

English Riviera: Coverage Report

Q1 Report 2025
(January – March)

www.fourmarketingagency.com

Coverage summary in numbers

	Q1 2025 Results
Total pieces of coverage	55
Total opportunities to see	142,081,278
Total number of press releases	8
Total number of interview opportunities secured	4
News reported in positive sentiment	100%

Strategy & Ambassador Relations

2025 Planning and Strategy

- We have crafted bespoke 2025 PR planner, tailored to specific target demographics and including the promotion of key ERBID events
- We created a comprehensive media outreach strategy, including refreshed media lists, journalist meetings and research into media landscapes
- We have been working collaboratively with Chalk & Ward to support dedicated advertising campaign, offering PR support where appropriate
- We have working to support dedicated Brixham PR campaign to spotlight the town
- We have identified key press trip targets for 2025
- We have identified influencer targets for 2025
- Regular reporting, including mid-month reports, quarterly reports and adhoc activity evaluations



Ambassador Workshops

- We created English Riviera BID Company's Ambassador Programme, in collaboration with the ERBID team
- We hosted the first ERBID Ambassador Workshop in March 2025, attended by 17 key ambassadors
- We have begun working with Beverley Holidays and Torquay Watersports to highlight key newsworthy activity
- We are due to share a Doodle Poll with the ERBID Ambassador Network for the Q2 workshop, where ambassadors can join, understand more about the work we do, and share their news

Appendix: Coverage Summary

'The English Riviera 2025: A Year of Unmissable Events!'

- Travel News (online) The English Riviera 2025: A Year of Unmissable Events! (OTS = 299,665)
- UK News Group (online) The English Riviera 2025: A year of unmissable events (OTS = 160,235)
- Yahoo News UK (online) The English Riviera 2025: A year of unmissable events (OTS = 9,900,000)
- Devon Live (online) Torbay airshow among incredible South Devon events not to miss in 2025 (OTS = 1,274,415)
- National World (online) The English Riviera 2025: A year of unmissable events (OTS = 2,500,000)
- Herald Express (print) Festivals galore in bumper year of events taking place around the English Riviera (Circulation = 3,130)
- West Midlands Express and Star (online) The English Riviera 2025: A year of unmissable events! (OTS = 1,900,000)
- Shropshire Star (online) The English Riviera 2025: A year of unmissable events! (OTS = 1,200,000)

'The unmissable English Riviera Walking Festival is back'

- Torbay Weekly (online) The unmissable English Riviera Walking Festival is back (OTS = 40,503)
- We Are South Devon (online) Discover hidden gems and brand-new experiences at the English Riviera Walking Festival 2025 (OTS = 5,000)
- Group Travel World (online) The unmissable English Riviera Walking Festival is back (OTS = 6,000)
- Western Morning News (print) Festival will see visitors hotfooting it to the coast (Circulation = 5,863)
- Devon Live (online) Huge festival celebrating iconic Devon coast returns this summer (OTS = 1,274,415)
- Yahoo News UK (online) Huge festival celebrating iconic Devon coast returns this summer (OTS = 9,900,000)
- MSN (online) Huge festival celebrating iconic Devon coast returns this summer (OTS = 26,000,000)
- Herald Express (print) Explore delights of English Riviera with guided walks (Circulation = 3,130)
- International Travel Writers Alliance (print) The English Riviera Festival, Devon (Circulation = 2,150)
- BBC Radio Devon (broadcast) Graham Kerr Radio Interview (OTS = 124,000)

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‘Escape to the English Riviera this February Half Term – A Family Adventure Awaits!’

- Devon Live (online) Devon coast transformed into ultimate family destination (OTS = 1,274,415)
- Yahoo News UK (online) Devon coast transformed into ultimate family destination (OTS = 9,900,000)
- MSN (online) Devon coast transformed into ultimate family destination (OTS = 26,000,000)

‘From stunning sea views to sensory delights: Experience an unforgettable Valentine’s Day on the English Riviera’

- West Midlands Express and Star (online) From stunning sea views to sensory delights: Experience an unforgettable Valentine’s Day on the English Riviera (OTS = 1,900,000)
- National World (online) From stunning sea views to sensory delights: Experience an unforgettable Valentine’s Day on the English Riviera (OTS = 2,500,000)
- Shropshire Star (online) From stunning sea views to sensory delights: Experience an unforgettable Valentine’s Day on the English Riviera (OTS = 1,200,000)
- Bristol World (online) From stunning sea views to sensory delights: Experience an unforgettable Valentine’s Day on the English Riviera (OTS = 221,370)

‘Agatha Christie Festival Presents ‘A Spring Gathering’ – A Star-Studded Celebration of Crime Fiction and New Torquay Statue Unveiled’

- Devon Live (online) Jeremy Vine and Death in Paradise creator heading to Devon for huge celebration (OTS = 1,274,415)
- Yahoo News UK (online) Jeremy Vine and Death in Paradise creator heading to Devon for huge celebration (OTS = 9,900,000)
- Torbay Weekly (online) Agatha Christie statue to be unveiled at Torquay literary event (OTS = 40,503)
- Devon Daily (online) Agatha Christie Festival Presents ‘A Spring Gathering’ – A Star-Studded Celebration of Crime Fiction and New Statue Unveiled on the English Riviera (OTS = 5, 000)

Appendix: Coverage Summary

'Agatha Christie Festival Presents 'A Spring Gathering' – A Star-Studded Celebration of Crime Fiction and New Torquay Statue Unveiled' (continued)

- Western Morning News (print) Celebration of Queen of Crime will unveil statue (Circulation = 5,863)
- Western Daily Press (print) Fans head for Queen of Crime's hometown (print) (Circulation = 4,705)
- BBC News Devon (online) Agatha Christie statue for Torquay waterfront (OTS = 375,000)
- Herald Express (print) Star-studded line-up of characters to witness Agatha statue reveal (Circulation = 3,130)

'English Riviera to Host Prestigious Stand Up Paddling World Cup 2026'

- BBC News Devon (online) Devon to host Stand Up Paddling World Cup in 2026 (OTS = 375,000)
- We are South Devon (online) English Riviera to host international Stand Up Paddling World Cup 2026 (OTS = 17,000)
- Torbay Weekly (online) Torbay to host the Paddleboard World Cup (OTS = 40,503)
- Western Morning News (print) Riviera set for stand-up paddling World Cup (Circulation = 5,863)
- Travel News (online) Paddle UK Lands Prestigious ICF Stand Up Paddling World Cup Event for 2026 (OTS = 5,600)
- Torbay Weekly (online) Jim Parker: The way to boost our economy has been 'staring us in the face' (OTS = 40,503)
- Greatest Hits Radio (online) Torbay aims to become 'UK's watersports destination' after being named host for next year's World Cup (OTS = 820,000)
- BBC Radio Devon (broadcast) Brendon Prince Interview (OTS = 944,000)
- BBC Radio Devon (broadcast) Lee Pooley interview (OTS = 944,000)
- Devon Daily (online) English Riviera to host international Stand Up Paddling World Cup (OTS = 5,000)

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'English Riviera Announces Dates for Bay of Lights 2025 Following Record-Breaking Event Last Year'

- We are South Devon (online) English Riviera announces dates for Bay of Lights 2025 following record-breaking event last year (OTS = 17,000)
- Group Travel World (online) English Riviera announces dates for Bay of Lights 2025 following record-breaking event last year (OTS = 5000)
- Devon Daily (online) Dates announced for Bay of Lights 2025 (OTS = 5,000)
- Devon Live (online) Bay of Lights to return 'even bigger and brighter' for 2025 (OTS = 1,274,415)
- Torbay Weekly (online) Bay of Lights to shine brighter after 2024 success (OTS = 40,503)
- We are South Devon (online) Dates announced for Bay of Lights 2025 (OTS = 17,000)

'English Riviera Announces Dates for Bay of Lights 2025 Following Record-Breaking Event Last Year'

- National World (online) Forget passports and airport queues – Experience an English Riviera Easter (OTS = 2,500,000)
- Devon Live (online) Precious Devon day trips where ever-lasting memories are made (OTS = 1,274,415)
- Yahoo News UK (online) Exciting attractions near Plymouth where precious memories are made (OTS = 9,900,000)
- Plymouth Live (online) Exciting attractions near Plymouth where precious memories are made (OTS = 210,000)

The Sun – Lisa Minot Press Trip

- The Sun (online) GOING BACK IN TIME: I visited the English Riviera and found delicious seafood festivals and hidden beaches (OTS = 12,481,380)
- The Sun (print) GOING BACK IN TIME: I visited the English Riviera and found delicious seafood festivals and hidden beaches (OTS = 1,200,000)



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