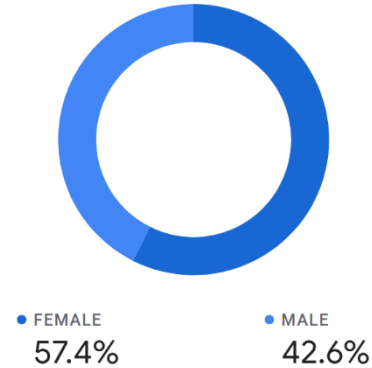
# Website Demographics



### Website users by age:



### Website users by gender:



### Website users by location:

City	Users
London*	175,609
(not set)	131,496
Plymouth	56,808
Birmingham	51,800
Torquay	42,073
Wolverhampton	31,038
Paignton	29,050
Norwich	26,847
Milton Keynes	25,379
Bristol	26,101

25-34 year olds continue to be the largest age bracket to visit the website in 2025 (this was the same in 2022, 2023 & 2025). Following this, 35-44 year olds, was the next largest demographic.

Females visit the site (57.4%) more than males (42.6%). This is almost identical to 2024. Website users from the United Kingdom represent 90% of all users. Users from Birmingham were up 76% compared to 2024, Wolverhampton up 55% and Norwich up 60%.

*\*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



13 visitor newsletters went out in 2025, which you can view online via the archive [here](#).

Our Click Through Rate and Open Rate are both above industry average.

The newsletters predominantly highlighted major events and last minute deals/special offers.

The most opened newsletter was [✈️ Airshow: what to expect](#). With an open rate of 37.3%. The newsletter with the highest click through rate was [Win £100 in our prize giveaway!](#) 🎉 with a CTR of 3.6%.

Results	
<b>Emails sent</b> (no. of newsletters x subscribers at time of sending)	382,583
<b>Open rate</b>	32.28%
<b>Click through rate</b>	2.05%



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

# Instagram Top Posts



## Highest Reach

Great news stories and beautiful UGC of Brixham and other towns always achieves a good reach.

**M** myriviera  
Wed 4/16/2025 6:08 pm BST

🏆🔥 We've Been Crowned the Most Instagrammable Bay in Britain! 🏆🔥

...

**Reach** 11,434

## Highest Engagement

Great news stories and beautiful UGC of Brixham and other towns always achieves a good reach.

**M** myriviera  
Wed 4/16/2025 6:08 pm BST

🏆🔥 We've Been Crowned the Most Instagrammable Bay in Britain! 🏆🔥

...

**Total Engagements** 431

## Most Viewed Reel

UGC reels showcasing the visually stunning coastline and summer activities. This reel of Splashdown from above has reached over 30.4k views to date.



# Instagram Summary



Our organic Instagram activity and the seasonal and tactical digital marketing campaigns continues to improve with growth across most 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, plus good news stories.

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 2025 were to increase our organic engagement by 3% and grow our following by 5%. Great to see our following has increased by 24%, engagements 23% and impressions by 44%.

We also worked with an Influencer who visited during the summer and also local influencers; one promoting BOL. We have decided to pause the influencer campaign for 2026 and use the budget to promote the SUP World Cup which runs between 26-28th June 2026.

	2025	2024	Percentage change
<b>Number of posts</b>	521	509	+2.3%
<b>Impressions</b>	1,725,552	1,191,239	+44.9%
<b>Engagements</b>	30,778	24,983	+23%
<b>Followers Change</b>	10,278	8,233	+24.8%

## Influencers - @stacey\_and\_three



# Facebook Top Posts



## Highest Reach

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



**The English Riviera**

Thu 5/1/2025 12:30 pm BST

🎆 Final line up announced for the English Riviera Airshow 2025 plus Friday night take-off event with firework show! 🇬🇧 🇫🇷 🇮🇹 🇯🇵...



Reach

581,666

## Highest Engagement

Information on our exciting key events tend to get high engagement on Facebook



**The English Riviera**

Sun 3/9/2025 4:36 pm GMT

📣 Ahoy, mateys! The Brixham Pirate Festival is back and bigger than ever! 🎉

...



Total Engagements

28,061

## Most Viewed Reel

This reel has been viewed over 1.2 millions times, with 2.6k reactions, 570 comments and 464 shares and gained over 3,500 new followers.



# Facebook Summary



Our Facebook activities are up with increase of 49% across organic and paid impressions (*number of times posts, stories, ads, other content associated with your page, or the page itself were displayed to users*) and 91% up across organic engagements.

The most engaging posts have been based around our featured key events such as English Riviera Airshow and the Bay of Lights, 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 most viewed reels has been viewed over 1.2 million times with with 2.6k reactions, 570 comments and 464 shares

Our objectives for 2025 were to increase our organic engagement by 3% and grow our following by 5%. Really pleased to see that we have achieved this with a 23% increase in followers and 91% for organic engagements. Creating and posting more UGC related reels have helped achieve this rise in organic engagements.

	2025	2024	Percentage change
<b>Number of posts</b>	205	187	+9%
<b>Impressions</b>	24,774,012	16,544,007	+49.7%
<b>Organic Engagements</b>	546,979	285,767	+91.4%
<b>Followers Change</b>	80,920	65,542	+23.4%

# X Top Posts



## Highest Reach

Events Beautiful UGC tends to get higher reach on X



**X** @EnglishRiviera

Wed 12/31/2025 6:53 pm GMT



🌴🏖️ Escape to the stunning English Riviera in 2026, where the sun-kissed shores meet charming coastal towns....



## Highest Engagement

Captivating coastal imagery tends to get the best engagement on X



**X** @EnglishRiviera

Wed 5/28/2025 11:06 am BST



No flights were taken to get these photos! 🚫✈️



...



# X Summary



Our organic X activity has been down across most areas but having looked into this, there isn't anything to be concerned about.

X is facing a major decline in popularity and revenue following its rebranding and changes in moderation policies, with many users and advertisers leaving.

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.

	2025	2024	Percentage Change
<b>Number of posts</b>	165	158	+4%
<b>Engagements</b>	4,444	6,221	-28%
<b>Impressions</b>	73,303	96,464	-24%
<b>Engagement rate</b>	6.1%	6.4%	
<b>Followers Change</b>	16,710	17,014	-1%

# 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. It 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.

Our organic TikTok activities have massively improved across all areas, and we will continue to promote the English Riviera using user-generated content to inspire prospective visitors.

Our most viewed TikTok post (stunning views over Babbacombe Beach) was filmed in-house by the Social Media manager and has achieved **over 324k views, with a total play time of 390 hours** and gained us a whopping 352 new followers from post alone.

Our objectives for 2025 were to increase our organic engagement by 3% and grow our following by 5%.

	2025	2024	Percentage Change
<b>Number of posts</b>	112	88	+27%
<b>Reach</b>	2,331,059	1,227,692	+89%
<b>Engagements</b>	83,239	29,438	+182%
<b>Followers Change</b>	5,717	2,487	+129%

**Competitors** - when benchmarking against other Destination Marketing Organisations, we are performing really well:

- Visit South Devon - 1,838 followers
- Visit Devon - 1,470 followers
- Visit Dorset - 4,057 followers
- Visit Cornwall - 1,158 followers
- Visit Bristol - 2,444 followers
- Visit Bath - 1,548 followers
- Visit North Devon - 1,391 followers
- Isle of Wight - 5,317 followers

# 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 grow its audience.

## Facebook

We have performed well and have achieved the number 3 spot for average growth but have achieved the highest net growth in followers and public engagement competitor average of 96,561(See graph)

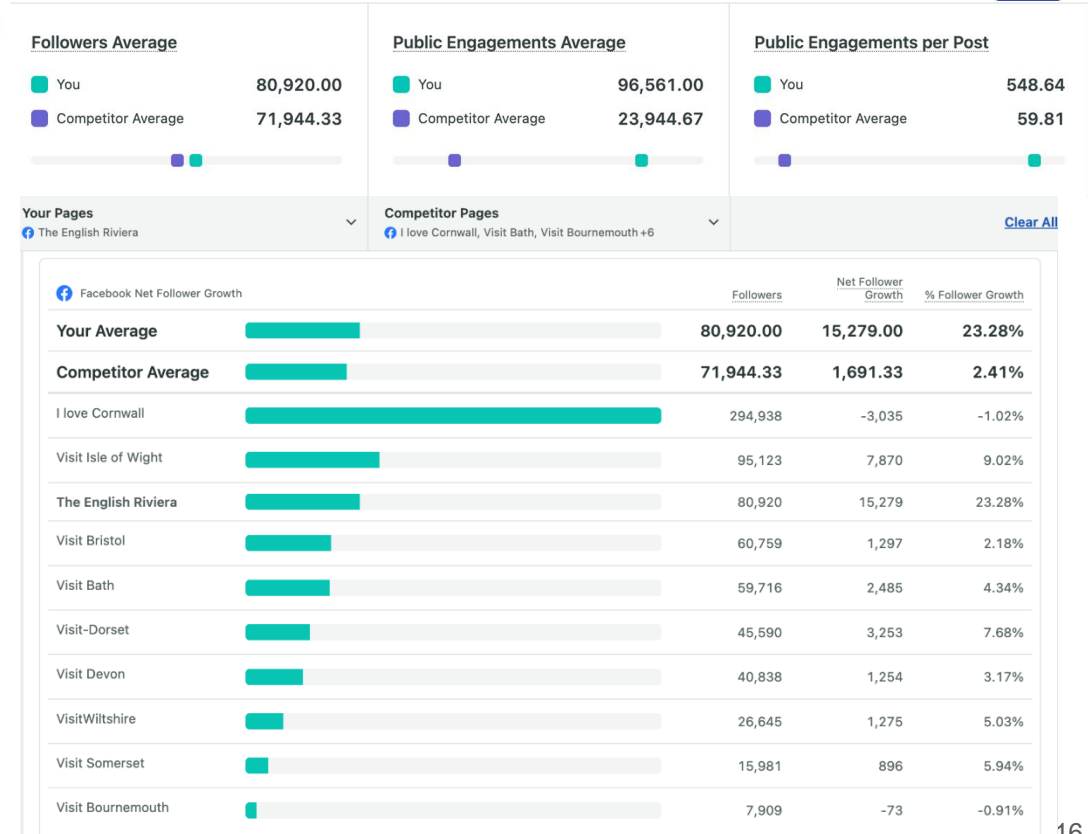
## Instagram

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 140,000 followers vs @myriviera 10,278 followers) they will naturally perform better across all areas.

## X

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

**TikTok** - see TikTok Summary on previous slide (15).



# Paid Digital Campaigns



7 main campaigns were used across both the Families and Couples audiences in 2025, generating over **29 million impressions, 5 million video views and 420,000 clicks.**

We used these platforms to target users with specific search behaviours (an example for our Family audience would be users looking for a holiday in May Half Term, for Couples it could be Meta Ads promoting the English Riviera as a dog friendly destination). Detailed results can be seen below.

	Budget	Clicks	Impressions	CPC	Video Views	Avg Time On Site	Accommodation Searches
Google Ads Families	£67,750.00	118,128	7,040,680	£0.45	177,164	52s	5,201
Meta Families	£24,000.00	97,005	5,492,966	£0.39	1,951,722	40s	600
Programmatic Families	£25,000.00	6,741	5,842,897	£10.31	1,614,865	n/a	n/a
TripAdvisor Families	£1,750.00	59	85,537	£25.42	n/a	n/a	n/a
Google Ads Couples	£27,750.00	38,693	2,222,173	£0.73	9,709	50s	4,215
Meta Couples	£17,250.00	127,778	3,332,265	£0.15	393,650	25s	278
Microsoft Ads Couples	£5,000.00	17,324	320,907	£0.33	n/a	40s	150
Programmatic Couples	£27,000.00	17,637	5,196,353	£8.84	1,254,218	n/a	n/a
<b>TOTALS</b>	<b>£195,500.00</b>	<b>423,365</b>	<b>29,533,778</b>	<b>n/a</b>	<b>5,401,328</b>	<b>0</b>	<b>10,444</b>

# Paid Digital Campaigns (Events)



Four major events on the English Riviera had accompanying paid digital campaigns. The results of these can be seen below. Each event had a different strategy with unique aims, audiences and platforms.

	Budget	Clicks	Impressions	CPC	Avg Time on Site	Accommodation Searches	Walking Festival Bookings
English Riviera Walking Festival	£3,000	26,356	533,541	£0.45	41s	50	289
English Riviera Airshow	£3,000	41,314	1,202,394	£0.06	n/a	55	n/a
England's Seafood FEAST	£3,000	4,278	96,116	£0.32	52s	102	n/a
Bay of Lights	£3,000	26,218	456,387	£0.17	49s	3,621	n/a
<b>TOTALS</b>	<b>£12,000</b>	<b>98,166</b>	<b>2,288,438</b>	<b>£0.25</b>		<b>3,828</b>	

# TV - Family Audience



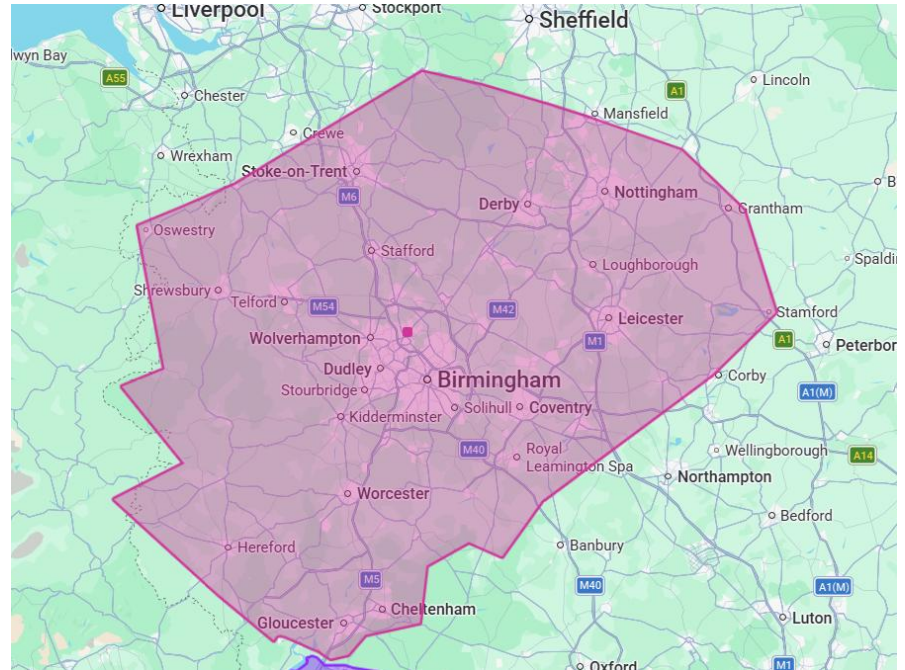
The TV campaign for Families delivered **5.15M impressions** between February and June, using Video on Demand across CTV platforms, ITVX and Sky AdSmart to reach families with children under 12 in the wider Birmingham and Central West area.

The three different ads focus on family fun, activities and keeping kids entertained.

[Escape your everyday | Family TV Ad 1](#)

[Escape your everyday | Family TV Ad 2](#)

[Escape your everyday | Family TV Ad 3](#)



# TV - Couples Audience



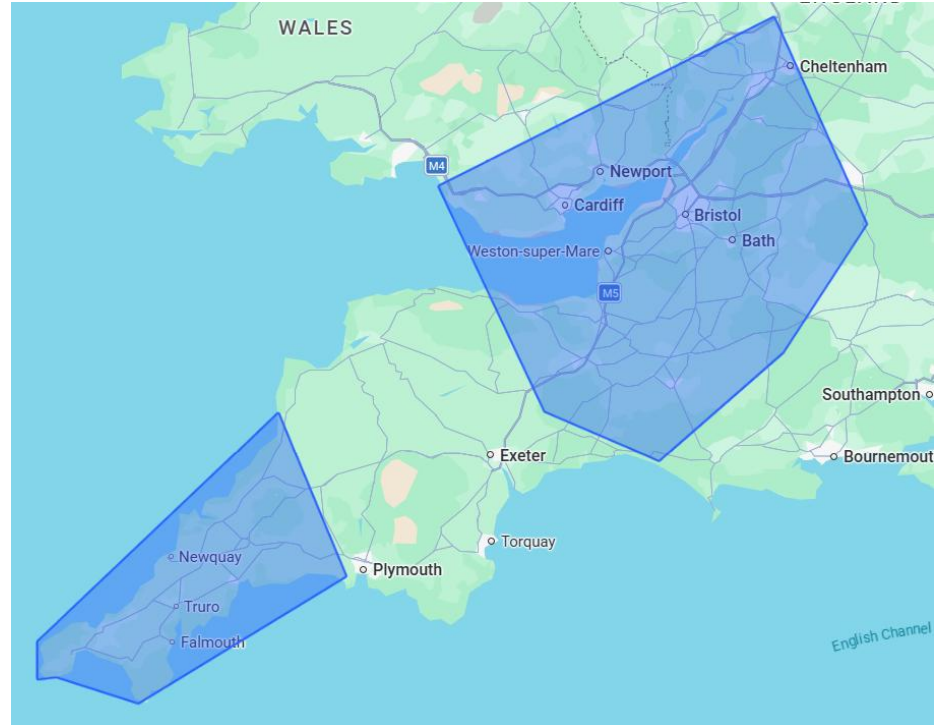
The TV campaign delivered **2.54M impressions** between May and September. Video on Demand was used to target mid- to high-income couples aged 50+ across Cornwall, Bristol and the wider Somerset area, and South Wales, delivered through Sky AdSmart and CTV.

The ads showcase English Riviera's scenery, food and drink, and outdoor activities.

[Escape your everyday | Couples TV Ad 1](#)

[Escape your everyday | Couples TV Ad 2](#)

[Escape your everyday | Couples TV Ad 2](#)



# Digital Out-of-Home



Digital Out-of-Home (DOOH) formed a key part of the 2025 awareness strategy for the families campaign, delivering **1,077,029 impressions** through high-impact digital screen placements in **central Birmingham transport hubs** and **shopping centres**.

The channel was used to extend reach beyond online environments and reinforce campaign messaging in high-footfall locations.

Activity was strategically timed around school holiday periods to maximise visibility among families, delivering strong scale when live:

- February: 342,321 impressions
- April: 299,253 impressions
- June: 435,455 impressions (highest-performing month)

This burst-led approach ensured efficient budget use while driving mass awareness and strengthening real-world brand presence.



# Press & PR



Since mid-2024, we have been working with Four Marketing Agency to deliver a proactive programme of professional PR activity for the English Riviera. This partnership has focused on raising the profile of the destination through high-quality, targeted press and media coverage.

In 2025, this approach has delivered strong results. Press and media coverage achieved throughout the year has generated over **1490 million** 'opportunities to see', significantly increasing awareness of the English Riviera and reinforcing its position as a year-round destination. Coverage has highlighted the area's distinctive character, coastal landscapes, food and drink offer, events programme and range of visitor experiences.

Press releases have been strategically timed to support key periods in the tourism calendar, including half term, Easter, and Autumn, helping to stimulate demand. In addition, dedicated releases and media engagement have focused on flagship events and festivals that showcase the English Riviera's unique appeal, such as the Brixham Pirate Festival, the English Riviera Walking Festival, Seafood FEAST, and Bay of Lights.

This sustained PR activity has ensured consistent visibility for the destination throughout the year, supported partners and events, and contributed to broader marketing objectives by inspiring overnight stays and encouraging travel outside the traditional peak season.

	2025 Results
<b>Total pieces of coverage</b>	267
<b>Total opportunities to see</b>	1490,946,009
<b>Total number of press releases, media alerts and bespoke feature opportunities</b>	37
<b>Total number of interview opportunities secured</b>	16
<b>News reported in positive sentiment</b>	100%

# Photography



2025 saw many photoshoots throughout the year, including the Brixham Pirate Festival, a location-focused shoot in Brixham, a complementary couples photoshoot for the TV ad, and a shoulder season couples shoot.

We have continued to support levy payers and media associates with image library queries and searches delivering a wide range of still and video assets for use by national and international publications both in print and online.



# Visitor Information Centre



The English Riviera Visitor Information Centre on Torquay Harbourside had over 31,000 people visiting the centre. The harbourside development works reduced our numbers visitor in the earlier months of 2024.

Our A1 tear off maps and Agatha Christie Literary Mile leaflets are popular with visitors.

We were open 9.30am to 5pm Monday to Saturday & 10am to 4pm on Sunday between Easter to mid November, the hours reduced to 9.30am to 1.30pm, closing Sundays during the autumn/winter months.

We increased our retail sales by expanding the lovely range of Agatha Christie gifts and books.

We employed 1 full time Visitor Information Manager who was supported by 2 part-time and 3 seasonal/casual members of staff.

	2024	2025	Comparison to last year
<b>No of visitors</b>	25,167	31,149	+23%
<b>No of phone calls</b>	3,341	2,382	-28%
<b>No of emails</b>	2,860	2,662	-16%
<b>Income</b>	£32,556	£45,432	+39%
<b>Net Income</b>	£11,492	£15,658	+37%

## Top FAQ's for 2025:

1. Public transport information, particularly the location of bus stops due.
2. Directions to toilets, attractions, town centre etc.
3. Walking, particularly the coastal path.
4. Places to visit and things to do on a budget.
5. Firework displays, ER Airshow and Bay of Lights.

# Additional Destination Marketing Activity



## Group Business

Recognising the vital importance of group business, the ERBID Company continued to invest in supporting operators with marketing materials and attending national trade events such as the British Travel Show in Birmingham to meet with Group organisers and attract new groups to the English Riviera.

## Business Tourism

Working in partnership with Meet Devon and business tourism venues the ERBID Company continued to explore how to best support this sector. Our primary aim is to attract new conferences, meetings and business events to the resort and the ERBID Company sponsored attendance to the Meeting Show in particular. The ERBID Company also sponsors the local EXPO Connect business and tourism exhibition.

## Cruise Tourism

The ERBID Company continued to encourage cruise operators and provide support with local itinerary development and marketing materials, in addition to providing a shoreside Visitor Information Service.

# Levy Payer Communications



## Email Communications

- Monthly e-newsletters.
- Monthly 'How's Business' survey requests and reminders.
- Forthcoming event information with marketing materials and how to get involved: Agatha Christie Festival, Walking Festival, Seafood FEAST, Bay of Lights.
- ERBID3 updates - consultation document sent by post and email, further emails with consultation updates and meeting links.
- Updates on what's happening in the bay and issues affecting levy payers, including local funding and climate initiatives.
- Tourism and hospitality Industry updates.
- Postal letters and emails were sent regarding outstanding BID levy payments which resulted in issues being rectified and increased debt collection levels.