



ENGLISH RIVIERA

BID COMPANY

Marketing Report

April 2023



Introduction



April was a very busy month for the Company working with our promotional agencies on the last big push promoting the first Spring Walking Festival and planning a new early summer short breaks couples Marketing Campaign to complement the national summer families campaign.

Ongoing discussions held regarding the Agatha Christie Festival programme, Seafood FEAST and Bay of Lights.

In addition plans started in earnest working on the new collaborative Riviera Connect EXPO event with the Torbay Business Forum to take place on the 3rd October.

The new South West DATA Hub project working with the Great South West Tourism Partnership commenced with Levy partners invited to take part. This will provide a rich data source going forwards.

Stagecoach have confirmed sponsorship of the VIC as really value the service we offer and many new marketing initiatives are being discussed.

Results Summary

In April 2023, the English Riviera brand was in front of potential visitors **6.5 million times** through a variety of Digital and Out Of Home marketing activity.

This led to over **110,000 website users**.

And **almost 5,000 visitors** helped through the ERBID Company Visitor Information Centre.

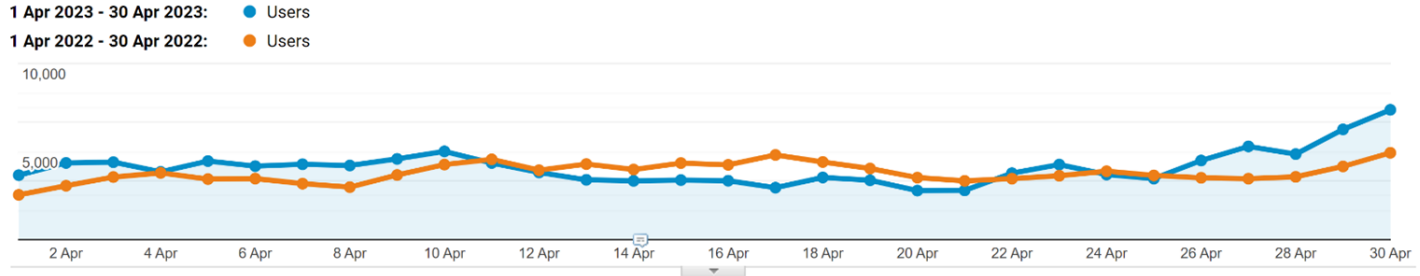


Number of potential visitor impressions	
Newsletters (total emails)	29,483
Instagram	52,933
Facebook	416,161
Twitter	8,941
TikTok	3,268
English Riviera Walking Festival social media	83,293
England's Seafood Feast social media	5,610
Paid Digital Campaigns	2,950,002
OOH Campaigns	3,000,000
TOTAL: 6,540,759	
Number of website users	
English Riviera website users	108,575
English Riviera Walking Festival website users	4,044
TOTAL: 112,619	
Number of visitors helped	
Visitor Information Centre visitors	3,863
Visitor Information Centre phone calls	338
Visitor Information Centre email enquiries	361
Visitor Information Centre guide requests	64
Visitor Information Centre online guide downloads	13
TOTAL: 4,639	

Website Summary



Website users in April 2023 compared to 2022:



In April 2023, the website was averaging around 4,000 users per day. On Sunday 30th April, there were 7,366 users on the website which was the most users on the site on one day (barring the Jubilee/Airshow weekend in 2022) over the last 2 years. This boost can be attributed to additional organic searches for Pirate Festival.

Compared to last year (April 2022), users are up 13% and compared to last month (March 2023), users are up 57%.

73% of users visited the site via mobile, 20% via desktop and 6% via tablet. There were 244,545 pageviews in April.

Month	Users
January	50,912
February	50,764
March	70,859
April	108,575
Total Year to Date	273,674

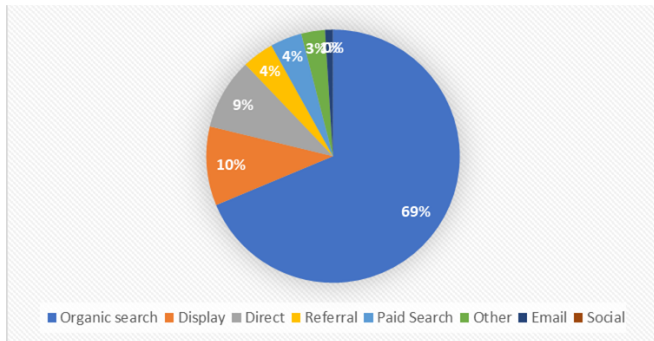
In April, one new blog was added to the website: [England's Seafood Feast Returns This Autumn](#)

Website Acquisition & Behaviour

Where are users coming from?

Google Analytics is incorrectly organising our Acquisition data, and sorting any traffic from Google into Organic. This includes our Paid and Search campaign traffic. It was corrected on 14th April, so next month will be more accurate.

I've manually sorted out the traffic into the below. This is not likely to be 100% accurate, but gives an overview. Organic is still making up the majority of traffic, but it is reducing as other forms of acquisition (e.g. Paid and Display) begin to contribute more traffic.



What are users looking at?

Page	Pageviews
Ready for the Riviera (campaign)	15,642
Pirate Festival (product page)	6,432
Home	6,108
Things To Do in Torquay	6,078
Pirate Festival (content page)	5,365
Explore Torquay	5,080
What's On	4,207
Things To Do	4,117
Visit the English Riviera in 2023 (campaign)	3,903
What's On Monthly Calendar	2,773
Total pageviews on website	244,545

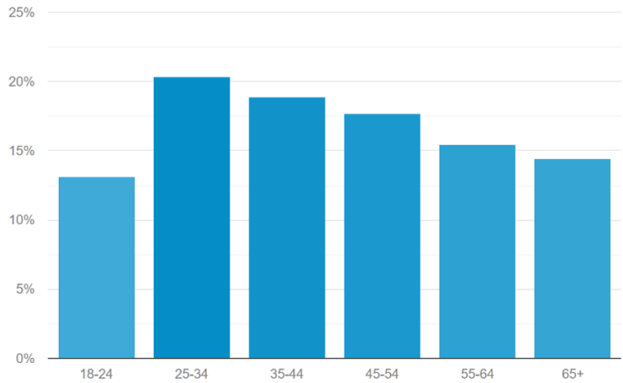
The above are the top 10 viewed pages in April 2023. The Ready for the Riviera campaign continued to bring in a lot of traffic, and the “web boost” campaign brought in a significant amount of traffic to the campaign landing page Visit the English Riviera in 2023. Pirate Festival brought in a lot of organic search traffic too.

Torquay pages remain strong, as do What's On and Things To Do, showing the importance of a strong events calendar.

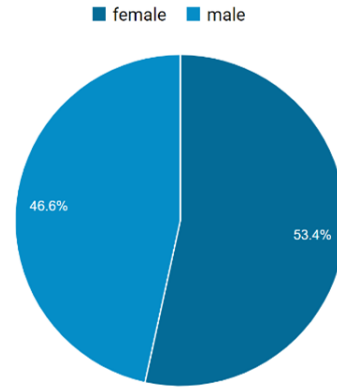
Website Demographics



Website users by age:



Website users by gender:



Website users by location:

City	Users
London*	37,114
(not set)	9,870
Birmingham	6,381
Torquay	4,726
Plymouth	4,604
Exeter	2,679
Wolverhampton	2,317
Cardiff	2,089
Milton Keynes	2,027
Paignton	1,988

25-34 year olds were the largest age bracket to visit the website in April, representing 20% of all website traffic.

Website users from the United Kingdom represent 94% of all users. Birmingham, Wolverhampton, Cardiff and Milton Keynes were the most common areas that website users were based in the “staying” locations. These were all locations for the digital marketing and OOH campaign.

**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.*

ERWF Website Summary



ERWF Website users - Year to Date (Jan-March 2023)



Website users began to gain momentum at the end of March and continued into mid April, just before the Festival began. During April:

- **Locations:** the top 10 locations in April were London, (not set), Torquay, Plymouth, Exeter, Bristol, Paignton, Birmingham, Newton Abbot and Norwich.
- **Acquisition:** traffic was pulled in predominantly via Paid Search, Meta (paid and organic), Referral, Direct, Organic Search, Display and Email.
- **Behaviour:** the top pages were Festival Programme, Home, SWCP Challenge, Agatha Christie's Extraordinary Life, Beauty of the Bay, Cliffs, Coves & Coastline and Geopark Walk.


Month	Users
January	459
February	1,698
March	5,301
April	4,044
Total Year to Date	11,502

Newsletters




English Riviera - Visitor Audience Newsletters


One English Riviera newsletter was sent out in April, achieving higher than industry average Open Rate and Click Through Rate. The What's On image tiles work well for this audience, with the King's Coronation tile the most clicked link.

Date	Subject Line	Recipients	Open Rate	Total Opens (NOT UNIQUE)	Click Through Rate	Total Clicks (NOT UNIQUE)	Most clicked link
April 18 2023	In need of a Last Minute Getaway? 	29,214	31.7%	12,479	2.3%	1264	King's Coronation (tile half way down)

English Riviera Walking Festival Audience Newsletters

One ERWF newsletters was sent out in April to a small, dedicated audience (who subscribe via the dedicated ERWF website). Because the audience is both small and niche, both the open and click through rates are phenomenally high. The emails to this audience are more personalised, merging name tags.

Date	Subject Line	Recipients	Open Rate	Total Opens (NOT UNIQUE)	Click Through Rate	Total Clicks (NOT UNIQUE)	Most clicked link
April 18 2023	Last chance to book! 	269	58.1%	251	16.2%	85	Festival Programme (first green button)

 Industry average Open Rate is 20.44%, and average Click Through Rate is 2.25%. In the main visitor audience, we are now achieving higher than average in both.

Open Rates and Click Through Rates reduce the larger the audience. This is why the ERWF newsletters achieve high in both, as the audience size is low.

Instagram Top Posts



Highest Reach

UGC always performs well, especially with beautiful aerial beach images.



myriviera

Mon 4/10/2023 5:54 pm BST

There's no shortage of hidden gems here.
Looking for a last-minute seaside break this Easter? Click the link in our bio and plan yo...



Reach

3,036

Highest Engagement

UGC always performs well, especially with beautiful beach scenes.



myriviera

Mon 4/10/2023 5:54 pm BST

There's no shortage of hidden gems here.
Looking for a last-minute seaside break this Easter? Click the link in our bio and plan yo...



Total Engagements

262

Most Viewed

Reel
Performed the best due to the great POV from Rock Walk with stunning views over the bay.



myriviera

Fri 4/21/2023 3:54 pm BST

Now that's what you call a spectacular view!
The English Riviera Walking Festival starts tomorrow and with over 20 coastal guided wal...



Total Engagements

344

Instagram Summary



Engagements during April 2023 are down by 0.1%. However, our engagement rate, followers and impressions are up.

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

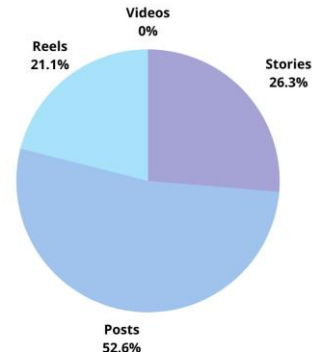
The introduction of user-generated content (via the Crowdriff platform) has provided the English Riviera with an extensive and ever-growing library of images and videos that we gain full rights to use for all future marketing and is an integral part of our ongoing social media activity.

To also win more engagement we are creating and posting 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. The reel posted in April with views over the bay has been the best performed reel to date with 5,821 views.

The ERBID have invested in new video content which is great and will enable us to create various reels that we can promote across all social media channels.

	April 2023	April 2022	Percentage change
Number of posts	22	19	+15.7%
Impressions	52,933	35,563	+48.8%
Engagements	2,505	2,508	-0.1%
Engagement rate	4.7%	4.5%	+4.4%
Followers Change	106	96	+10.4%

Reach by content type



Facebook Top Posts



Highest Reach

Received the highest reach due to the interest of this featured event.



The English Riviera
Tue 4/25/2023 6:25 pm BST

"Ahoy, Me Hearties!" 🏴‍☠️ Don't forget to join us this Bank Holiday weekend for The Brixham Pirate Festival, between 29th April - 1st May...



Reach

146,311

Highest Engagement

Received the highest engagement due to the interest of this featured event.



The English Riviera
Tue 4/25/2023 6:25 pm BST

"Ahoy, Me Hearties!" 🏴‍☠️ Don't forget to join us this Bank Holiday weekend for The Brixham Pirate Festival, between 29th April - 1st May...



Total Engagements

8,026

Facebook Summary



Our engagements are up by 90% during April 2023 compared with April 2022 which is great.. The reason for this huge increase is due to a post promoting the Brixham Pirate Festival which performed so well, this achieved a reach of over 149,000 and engagement of 8,794.

We're continuing to create and post Facebook Reels and they've been performed really well. The best performing reel during April has achieved 20.1k views to date.

The most engaging posts have been based around our featured key events for 2023. As well as this, we have been pushing the ERWF, Easter, Spring, Summer and last-minute breaks also some beautiful UGC showcasing the best that the English Riviera has to offer.

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.

	April 2023	April 2022	Percentage change
Number of posts	12	12	
Organic Impressions	416,161	428,675	-2.9%
Engagements	49,835	26,150	+90%
Engagement rate	5.1%	4.9%	+4%
Followers Change	157	127	+23.6%

Twitter Top Posts



Highest Reach



@EnglishRiviera
Sat 4/29/2023 8:52 am BST

Beaches are great any time of year, but **#Spring**? That might just be our favourite **#beach** season. 🌈 Start planning your last-...



Highest Engagement



@EnglishRiviera
Tue 4/18/2023 10:25 pm BST

Hooray, it's perfect conditions to come and join us during the **#englishrivierawalkingfestival** which starts this Saturday. 🇬🇧 Over 20 guide...



Total Engagements

53

Twitter Summary



Our Twitter impressions were up during April 2023 compared with April 2022 and our engagement rate stayed the same.

The most engaging posts have been posts based around nature and our featured events such as Brixham Pirate Festival and the Spring English Riviera Walking Festival, including user-generated content that we've been able to utilise through our CrowdRiff platform.

As well as this, we continue to retweet any important useful key messaging from our BID Levy businesses.

	April 2023	April 2022	Percentage Change
Number of posts	12	10	+20%
Impressions	8,941	7,669	+16.5%
Engagement rate	3.8%	3.8%	
Followers Change	35	39	-10%

TikTok Summary



We launched our new TikTok account in June 2021 so we cannot compare YOY. 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 most viewed TikTok video during April was a video reel promoting the English Riviera Airshow.

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.

	April 2023	April 2022	Percentage Change
Number of posts	5		
Reach	3,268		
Engagement	102		
Followers Change	27		

Paid Digital Campaigns



Three paid digital campaigns were undertaken in April 2023 with the total results for **the month below**. The main family summer campaign which complemented the OOH posters, the Walking Festival, which sent traffic directly to the Walking Festival website and a general “website boost” campaign to increase web traffic whilst people are actively planning summer holidays. Some of the best performing ads are on the following slide.

ADS PLAN				MONTHLY RESULTS		
Campaign	Platform	Spend	Target Audiences	Clicks	Impressions	Summary
Ready for the Riviera (summer families)	Meta, Google Display, Google Search	C. £3,700	Families within a bubble of the OOH poster locations	23,537	2,218,335	The campaign was very strong this month. On Meta, the 15 sec story/reel advert alongside a carousel showing paddleboarding and watersports performed the best.
Walking Festival	Meta, Google Display, Google Search	C. £1,500	Walkers, 40+, 2 hour drivetime	3,395	285,845	The campaign is continuing to raise awareness of the Walking Festival, driving traffic to the festival website.
Website Boost	Google Display, Google Search	C. £830	Those searching for holidays and affinity audiences for holidays	4,469	445,822	This campaign aims to increase website users whilst people are researching summer holidays.
TOTAL				31,401	2,950,002	

Paid Digital Campaigns

Selection of best performing ads



Over 20 Guided Coastal Walks In The English Riviera Spring...

English Riviera

[Book Now >](#)




Are you ready for family fun?

Ready for sandy toes, adventure and life-long memories? Get ready for the Riviera.




The English Riviera
1 March · 🌐

Ready for adventure? Experience all the amazing attractions and activities on the English Riviera 🌊



Ready to stand up?

[Book Now](#)

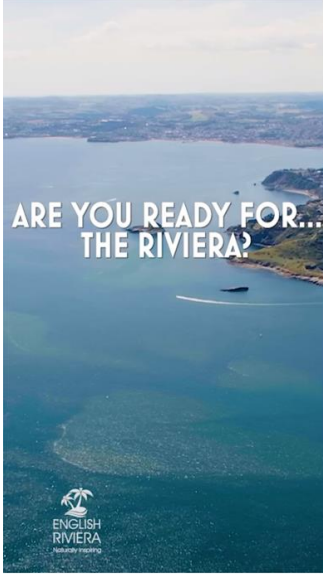


Ready to splashdown?

[Book Now](#)

The English Riviera
Sponsored
ID: 3157177221081258

Ready for a summer holiday that's packed with fun, adventure and amazing attractions? Check out the English Riviera 🌊



ARE YOU READY FOR... THE RIVIERA?

WWW.ENGLISHRIVIERA.CO.UK
[Book your summer holiday now](#)



A Beach Holiday & So Much More

The English Riviera is the perfect destination for a UK Summer Holiday.




Fun For All The Family

Explore one of England's most scenic coastlines and experience award-winning attractions.



Visit The English Riviera

Indulge in miles of sandy beaches, glorious gardens, family attractions & bustling towns.

[Close](#) [Learn more](#)

The English Riviera
13 March · 🌐

Get ready for the English Riviera Walking Festival, 22nd-29th April. With a range of guided coastal, woodland and countryside walks, covering subjects like Agatha Christie, England's Seaford Coast, heritage and natural history, there's something for all tastes.



English Riviera Spring Walking Festival
22nd-29th April 2023

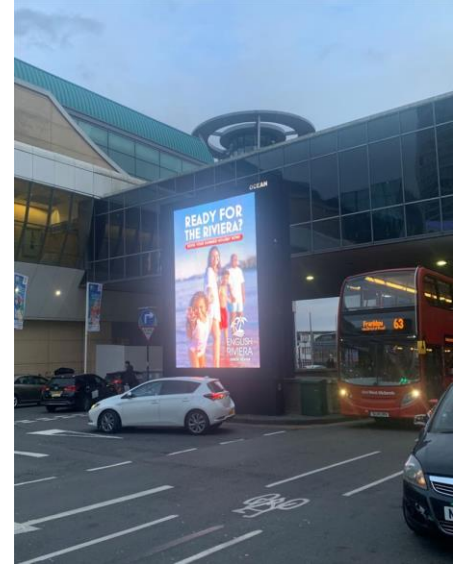
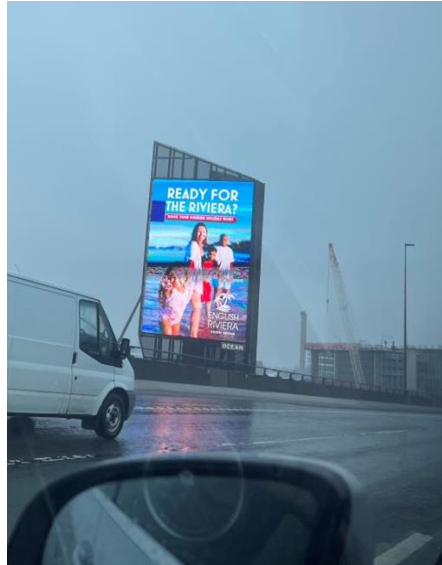
RIVERIAWALKING.CO.UK
Walking Tours - April 22-29
[Book Online Now](#)

[Book Now](#)

Out Of Home Campaigns



The Out of Home digital billboard “Ready for the Riviera” second wave ran from 27th March - 10th April ran from across 8 sites in Birmingham at a cost of £10,000. An estimated **3 million** impressions were gained from these adverts. Please note; the first wave ran from 27th February - 13th March 2023.



Photography & Videography



Photography Activity

- There have been 15 approved new users to the English Riviera Photo Library system this month.
- Challenging walking festival photo shoot with Alison and Graham Kerr due to poor weather. We will look for a chance to re-shoot when we have a suitable blue sky day and will be liaising with Graham to complete.
- Model release and copyright assignment research and contract writing so that the ERBID Company has templates that can be used with any contracted photographers or videographers for future work.
- Delivery of photographs for various press articles including The Guardian.
- Ongoing management of the photo and video library answering queries from levy payers and associates.

	April 2023	March 2023	Comparison to last month
Image library signups	15	9	+6
Image library photo downloads	406	445	-39



Visitor Information Centre



Most of the income in April 2022 and 2023 came from A4 poster sales.

Additional Income: 5 businesses paid a Voluntary Contribution and 11 paid for banner adverts

We are open 9.30 am to 5 pm Monday to Saturday and 10 am to 2 pm Sundays and Bank Holidays.

Our team consists of one full time Visitor Information Manager (Katrine) who is supported by four part-time seasonal members of staff Julie, Maria, Rachel and Fiona, plus Rod our very helpful volunteer.

We had a fantastic display in our VIC window and inside the office promoting the Spring English Riviera Walking Festival and took bookings for this event. This has been replaced with an amazing Coronation display, promoting the local events.

	April 2023	April 2022	Comparison to last year
No of visitors	3863	3164	+22%
No of phone calls	338	451	-43% Google glitch in 2022
No of emails	361	364	-02%
Income	£1582	£1573	+05%
Net Income	£637	£845	-24%

Top FAQ's for April 2023:

1. Do we have printed bus timetables?
2. Can we book the Princess Theatre?
3. Will the boats be running for the Pirate Festival?
4. Is there a bus to Greenway House?
5. Will there be buses running over the Bank Holidays?

Visitor Guides



ERBID produce a range of free publications to showcase the English Riviera to visitors.

All these free publications are available from the English Riviera Visitor Information Centre, to help BID partners promote the area and support their business.

- English Riviera map - A2 map covering the bay with highlighted attractions and bus routes.
- English Riviera Accommodation Directory - DL format.
- English Riviera Food & Drink Directory - DL format.
- English Riviera Things to Do Directory - DL format.
- English Riviera Spring/Summer Visitor Guide - A4 magazine-style.
- The Agatha Christie Mile...and More - self-guided walking trail and leaflet.
- English Riviera Group Operators Directory - A5 brochure aimed at group operators and tour organisers.
- Writers on the Riviera - produced in conjunction with Torbay Culture.

	April 2023
Number of Accommodation Directory requests	64
Number of Travel Directories online downloads	13



Levy Payer Communications



The ERBID April Newsletter included items on:

- National Summer Campaign Extended
- New Spring/Summer English Riviera Visitor Guide
- ERBID Levy Payment
- How was your Easter?
- British Tourism & Travel Show 2023
- Advertising & Marketing Support
- Latest Research
- Have your Say: ERBID Focus Groups
- Event News
- ERA Attractions Showcase 11th May
- Enter now - Torbay Weekly Naturally Inspiring Business Awards

Other email communications in April included:

- An invitation to complete the How's Business Survey for March. This survey allow us to measure trends across the resort and to benchmark against performance across the South West.
- An invitation to join a feasibility study for the creation of a Tourism Data Hub for the heart of the South West area, covering the Devon, Plymouth, Somerset and the English Riviera.
- Devon Tourism Awards open for entry.
- An invitation to ERA's Attractions Showcase.