



four

English Riviera: Coverage Report

Q1 Report 2026
(January – March)

www.fourmarketingagency.com

Coverage summary in numbers

	Q1 2026 Results
Total pieces of coverage	32
Total opportunities to see	125,459,612
Total number of press releases	7
National coverage secured, with additional conversations ongoing with The One Show and other publications	8
News reported in positive sentiment	100%

Strategy & Ambassador Relations

2026 Planning and Strategy

- We have outlined and presented four key campaigns in the 2026 PR planner, tailored to specific target demographics and including the promotion of key ERBID events.
- We created a comprehensive media outreach strategy for 2026, including refreshed media lists, journalist meetings and research into media landscapes.
- We have provided support, when required, around the English Riviera Beach Standards positioning, liaising with ERBID and Torbay Council.
- Crafted and issued seven press releases, as well as multiple media alerts, securing a range of national, regional and relevant trade coverage.
- Met with the RAF Comms team to discuss bespoke interview opportunities ahead of the English Riviera Airshow, and commenced outreach.
- Met regularly with the SUP World Cup Marcomms team, coordinating assets and managing distribution.
- Liaised with press on ad-hoc requests, including The Daily Telegraph's Big British Hotels feature and secured an opportunity with The One Show.
- Regular reporting, including mid-month and quarterly reports.

Ambassador Programme

- We hosted the first 2026 ERBID Ambassador Workshop in March, attended by 25 ambassadors.
- We have continued to work closely with ambassadors to promote ERBID events and drive footfall to the region.



Appendix: Coverage Summary

Bay of Lights (additional coverage secured from press release issued in Q4 2025)

- The Sun (online) NEW SPOT Free things to do across the UK this week – including New Year’s kids party, parades and huge craft exhibition (OTS = 15,804,217)
- The Scottish Sun (online) NEW SPOT Free things to do across the UK this week – including New Year’s kids party, parades and huge craft exhibition (OTS = 1,688,548)
- The Irish Sun (online) NEW SPOT Free things to do across the UK this week – including New Year’s kids party, parades and huge craft exhibition (OTS = 1,853,993)
- The Moorlander (online) Pictures: Santa’s route is clear with Torquay’s Bay of Lights beacons (OTS = 8,480)
- Torbay Weekly (online) Pictures: Santa’s route is clear with Torquay’s Bay of Lights beacons (OTS = 15,810)
- North Devon Today (online) Pictures: Santa’s route is clear with Torquay’s Bay of Lights beacons (OTS = 59,342)

What’s on 2026

- North Devon Gazette (online) 2026 set to be landmark year for the English Riviera as major events calendar revealed (OTS = 100,720)
- Torbay Weekly (online) 2026 set to be landmark year for the English Riviera as major events calendar revealed (OTS = 18,200)
- The Moorlander (online) 2026 set to be landmark year for the English Riviera as major events calendar revealed (OTS = 18,470)
- Herald Express (Torbay) (print) Bay's diary is packed with crows favourites and international showcase events for 2026 (OTS = 4,190)
- Devon Daily (online) 2026: The year to visit The English Riviera (OTS = 4,012)
- Daily Mirror (online) Best free days out in 2026 including music festivals and fighter jets (OTS = 15,983,483)
- MSN (online) Best free days out in 2026 including music festivals and fighter jets (OTS = 71,464,293)

Appendix: Coverage Summary

February Half Term

- London Daily News (online) February half term family days out in the English Riviera (OTS = 36,885)
- National World (online) Enjoy All-Weather Family Adventure this February Half-Term in the English Riviera (OTS = 1,130,000)
- The Sun (online) LET'S GO Five UK half-term breaks that you can still go on that feel more like being abroad (OTS = 16,680,000)

Airshow 2026 (outreach ongoing)

- Torbay Weekly (online) Sky's the limit as English Riviera Airshow marks 10 years (OTS = 24,478)
- Exeter Today (online) Sky's the limit as English Riviera Airshow marks 10 years (OTS = 5,058)
- The Moorlander (online) Sky's the limit as English Riviera Airshow marks 10 years (OTS = 27,905)

What's on this Easter

- North Devon Today (online) Art, theatre and coastal adventures planned across the English Riviera this Easter (OTS = 104,161)
- Torbay Weekly (online) Art, theatre and coastal adventures planned across the English Riviera this Easter (OTS = 24,748)
- Exeter Today (online) Art, theatre and coastal adventures planned across the English Riviera this Easter (OTS = 5,058)
- The Moorlander (online) Art, theatre and coastal adventures planned across the English Riviera this Easter (OTS = 27,905)

Spring Gathering

- Exeter Today (online) Agatha Christie festival brings bestselling authors to the English Riviera (OTS = 5,577)

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SUP World Cup 2026

- SUPConnect (online) English Riviera set to Host UK's First ICF SUP World Cup (OTS = 3,000)
- North Devon Gazette (online) 100-day countdown begins for global SUP World Cup in Torbay (OTS = 88,350)
- Torbay Weekly (online) 100-day countdown begins for global SUP World Cup in Torbay (OTS = 29,130)
- The Moorlander (online) 100-day countdown begins for global SUP World Cup in Torbay (OTS = 27,524)
- Exeter Today (online) 100-day countdown begins for global SUP World Cup in Torbay (OTS = 5,577)
- VisitBritain (online) VisitEngland's 2026 Coastal Springtime News (OTS = 37,785)

Cary Arms Feature

- The Daily Telegraph (online) Lock in your next UK holiday; Whether it's taking things slow cruising down a canal or stargazing from a mountainside hot tub, an amazing break on home soil awaits, says Sarah Baxter (OTS = 117,586)

Walking Festival 2026

- The Devon Daily (online) The English Riviera Walking Festival Returns (OTS = 8,668)
- The PRSD (online) Keep on walking | The English Riviera Walking Festival returns (OTS = 1,604)
- Travel Mole (online) English Riviera Walking Festival returns (OTS = 48,863)



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