



**ENGLISH RIVIERA**

**BID COMPANY**

# Marketing Report December 2023



# Results Summary

In December 2023, the English Riviera brand was in front of potential visitors **over 1 million times** through a variety of digital marketing activity.

This led to **almost 57,000 website users**.

And **over 1,000 visitors helped** through the ERBID Company Visitor Information Centre.

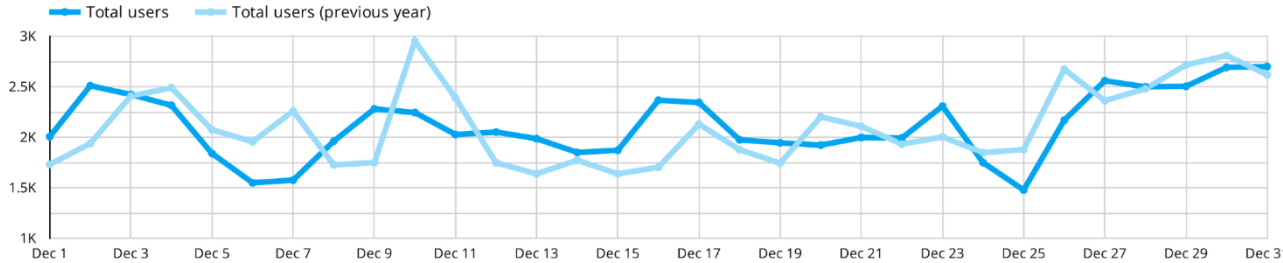
Number of potential visitor impressions	
Newsletters (total emails)	29,887
Instagram	37,657
Facebook	424,521
Twitter	8,527
TikTok	3,708
English Riviera Walking Festival social media	242
England's Seafood Feast social media	652
Paid Digital Campaigns	573,859
OOH Campaigns	0
<b>TOTAL: 1,079,053</b>	
Number of website users	
English Riviera website users	56,459
English Riviera Walking Festival website users	497
<b>TOTAL: 56,956</b>	
Number of visitors helped	
Visitor Information Centre visitors	579
Visitor Information Centre phone calls	228
Visitor Information Centre email enquiries	193
Visitor Information Centre guide requests	19
Visitor Information Centre online guide downloads	7
<b>TOTAL: 1,026</b>	



# Website Summary



## Website users in December 2023



In December 2023, the website had 56,459 total users, which was **down 0.6%** on December 2022.

### Year to date compared to year to date 2022:

For the entire year to date (1st Jan 2023 - 31st December 2023), there have been 1,075,629 users on the English Riviera website. This is -6.7% down compared to the same period in 2022 (1st Jan 2022 - 31st December 2022) which had 1,075,629 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.

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
September	90,336
October	67,189
November	63,401
December	56,459
<b>Total Year to Date</b>	<b>1,075,629</b>

# Website Analytics - GA4



The old Google Analytics (Universal Analytics) has now stopped processing data, and Google Analytics 4 (GA4) has taken over.

This means that reporting looks different. 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.

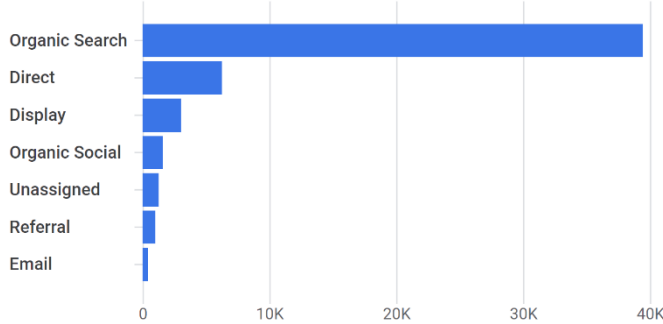
Therefore, it is likely that there will be a decrease in “user” statistics going forward – this is not that we have less users on the site, it is just because they are being calculated differently.

# Website Acquisition & Behaviour



## What are users looking at?

### 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 almost 40k users to the website.

Page	Pageviews
Bay of Lights (campaign running)	20,150
The Illumination Trail Torquay (product page)	5,645
Christmas & New Year Events	5,416
Home	5,275
Train of Lights (product page)	4,028
Bay of Lights (product page)	3,680
Train of Lights 2023 Timetable	2,881
English Riviera webcams	2,102
Explore Torquay	1,891
What's On	1,591
<b>Total pageviews on website</b>	<b>129,803</b>

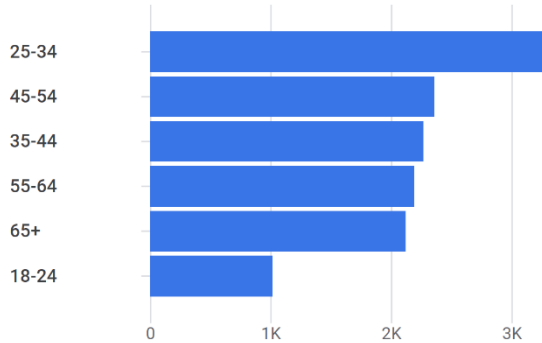
The above are the top 10 viewed pages in December.

What's On pages remain strong, and are particularly important at this time of year. The Bay of Lights also saw a significant amount of traffic, mainly due to the paid campaign.

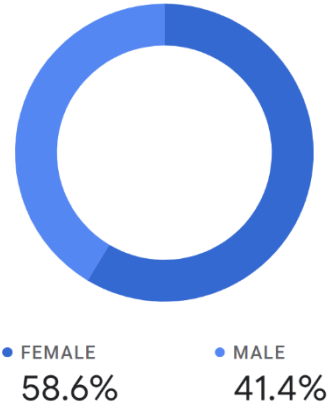
# Website Demographics



### Website users by age:



### Website users by gender:



### Website users by location:

City	Users
London*	17,617
(not set)	5,457
Plymouth	4,591
Torquay	3,919
Paignton	1,991
Birmingham	1,320
Exeter	1,303
Bristol	1,142
Wolverhampton	1,059
Milton Keynes	928

As with October and November, (and before then, it was the first time since May), the largest age bracket to visit the website was 25-34 year olds. In September it was 45-54 year olds (possibly due to the events ESF and ERWF), over the summer period (June, July, August) the majority of website users were 35-44 year olds so possibly family members. Now in Autumn & Winter (October, November & December) we are reverting back to 25-34 year olds being the largest age demographic on the site, similar to the beginning of this year.

*\*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.*

# Instagram Top Posts



## Highest Reach

Featured events always receive a high reach, especially the Bay of Lights Illumination Trail with its new illuminated additions for 2023.



myriviera

Fri 12/22/2023 3:14 pm GMT

The English Riviera is really getting into the spirit of Christmas and our towns are dressed with festive sparkle. 🎄 🌈 ✨ Looking to getaw...



Reach

1,823

## Highest Engagement

Featured events always receive a high engagements, especially the Bay of Lights Illumination Trail with its new illuminated additions for 2023.



myriviera

Mon 12/4/2023 6:12 pm GMT

The Bay of Lights Illumination Trail has begun and looks absolutely spectacular, including some fantastic new additions! 🎄 🌈 🎁 This fre...



Total Engagements

152

## Most Viewed Reel

Merry Christmas Santa was the most viewed reel during december.



myriviera

Sun 12/24/2023 1:44 pm GMT

From our home to yours, we wish you all a very Merry Christmas and a happy New Year. 🎄 ..... #santa #festive #bay #coast #englishriviera...



Video Views

2,279

# Instagram Summary



We are up slightly down in engagements and engagement rates but nothing to be concerned about. The reason for this is due to the BOL Illumination trail which was new for 2022 which had huge engagement.

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

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.

	Dec 2023	Dec 2022	Percentage change
<b>Number of posts</b>	15	12	+25%
<b>Impressions (organic &amp; paid)</b>	37,657	26,480	+42%
<b>Engagements</b>	1,451	1,781	-18%
<b>Engagement rate</b>	4.9%	6.7%	-26%
<b>Followers Change</b>	70	41	+70%




# Facebook Top Posts




## Highest Reach

Received the highest reach due to the interest of these visually beautiful BOL additions

 **The English Riviera**  
Sat 12/2/2023 7:02 pm GMT


The Bay of Lights Illumination Trail has begun and looks absolutely spectacular, including some fantastic new additions! 🌟 🌈 🎆 This fre...




**Reach** 104,893

## Highest Engagement

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

 **The English Riviera**  
Sat 12/2/2023 7:02 pm GMT

The Bay of Lights Illumination Trail has begun and looks absolutely spectacular, including some fantastic new additions! 🌟 🌈 🎆 This fre...



**Total Engagements** 14,257

# Facebook Summary



Most figures in December 2023 compared with December 2022 are up which is great to see. This is mainly due to the Bay of lights Illumination Trail posts, especially one post at the beginning of December showcasing the new light additions which performed really well with over 112,000 reach and over 14,000 engagements.

We're continuing to create and post Facebook Reels and they've been performed really well. The best performing reel during December was of the Train of lights from the sea and has achieved 25.2k views to date.

The most engaging posts have been based around featured events such as the Bay of Lights and also nice UGC coastal images.

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.

	Dec 2023	Dec 2022	Percentage change
<b>Number of posts</b>	16	15	+6%
<b>Organic Impressions</b>	424,521	482,752	-12%
<b>Organic Engagements</b>	29,551	20,480	+44%
<b>Engagement rate</b>	5.9%	5.8%	+1.7%
<b>Followers Change</b>	215	124	+73%

# Twitter Top Posts



## Highest Reach



[@EnglishRiviera](#)

Sat 12/30/2023 4:21 pm GMT

Start planning your 2024 coastal English Riviera escape today: [englishriviera.co.uk](https://www.englishriviera.co.uk)  
[#englishriviera](#) [#southdevon](#) [#Devon](#)



## Highest Engagement



[@EnglishRiviera](#)

Tue 12/12/2023 8:15 pm GMT

Delightful miniature scenes, magical illuminations and plenty of Christmas sparkle at Babbacombe Model Village. 🎄🌈🌟[#christmas...](#)



# Twitter Summary



Most of our figures are up which is really great to see.

The most engaging posts have been posts based around nature and our coastline, Planning a holiday for 2024 and our key featured events such as the Bay of lights 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.

	Dec 2023	Dec 2022	Percentage Change
<b>Number of posts</b>	13	9	+44%
<b>Impressions</b>	8,527	7,966	+7%
<b>Engagement rate</b>	7.1%	5.2%	+36%
<b>Followers Change</b>	20	22	-9%

# TikTok Summary



We are up massively across all areas compared to December 2022. This is because we launched our account in June 2022 so didn't have much of a following in December 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 December was of the BOL Illumination trail which has reached 1,421 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.

	Dec 2023	Dec 2022	Percentage Change
<b>Number of posts</b>	3	3	
<b>Reach</b>	3,708	2,502	+48%
<b>Engagement</b>	136	42	+223%
<b>Followers Change</b>	34	13	+161%

# Paid Digital Campaigns



One paid digital campaigns was undertaken in December 2023 for the Bay of Lights with the total results for **the month below**. Some of the best performing ads are shown over the next slide.

The Bay of Lights campaign began on 16th October and ran until 31st December.

ADS PLAN				MONTHLY RESULTS		
Campaign	Aim	Platform	Target Audiences	Spend	Clicks	Impressions
<b>Bay of Lights</b>	This campaign aims to raise awareness of the Bay of Lights & the English Riviera as a Christmas destination	Google Display, Meta	Those within a 2 hour drivetime	C. £1000	9,284	573,859

# Paid Digital Campaigns

## Selection of best performing ads



### Examples from the Bay of Lights Campaign



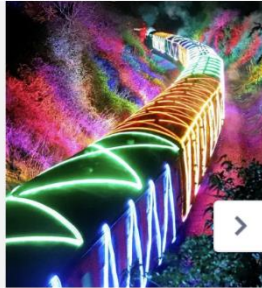
#### The English Riviera Sponsored

This Christmas, be dazzled with a series of illuminated events including the Illumination Trail, the Train of Lights, GloWild and so much more on the Bay of Lights! 🌟



ENGLISHRIVIERA.CO.UK  
OF-LIGHTS  
The  
Illumination...

Learn More



ENGLISHRIVIERA.CO.UK  
OF-LIGHTS  
The Train of  
Lights

Learn More



#### The English Riviera Sponsored

This Christmas, be dazzled on the Bay of Lights Illumination Trail, as it weaves along the Harbour and this year, continues shining across the whole of the English Riviera, with many businesses joining in too 🌟



WWW.ENGLISHRIVIERA.CO.UK  
Every Day From 4:30pm  
Now bigger and brighter

Learn more



#### The English Riviera Sponsored

At Christmas, the English Riviera transforms into the Bay of Lights! Follow the Illuminations Trail, experience Light, Lanterns & 'Luminations in Brixham and hop aboard the Train of Lights 🌟



WWW.ENGLISHRIVIERA.CO.UK  
The Bay of Lights  
Bigger and brighter

Learn more

# Photography & Videography



## Photography Activity

- There has been no new sign-ups to the English Riviera Photo Library system this month.
- New Bay of Lights photography.
- Bay of Lights photography post production and addition to the photo library.
- Initial research for 2024 photo schedule.

	Nov 2023	Dec 2023	Comparison to last month
Image library signups	1	0	-1
library photo /video downloads	354	131	-223





# Visitor Information Centre



The income in December 2023 came from A4 poster sales and Agatha Christie gifts and books.

Additional Income: 3 Voluntary Contributions were received and 1 website banner advert was paid for.

The VIC was open 9.30am to 1.30pm everyday, but closed between Christmas & New Year, however emails and phone calls were answered from home.

Our team consists of Katrine, Maria, Rachel and Fee, plus our lovely volunteer Rod.

We had a fantastic Bay of Lights display in our VIC front and side windows, inside the office our display areas promoted the sale of Agatha Christie merchandise.

	Dec 2023	Dec 2022	Comparison to last year
<b>No of visitors</b>	579	837	-30%
<b>No of phone calls</b>	228	196	+16%
<b>No of emails</b>	193	169	+14%
<b>Income</b>	£347.93	£ 212.23	+63%
<b>Net Income</b>	£117.39	£97.13	+20%

## Top FAQ's for December 2023:

1. Will there be shops, restaurants and public transport available on Christmas and New Year's Day?
2. Where is the bus stop (harbourside development)?
3. How do I contact the Princess Theatre?
4. Will there be any fireworks on New Year's Eve?
5. Do you have map?

# Visitor Guides



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

Over the winter, the team are working on updating the English Riviera Directories - Accommodation, Food & Drink, and Things to Do. All levy-paying businesses have a free listing within the relevant sector directory. Paid advertising opportunities will also be available.

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.
- 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.

	Dec 2023
Number of Accommodation Directory requests	19
Number of Travel Directories online downloads	7



# Levy Payer Communications



## Email communications in December included:

- Advertising opportunities in the English Riviera Accommodation Directory: Serviced Accommodation Edition
- How's Business survey link for November and the results for October
- December e-newsletter to levy payers ([view here](#)). Featured items:
  - a round-up of ERBID's key destination marketing activity for the year 2023
  - Bay of Lights
  - Devon Tourism Awards: ERBID won Gold for Visitor Information Service of the Year