



ENGLISH RIVIERA

BID COMPANY

Marketing Report February 2023



Introduction



February saw a number of different projects taking place including:

1. The establishment of six new Board Sub Groups including: Finance & Governance, External Relations, Destination Marketing, Food & Drink, Events and Groups. The new External Relations sub group has been set up to assist Levy Paying Partners in external communications surrounding areas of concern including managing the Asylum Seeker Hotels and our town centres.
2. A new B2B Levy Paying Partners monthly newsletter was launched with an opening rate of over 44% and many businesses clicked through to the new ERBID Image Library to download the many new images and videos now available to help with their own marketing.
3. The major 2023 National Poster and Digital Summer Family Marketing Campaign - **Ready for the Riviera** and investing £85k was launched on 27th February in Birmingham and South Wales.
4. A new Digital Marketing Campaign was launched to promote the new Spring Walking Festival.
5. A new Things to Do Directory was published for visitors and has been well received.
6. Many English Riviera businesses did exceptionally well in the Devon Tourism Awards.
7. Decision taken to not hold the ERBID Spring Tourism Exhibition but combine with Torbay Business Forum to make bigger event on October 3rd.

Results Summary

In February 2023, the English Riviera brand was in front of potential visitors almost **435,000 times** through a variety of digital activity.

This led to over **50,000 website users**.

And **almost 1,600 visitors** helped through the ERBID Company Visitor Information Centre.

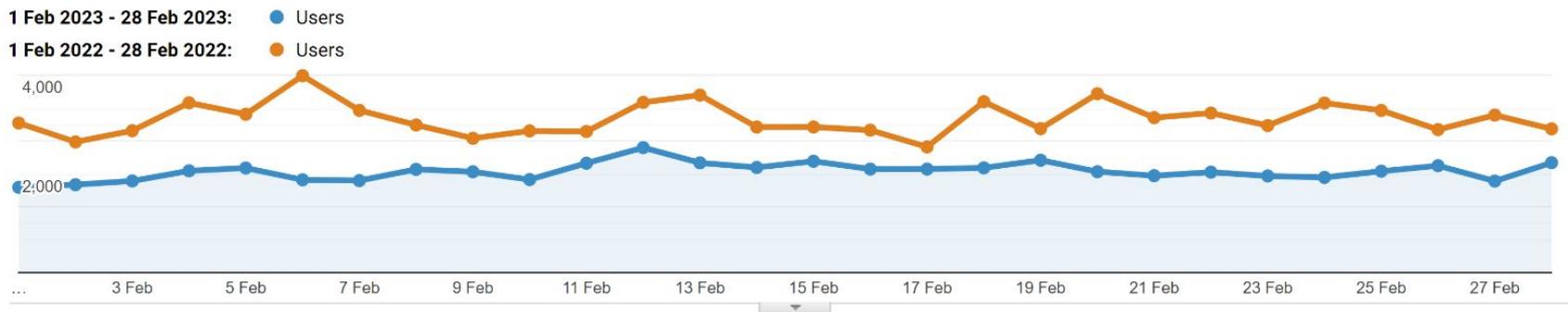


Number of potential visitor impressions	
Newsletters	0
Instagram	30,896
Facebook	255,949
Twitter	12,175
TikTok	2,138
English Riviera Walking Festival social media	6,207
England's Seafood Feast social media	703
Paid Digital Campaigns	126,070
OOH Campaigns	0
TOTAL: 434,138	
Number of English Riviera website users	
50,764	
Number of visitors helped	
Visitor Information Centre visitors	878
Visitor Information Centre phone calls	242
Visitor Information Centre email enquiries	233
Visitor Information Centre guide requests	87
Visitor Information Centre online guide downloads	154
TOTAL: 1,594	

Website Summary



Website users in February 2023 compared to 2022:



Website users have been fairly steady each day in 2023 so far, averaging between 1,500-2,000 users per day.

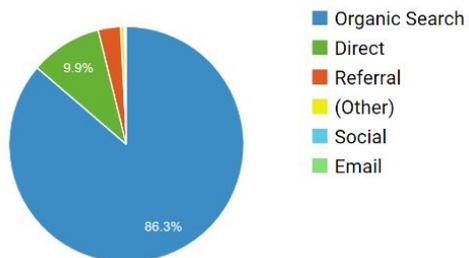
Compared to last year (Feb 2022), users were 34% down, however 2022 had Digital Campaigns driving traffic to the website including a significant search campaign which accounted for 27k users in Feb 2022. In comparison, Feb 2023 had no paid digital campaigns driving traffic to englishriviera.co.uk. If you look solely at Organic Traffic, users are actually up 1% compared to Feb 2022.

Month	Users
January	50,912
February	50,764
Total Year to Date	99,141

66% of users visited the site via mobile, 26% via desktop and 7% via tablet. There were 120,307 pageviews in February.

Website Acquisition & Behaviour

Where are users coming from?



Organic Search (Google in particular) continued to be the primary channel for people looking to visit the English Riviera website, contributing to 43k users to the website (86% of all visits in February), followed by Direct and Referral traffic.

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



What are users looking at?

Page	Pageviews
Home	4,258
English Riviera Food & Music Festival (product page)	3,164
Explore Torquay	3,077
Things To Do in Torquay	2,771
Electric Bay (product page)	2,041
What's On	1,905
Things To Do	1,838
Explore Brixham	1,717
Things To Do in Brixham	1,483
Explore Paignton	1,355
Total pageviews on website	120,307

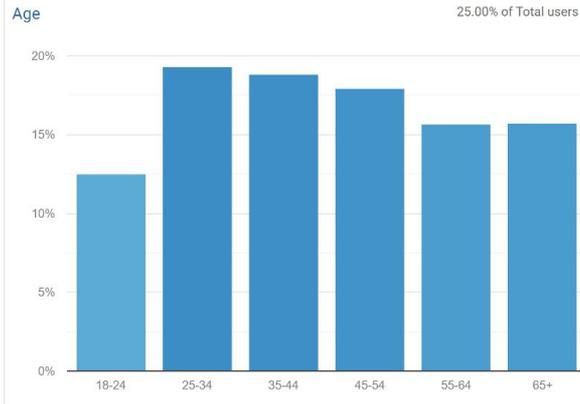
The above are the top 10 viewed pages in February 2023. Events drove a lot of traffic to the website, with the English Riviera Food & Music Festival and Electric Bay.

Torquay pages remain strong, as do What's On and Things To Do. Interestingly, the top 10 pages featured a lot of location based pages, but Accommodation or Food & Drink were not featured in the top pages during this month.

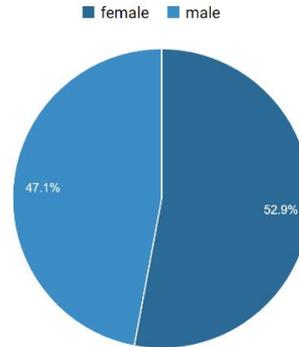
Website Demographics



Website users by age:



Website users by gender:



Website users by location:

City	Users
London*	17,949
(not set)	4,914
Torquay	2,422
Plymouth	2,283
Exeter	1,505
Paignton	1,067
Birmingham	1,065
Sheffield	974
Wolverhampton	890
Bristol	683

25-34 year olds were the largest age bracket to visit the website in February, representing 19% of all website traffic.

Website users from the United Kingdom represent 92% of all users, with day visitors (2 hour drivetime of the English Riviera) being a larger proportion to staying visitors. Birmingham, Sheffield and Wolverhampton were the most common areas that website users were based in the “staying” locations.

**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

Brixham always performs well, especially when using great UGC



 myriviera

Mon 2/20/2023 8:49 am PST

WOW, these calming colours over Brixham Harbour at sunrise from above are beautiful. Share with us in the comments 🌊 where you...



Total Engagements

256

Highest Engagement

Brixham always performs well, especially when using great UGC



 myriviera

Mon 2/20/2023 8:49 am PST

WOW, these calming colours over Brixham Harbour at sunrise from above are beautiful. Share with us in the comments 🌊 where you...



Total Engagements

256

Most Viewed Reel

Performed the best due to the great footage of our visitors enjoying nature and getting close to our wonderful wildlife.



 myriviera

Wed 2/22/2023 8:28 am PST

It's always an incredible experience capturing that magical moment when you see a pod of dolphins taking advantage of the English...



Total Engagements

181

Instagram Summary



Impressions, engagements during February 2023 has not performed as well as February 2022 and this is due to the fact that some posts during 2022 performed better and achieved more reach. These included a sunset post which received 254 likes and aerial image over Paignton with 249 likes.

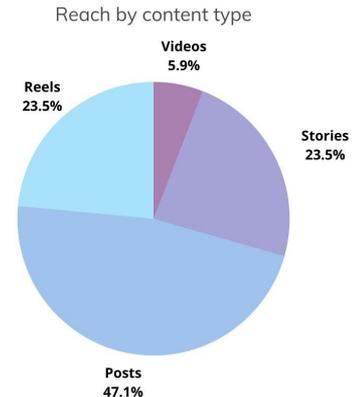
The most engaging posts have been posts based around beautiful user-generated content that we've been able to utilise through our CrowdRiff platform.

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 ERBID have invested in new video content which is great and will enable us to create various reels that we can promote across all social media channels.

	Feb 2023	Feb 2022	Percentage change
Number of posts	15	15	
Impressions	30,896	31,449	-1.7%
Engagements	1,905	2,248	-15%
Engagement rate	6.2%	7.1%	-12%
Followers Change	79	64	+23.3%



Facebook Top Posts



Highest Reach

Received the highest reach due to all the exciting events we have during 2023.



The English Riviera
Wed 2/22/2023 5:13 pm GMT

Don't miss our jam-packed calendar of events this Spring. ✈️ 🎧 🎵 Planning a trip to the English Riviera this Springtime? Here's some o...



Reach

27,332

Highest Engagement

Received the highest engagement due to all the exciting events we have during 2023. More people were commenting, sharing and tagging.



The English Riviera
Wed 2/22/2023 5:13 pm GMT

Don't miss our jam-packed calendar of events this Spring. ✈️ 🎧 🎵 Planning a trip to the English Riviera this Springtime? Here's some o...



Total Engagements

2,333

Facebook Summary



Our engagement and impressions are down during February 2023 compared with February 2022. The reason of this decrease is due to a post during February 2022 performed so well, this achieved a reach of 79,257 and engagement of 5,595.

We are up on followers and our engagement rate which is great to see. The industry engagement rate is between 1-5%.

We've recently started to create and post Facebook Reels and they've performed really well. The best performing reel during February has achieved 11.2k 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 the ERWF, Feb HT, Easter, Summer and 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.

	Feb 2023	Feb 2022	Percentage change
Number of posts	11	9	+22%
Organic Impressions	255,949	403,986	-36%
Engagements	21,142	23,658	-10%
Engagement rate	8.2%	5.8%	+41%
Followers Change	138	122	+13%

Twitter Top Posts



Highest Reach



 @EnglishRiviera

Tue 2/28/2023 10:57 am GMT

Don't miss our jam-packed calendar of events this [#Spring](#). 🗓️ 🎵 🎉 Planning a trip to the [#EnglishRiviera](#) this Springtime? Full calendar...



Highest Engagement



 @EnglishRiviera

Sat 2/4/2023 7:45 am GMT

WOW, these vibrant winter evening colours from our quintessential English harbour town of Brixham look absolutely incredible. 🌈...



Total Engagements

253

Twitter Summary



Our organic Twitter activity is up across most areas during February 2023 compared with February 2022 which is really positive.

The most engaging posts have been posts based around nature (Berry head and coast) with the use of beautiful user-generated content that we've been able to utilise through our CrowdRiff platform.

As well as this, I continue to retweet any important useful key messaging from our BID Levy businesses.

	Feb 2023	Feb 2022	Percentage Change
Number of posts	7	9	-22%
Impressions	12,175	8,392	+45%
Engagement rate	3.7%	3.6%	+2%
Followers Change	32	29	+10%

TikTok Summary



We launched our new TikTok account in June 2021 so we cannot compare YOY. 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 February was a wildlife video of a pod of dolphins and to date has been viewed 1017 times.

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.

	Feb 2023	Feb 2022	Percentage Change
Number of posts	6		
Reach	2,138		
Engagement	136		
Followers Change	19		

Paid Digital Campaigns



One paid digital campaign was undertaken in February 2023 for the Walking Festival, which sent traffic directly to the Walking Festival website and during February, this campaign resulted in **126,070 impressions** across Google Display and Google Search.

ADS PLAN				MONTHLY RESULTS		
Campaign	Platform	Spend	Target Audiences	Clicks	Impressions	Summary
Walking Festival	Google Display, Google Search	C. £1,500	Walkers, 40+, 2 hour drivetime	1.835	126,070	The campaign is continuing to raise awareness of the Walking Festival, driving traffic to the festival website. Some tweaks to the campaign were made in early March to optimise the campaign.

The OOH Ready for the Riviera posters went live on 27th Feb 2023.

Photography & Videography



Photography Activity

- There have been 8 approved new users to the English Riviera Photo Library system this month.
- This month has seen us busy undertaking recce trips to Brixham Fish Market in preparation for the upcoming Seafood Feast photoshoot working with Kelly and Gina and involving extensive organisation and logistics with Brixham Fish Market, busy chefs and supporting models and props.
- There has been ongoing management of the photo and video library answering queries from levy payers and associates.

Videography Activity

- After the addition of 19 ERA attractions and new Air Show film edits we have seen a spike in video requests from the library currently standing at 161 unique downloads this month emphasising the importance of fresh video content to levy payers.

	March 2023	March 2022	Comparison to last year
Image library signups	8	N/A	N/A
Image library photo downloads	558	N/A	N/A



Visitor Information Centre



In February 2022 the VIC opened for just 2 weeks due to COVID restrictions.

There was a 'google glitch' in 2022 bringing up our telephone number on local area searches.

Most of the income in February 2022 and 2023 came from A1 and A4 poster sales.

Additional Income: 5 businesses have been invoiced for Voluntary Contributions and we are awaiting payment.

We are open 9.30 am to 5 pm Monday to Saturday and will open Sundays from April.

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 our very helpful volunteer.

We have a fantastic display in our VIC window and inside the office promoting the Spring English Riviera Walking Festival. We are taking bookings.

	Feb 2023	Feb 2022	Comparison to last year
No of visitors	878	375	+134
No of phone calls	242	344	-29%
No of emails	233	218	+6%
Income	£1333	£4204	-68%
Net Income	£842	£3360	-74%

Top FAQ's for February 2023:

1. Do we have bus timetables?
2. Can we book National Express?
3. How do I book the Princess Theatre/their box office is closed?
4. Are the boat trips running?
5. How do we get to Cockington?

Visitor Guides



English Riviera Things To Do Directory

- FREE new guide.
- Available from mid-February from the Visitor Information Centre. BID levy-payers can collect bulk quantities to distribute to their guests.
- Same DL format as existing guides: Food & Drink, and Accommodation.
- With over 160 listings including attractions, activities, beaches and transport.
- Features include Annual Events, Agatha Christie, Dog-Friendly English Riviera, Year-round Activities and more.

This publication should prove to be a valuable resource for businesses to share with their visitors and help to promote the area.

	Feb 2023
Number of Accommodation Directory requests	87
Number of Travel Directories online downloads	154

Levy Payer Communications



In February, we launched the first edition of our monthly eNewsletter for BID levy-payers. This round-up of ERBID news and information included:

- Meet the Board (the new ERBID Board of Directors commenced from Jan 2023)
- The publication of the 2022 Destination Marketing Report
- 2023 National Advertising
- 2023 Events Programme
- Devon Tourism Awards
- The new B2B website
- New web advertising opportunities
- English Riviera Image Library

Other communications:

Email highlighting the forthcoming English Riviera Walking Festival - including a special offer of free places on two complimentary Agatha Christie walks, designed to give BID levy payers a taste of the Festival and a call out to share the word.

Email introducing the new ERBID publication 'Things to Do' which is now available in hard copy format or online. BID levy-payers were invited to collect their free copies from the Visitor Information Centre, and to share the online link.