

English Riviera: Coverage Report

**Q2 Report 2026
(April – June)**

www.fourmarketingagency.com

Coverage summary in numbers

	Q2 2026 Results
Total pieces of coverage	25
Total opportunities to see	223,189,135
Total number of press releases	7
National coverage	13
News reported in positive sentiment	100%

Strategy & Ambassador Relations

2026 Planning and Strategy

- Progressed content on the 12-month PR planner, tailoring all activity to priority demographics and focusing on key ERBID events.
- Continued a comprehensive media outreach strategy, prioritising journalist engagement to secure press trips for upcoming ERBID events that align with key campaigns.
- Secured an exclusive feature on BBC One Show for the SUP World Cup, showcasing the English Riviera as the go-to destination for stand-up paddleboarding
- Crafted and issued seven press releases and multiple media alerts, securing a range of national, regional and relevant trade coverage.
- Met regularly with the SUP World Cup Marcomms team, coordinating assets and collaborating with outgoing comms
- Liaised with the press on ad-hoc requests, including the iPaper's railway accommodation feature
- Regular reporting, including mid-month and quarterly reports.

Ambassador Activity

- Worked collaboratively with the ERBID Ambassadors to promote their business news, events, and bespoke offerings to various national, regional and trade press.



Appendix: Coverage Summary

Airshow 2026

- Travelling for Business (online) Red Arrows to lead free three-day English Riviera airshow this summer (OTS = 5,000)

SUP World Cup 2026

- BBC One (broadcast) The One Show Feature (OTS = 43,000,000)
- Greatest Radio Hits (online) UK's biggest water sports event gets underway - the SUP world cup! (OTS = 581,022)
- Torbay Weekly (online) Dani Dyer takes to the waves at Oddicombe Beach ahead of Torbay's SUP World Cup (OTS = 24,748)

Walking Festival 2026

- Herald Express (Torbay) (print) Walking festival returns with a variety of appealing events (OTS = 5,000)
- National Geographic Traveller UK (print) What's New (OTS = 188,000)
- Globetrotter Television (online) New experiences for this year's English Riviera Walking Festival (OTS = 5,000)

Brixham Pirate Festival

- Devon Live (online) Brixham Pirate Festival returns with swashbuckling spectacle (OTS = 1,410,000)

May Half Term

- Muddy Stilettos (Devon) (online) Bank Holiday bangers and 40+ things to do in Devon this May

Paignton

- Daily Mail (online) UK's most rainproof beaches revealed: The best areas for shelter to avoid your holiday being ruined by the weather (OTS = 23,230,000)
- MSN (online) UK's most rainproof beaches revealed: The best areas for shelter to avoid your holiday being ruined by the weather (OTS = 65,910,000)

Appendix: Coverage Summary

Splashdown Quaywest

- The Sun (online) DIVE IN The ultimate seaside spot with the UK's biggest outdoor waterpark – and it reopens this weekend (OTS = 14,420,000)
- The Scottish Sun (online) DIVE IN The ultimate seaside spot with the UK's biggest outdoor waterpark – and it reopens this weekend (OTS = 2,050,000)
- The Irish Sun (online) DIVE IN The ultimate seaside spot with the UK's biggest outdoor waterpark – and it reopens this weekend (OTS = 2,050,000)

UK Holiday Destinations

- The Sun (online) NO PASSPORT REQUIRED Our fave exotic UK holiday destinations that feel like being abroad – as Brits put off foreign trips this summer (OTS = 14,420,000)

'Dive, Paddle, Play'

- Torbay Weekly (online) English Riviera makes a splash as South Devon's must-visit water adventure destination (OTS = 20,390)

Torquay

- The Sun (online) TIDE TRACKS 12 of the best seaside towns & villages where the train station is right on the beach (OTS = 15,130,000)

What's on Summer

- Devon Daily (online) Seaside Adventures Await: Why the English Riviera is the Perfect Family Escape This Summer (OTS = 6,105)

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Seaside Towns this Summer

- The Sun (online) TIDE TRACKS 12 of the best seaside towns & villages where the train station is right on the beach (OTS = 15,130,000)
- The Scottish Sun (online) SHORE THING Our best seaside towns that feel like stepping back in time – with replica Victorian streets, 50's diners and £3pp stays (OTS = 2,320,000)
- The Irish Sun (online) SHORE THING Our best seaside towns that feel like stepping back in time – with replica Victorian streets, 50's diners and £3pp stays (OTS = 2,320,000)
- The Sun (online) TOP SEA-CRET The locals' guide to the UK's top seaside counties with £15 stays, secret beaches & charming pubs (OTS = 2,320,000)
- The Scottish Sun (online) TOP SEA-CRET The locals' guide to the UK's top seaside counties with £15 stays, secret beaches & charming pubs (OTS = 2,320,000)
- The Irish Sun (online) TOP SEA-CRET The locals' guide to the UK's top seaside counties with £15 stays, secret beaches & charming pubs (OTS = 2,320,000)

Agatha Christie Festival

- We are South Devon (online) Agatha Christie Festival 2026 announces immersive celebration of the Queen of Crime (OTS = 5,000)
- Breaking Travel News (online) Agatha Christie Festival 2026 Announces Immersive Celebration of the Queen of Crime (OTS = 40,020)
- Travel Daily Media (online) Agatha Christie Festival 2026 celebrates iconic milestones (OTS = 165,875)
- UKinbound (online) Kents Cavern' Agatha Christie Festival line-up has been unveiled (OTS = 5,000)



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