



**ENGLISH RIVIERA**

**BID COMPANY**

# Marketing Report

## August 2023



# Results Summary

In August 2023, the English Riviera brand was in front of potential visitors almost **4 million times** through a variety of digital marketing activity.

This led to **142,000 website users**.

And **over 5,500 visitors helped** through the ERBID Company Visitor Information Centre.

| Number of potential visitor impressions           |           |
|---|-----------|
| Newsletters (total emails)                        | 31,071    |
| Instagram   | 172,436   |
| Facebook  | 585,782   |
| Twitter   | 10,243    |
| TikTok  | 10,286    |
| English Riviera Walking Festival social media     | 12,314    |
| England's Seafood Feast social media              | 23,315    |
| Paid Digital Campaigns                            | 3,112,774 |
| OOH Campaigns                                     | 0         |
| <b>TOTAL: 3,958,221</b>                           |           |
| Number of website users                           |           |
| English Riviera website users                     | 136,831   |
| English Riviera Walking Festival website users    | 4,798     |
| <b>TOTAL: 141,629</b>                             |           |
| Number of visitors helped                         |           |
| Visitor Information Centre visitors               | 4,865     |
| Visitor Information Centre phone calls            | 333       |
| Visitor Information Centre email enquiries        | 256       |
| Visitor Information Centre guide requests         | 56        |
| Visitor Information Centre online guide downloads | 15        |
| <b>TOTAL: 5,525</b>                               |           |



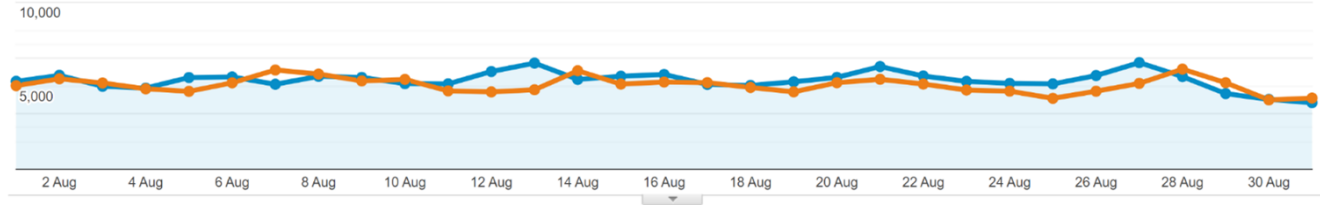
# Website Summary



## Website users in August 2023 compared to August 2022:

1 Aug 2023 - 31 Aug 2023: ● Users

1 Aug 2022 - 31 Aug 2022: ● Users



In August 2023, the website was averaging around 5,000-6,000 users per day. Compared to the same month last year (August 2022), users are up 5.39%.

For the entire year to date (1st Jan 2023 - 31st August 2023), there have been 798,244 users on the English Riviera website. This is -2.5% down compared to the same period in 2022 (1st Jan 2022 - 31st August 2022) which had 819,072 website users. The difference can be largely attributed to the abnormally high traffic over the 2022 Airshow weekend (the jubilee weekend with lots of event and terrible weather meant the airshow got cancelled and many people were searching “*is the airshow on?*”), which saw a difference of 25,000 users over 3 days. In fact, if we remove this anomaly, we are now doing slightly better than last year.

| Month                     | Users          |
|---------------------------|----------------|
| January                   | 50,912         |
| February                  | 50,764         |
| March                     | 70,859         |
| April                     | 108,575        |
| May                       | 122,843        |
| June                      | 123,873        |
| July                      | 133,587        |
| August                    | 136,831        |
| <b>Total Year to Date</b> | <b>798,244</b> |

76% of users visited the site via mobile, 19% via desktop and 5% via tablet.

# Website Analytics - GA4



Soon, the old Google Analytics (Universal Analytics) will stop processing data, and Google Analytics 4 (GA4) will take over.

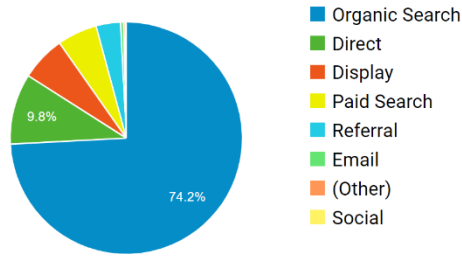
This means that reporting will look different from next month. The visuals will look slightly different and the layout of this report will change.

Most importantly though, the metrics will be different. The main metric that the ERBID report on is “website users”. In Universal Analytics, this was how many people were on the website. But for GA4, this is: “**unique users who logged an event**”. This is an additional two parameters for supposedly the same metric.

Therefore, it is likely that there will be a decrease in “user” statistics going forward – this is not that we have less users on the site, it is just because they are being calculated differently.

# Website Acquisition & Behaviour

## Where are users coming from?



Organic Search (Google in particular) continues to be the primary channel for people looking to visit the English Riviera website, contributing to 103k users to the website (74% of all visits in August).

Users arriving via email had the lowest bounce rates (arriving on the website and clicking away again), whereas users arriving via paid display campaigns had the highest.



## What are users looking at?

| Page   | Pageviews      |
|--|----------------|
| Visit the English Riviera in 2023 (web campaign) | 18,772         |
| Things To Do in Torquay                          | 10,232         |
| Explore Torquay                                  | 8,705          |
| Top 10 Beaches                                   | 7,756          |
| Home   | 6,891          |
| Things To Do                                     | 6,697          |
| England's Seafood FEAST (campaign running)       | 6,256          |
| What's On  | 5,782          |
| Anderton & Rowlands Fun Fair (product page)      | 4,688          |
| Boat Trips & Ferries                             | 4,598          |
| <b>Total pageviews on website</b>                | <b>356,136</b> |

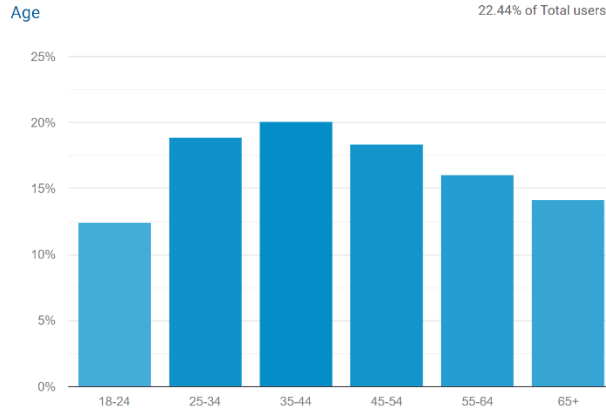
The above are the top 10 viewed pages in August. The web boost campaign brought in a significant amount of users to the website and has in fact become the most visited page on the website this year - overtaking the homepage.

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

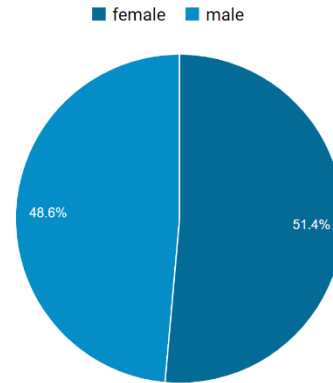
# Website Demographics



## Website users by age:



## Website users by gender:



## Website users by location:

| City          | Users  |
|---------------|--------|
| London*       | 56,556 |
| (not set)     | 12,239 |
| Torquay       | 8,257  |
| Plymouth      | 7,019  |
| Birmingham    | 3,773  |
| Paignton      | 3,769  |
| Wolverhampton | 3,036  |
| Milton Keynes | 2,692  |
| Exeter        | 2,579  |
| Cardiff       | 2,484  |

For the third month in a row, the largest age bracket to visit the website was not 25-34 year olds. Instead, it was 35-44 year olds who represented 19% of all website traffic. This is interesting as it would suggest that over the summer period (June, July and August) the majority of website users are possibly family members, whereas at the start of the year a younger age demographic is more common.

Website users from the United Kingdom represent 95% of all users. Birmingham, Wolverhampton, Milton Keynes, and Cardiff were the most common areas that website users were based in the “staying” locations in August.

*\*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



## English Riviera - Visitor Audience Newsletter

One English Riviera newsletter was sent out in August, predominantly highlighting Autumn Festivals.

| Date            | Subject Line                            | Recipients | Open Rate | Total Opens<br>(NOT UNIQUE) | Click Through<br>Rate | Total Clicks<br>(NOT UNIQUE) | Most clicked link          |
|-----------------|---|------------|-----------|-----------------------------|-----------------------|------------------------------|----------------------------|
| Aug 21,<br>2023 | <a href="#">🍂 What's On this Autumn</a> | 30,005     | 36.3%     | 15,037                      | 2.2%                  | 1,407                        | What's On (top white link) |

## English Riviera Walking Festival audience Newsletter

One ERWF newsletter was sent out in August.

| Date            | Subject Line                       | Recipients | Open Rate | Total Opens<br>(NOT UNIQUE) | Click Through<br>Rate | Total Clicks<br>(NOT UNIQUE) | Most clicked link                        |
|-----------------|------------------------------------|------------|-----------|-----------------------------|-----------------------|------------------------------|--|
| Aug 22,<br>2023 | <a href="#">🍂 One month to go!</a> | 432        | 62.9%     | 665                         | 18.6%                 | 302                          | Festival programme (first orange button) |

## England's Seafood FEAST audience Newsletter

One ESF newsletter was sent out in August.

| Date            | Subject Line                         | Recipients | Open Rate | Total Opens<br>(NOT UNIQUE) | Click Through<br>Rate | Total Clicks<br>(NOT UNIQUE) | Most clicked link                      |
|-----------------|--------------------------------------|------------|-----------|-----------------------------|-----------------------|------------------------------|--|
| Aug 29,<br>2023 | <a href="#">🐚 The FEAST is back!</a> | 634        | 68.4%     | 1,146                       | 27.3%                 | 484                          | Festival programme (first blue button) |



The 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.

# Instagram Top Posts



## Highest Reach

UGC always performs well, especially beautiful Brixham.



 myriviera

Mon 8/21/2023 6:17 pm BST

These rainbow coloured buildings and clear aqua blue water makes Brixham one of the prettiest picture postcard fishing towns in South Devon....



Reach

3,140

## Highest Engagement

UGC always performs well, especially beautiful Brixham.



 myriviera

Mon 8/21/2023 6:17 pm BST

These rainbow coloured buildings and clear aqua blue water makes Brixham one of the prettiest picture postcard fishing towns in South Devon....




Total Engagements

346

## Most Viewed Reel

Performed the best due to adding Dartmouth Steam Railway as a collab so this was displayed to their following.



 myriviera

Tue 8/29/2023 4:43 pm BST

It's always such a magical moment to see our little visitors chasing and waving as the steam train passes through Goodrington Sands. 🚂🌈...



Reach

4,551



# Instagram Summary



Our engagements, impressions followers are up compared to August 2022 which is great to see.

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

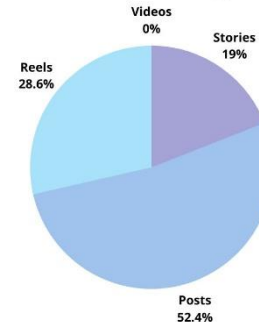
The introduction of user-generated content (via the Crowdriff platform) has provided the English Riviera with an extensive and ever-growing library of images and videos that we gain full rights to use for all future marketing and is an integral part of our ongoing social media activity.

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 August (kids chasing the Steam Train at Goodrington) has been the best performed reel to date with over 4.8kk views to date. Their IG account has big following so requested them as collab to gain more engagement with their followers.

|   | August 2023 | August 2022 | Percentage change |
|---|-------------|-------------|-------------------|
| <b>Number of posts</b>                  | 17          | 14          | +21%              |
| <b>Impressions (organic &amp; paid)</b> | 172,436     | 43,010      | +300              |
| <b>Engagements</b>                      | 2,347       | 1,425       | +39%              |
| <b>Engagement rate</b>                  | 2..8%       | 3.3%        | -15%              |
| <b>Followers Change</b>                 | 185         | 135         | +37%              |

Reach by content type




# Facebook Top Posts




## Highest Reach

Received the highest reach due to the interest of this UGC image of the pool and sea views from the Imperial Hotel.

 **The English Riviera**  
Tue 8/1/2023 7:32 pm BST


And relax....Sea views, cooling off in the pool and relaxing whilst watching the world go by. 🌴🌊😎  
Looking to book a last-minute summer getaway...




Reach 84,055

## Highest Engagement

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

 **The English Riviera**  
Thu 8/17/2023 7:46 pm BST

🇪🇸 Torbay Pride 2023 Returns to Torquay 🇬🇧  
Saturday 2nd September 2023 This free one-day fun family FREE event will take place on Torre...



Total Engagements 2,943

# Facebook Summary



Our organic engagements are up up during August 2023 compared with August 2022 which is great. The reason for this huge increase is due to a post promoting Torbay Pride and a post promoting vistas from the pool at Imperial Hotel which performed so well, this achieved a reach of over 85,000, engagements of 3,160 and over 460 reactions.

We're continuing to create and post Facebook Reels and they've been performed really well. The best performing reel during August was a nice POV over Brixham Harbour from a bedroom window and has achieved 8.1k 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 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.

|                            | August 2023 | August 2022 | Percentage change |
|----------------------------|-------------|-------------|-------------------|
| <b>Number of posts</b>     | 13          | 15          | -15%              |
| <b>Organic Impressions</b> | 585,782     | 769,721     | -24%              |
| <b>Organic Engagements</b> | 15,194      | 10,919      | +39%              |
| <b>Engagement rate</b>     | 4.5%        | 5%          | -10%              |
| <b>Followers Change</b>    | 347         | 169         | +105%             |

# Twitter Top Posts



## Highest Reach



@EnglishRiviera

Thu 8/31/2023 4:28 pm BST

Beautiful summer evening vistas from the Babbacombe Downs. 🌞🌴 #babbacombe #babbacombedowns #view #views #summer...



## Highest Engagement



@EnglishRiviera

Tue 8/29/2023 8:46 pm BST

These rainbow coloured buildings and clear aqua blue water makes Brixham one of the prettiest picture postcard fishing towns in South Devon....



Total Engagements

64

# Twitter Summary



Our Twitter impressions and engagement rates are up but our following change is slightly down compared to August 2022, but this is nothing to be concerned about.

The most engaging posts have been posts based around nature and our coastline and colourful Brixham harbour, 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.

|                         | August 2023 | August 2022 | Percentage Change |
|-------------------------|-------------|-------------|-------------------|
| <b>Number of posts</b>  | 14          | 8           | +75%              |
| <b>Impressions</b>      | 10,243      | 6,423       | +59%              |
| <b>Engagement rate</b>  | 5.7%        | 5.3%        | +7%               |
| <b>Followers Change</b> | 23          | 31          | -26%              |

# TikTok Summary



We are up massively across all areas compared to August 2022. This is because we launched our account in June 2022 so didn't have much of a following in August 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 most viewed TikTok video during August was a video reel showcasing a superb view over brixham with scuba divers in the crystal clear waters which has had over 5,327 views to date.

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.

|                         | August 2023 | August 2022 | Percentage Change |
|-------------------------|-------------|-------------|-------------------|
| <b>Number of posts</b>  | 5           | 3           | +66%              |
| <b>Reach</b>            | 10,286      | 2,046       | +402%             |
| <b>Engagement</b>       | 300         | 24          | +1150%            |
| <b>Followers Change</b> | 54          | 17          | +235%             |

# Paid Digital Campaigns



Three paid digital campaigns were undertaken in August 2023 with the total results for **the month below**. Some of the best performing ads are shown over the next slide.

The campaigns were one a general “website boost” campaign to increase web traffic whilst people are actively planning summer holidays, England’s Seafood FEAST (running from 29th July - 29th September) and the Autumn English Riviera Walking Festival (running from 19th July - 23rd September).

| ADS PLAN  |   |   |   | MONTHLY RESULTS |        |             |
|---|---|---|---|-----------------|--------|-------------|
| Campaign  | Aim   | Platform  | Target Audiences  | Spend           | Clicks | Impressions |
| <b>Website Boost</b><br>(Visit in 2023)                                   | This campaign aims to increase website users whilst people are researching summer holidays. | Google Display,<br>Google Search                          | Those searching for holidays and affinity audiences for holidays                | C. £1,000       | 21,415 | 1,983,526   |
| <b>England’s Seafood FEAST</b>  | This campaign aims to raise awareness of the ESF event and fresh seafood on the ER.         | Facebook,<br>Google Search,<br>Google Display,<br>YouTube | Affinity audiences for seafood and foodie interests within a 2 hour drivetime   | C. £1,000       | 12,883 | 685,801     |
| <b>Autumn Walking Festival</b> (traffic goes to the Riviera Walking site) | Aims to increase bookings for the Autumn ERWF.  | Facebook,<br>Google Search                                | Affinity audiences and relevant keywords for walking within a 3 hour drivetime. | C. £600         | 5,092  | 443,912     |



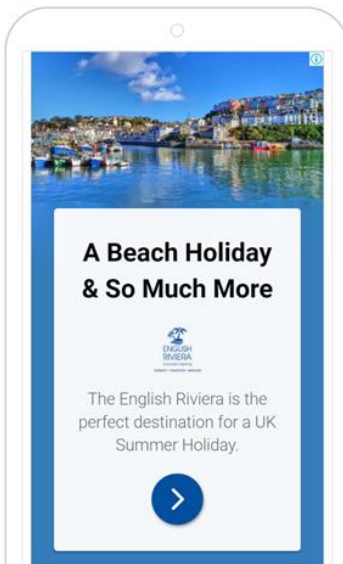


# Paid Digital Campaigns


## Selection of best performing ads









### Examples from the Web Boost Campaign




### Example from the ESF Campaign

 **The English Riviera**  
Sponsored

 Only this 29th September – 15th October, join the world-famous England's Seafood Feast, featuring:

-  Freshly-caught delicacies from the sea
-  Over 50 special menus and events
-  Brixham Fish Market tours
-  Wine & seafood pairing or tasting
-  Coastal foraging...



**Dive into over 50 special menus and events**

ENGLISHRIVIERA.CO.UK/SEAFOOD-FEAST  
Join England's Seafood FEAST!!  
29th September - 15th October

[Learn More](#)

### Example from the ERWF Campaign

 **The English Riviera**  
Sponsored

This Autumn explore the English Riviera on a range of walks led by experienced guides. Take in the coast, woodlands and countryside along the beautiful South West Coast Path 🌴



RIVIERAWALKING.CO.UK  
Walking Tours - September 23rd-30th  
Book Your Place Now

[Book Now](#)



# Photography & Videography



## Photography Activity

- There have been 3 approved new user to the English Riviera Photo Library system this month.
- Portrait versions of Faces of the Riviera images derived from the original landscape versions completed and delivered.
- Completed outstanding coastal photography update.
- Begun finalising post production of coastal photography update prior to library addition.
- Assisted ERBID associates with library access and video production.

|                                | July 2023 | Aug 2023 | Comparison to last month |
|--------------------------------|-----------|----------|--------------------------|
| Image library signups          | 5         | 3        | -2                       |
| library photo /video downloads | 366       | 461      | +95                      |



# Visitor Information Centre



The income in August 2023 came from A1 & A4 poster sales, AC merchandise and Stagecoach ticket sales.

Additional Income: 1 businesses paid a Voluntary Contribution and 6 banner adverts were paid for.

We are open 9.30am to 5pm Monday to Saturday and 10am to 2pm 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 and Judy our very helpful volunteers.

We have a fantastic display in our VIC window and inside the office promoting the sale of Agatha Christie merchandise. We also have ER Walking Festival and ESF displays.

|                          | Aug 2023 | Aug 2022 | Comparison to last year |
|--------------------------|----------|----------|-------------------------|
| <b>No of visitors</b>    | 4865     | 5407     | -10%                    |
| <b>No of phone calls</b> | 333      | 390      | -15%                    |
| <b>No of emails</b>      | 256      | 243      | +5%                     |
| <b>Income</b>            | £2,641   | £4,865   | -34%                    |
| <b>Net Income</b>        | £789.94  | £893.23  | -11%                    |

## Top FAQ's for August 2023:

1. Do we have a map of the area?
2. Will there be fireworks for the Regatta/Children's Week?
3. Are the boat trips running?
4. Do we have bus timetables?
5. Do you have a copy of the Agatha Christie Mile?

# 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 - **updated and reprinted for summer 2023**
- 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.

|   | Aug 2023 |
|---|----------|
| Number of Accommodation Directory requests    | 56       |
| Number of Travel Directories online downloads | 15       |



# Levy Payer Communications



## The ERBID August Newsletter included items on:

- Airshow Update
- Cruise Ship Expected Soon
- Save the Date - New Green Tourism Forum
- New Initiative - Make it Net Zero Torbay
- Have your Say on Tourism!
- Year-Round Events
- Advertising Opportunities
- Coming Soon - new Riviera Connect EXPO

## Other email communications in August included:

- How's Business survey link for July, and the results of the survey for June
- Walking Festival Accommodation - a call-out to walker-friendly accommodation providers
- Website banner advertising opportunities
- Shared 'Zero Carbon Torbay' details on behalf of TDA
- A request for feedback on business over the late August Bank Holiday
- Current Events List pdf for sharing and an Events Update