



ENGLISH RIVIERA

BID COMPANY

Marketing Report February 2024



Results Summary

In February 2024, the English Riviera brand was in front of potential visitors **almost 1.4 million times** through a variety of digital marketing activity.

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

And **over 1,300 visitors helped** through the ERBID Company Visitor Information Centre.

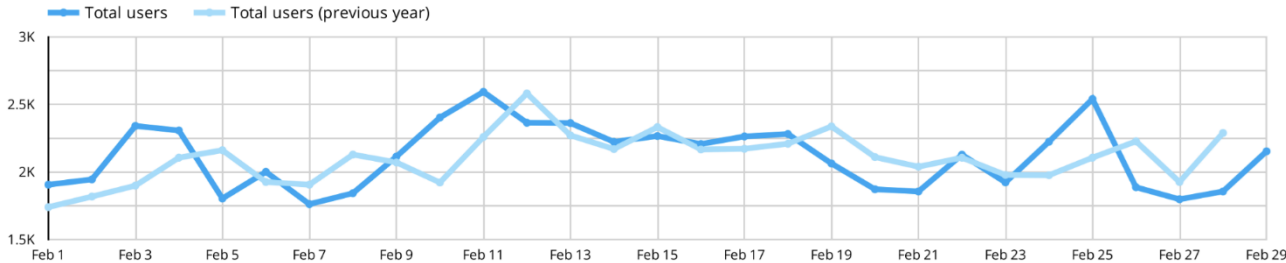
Number of potential visitor impressions	
Newsletters (total emails)	29,776
Instagram	31,516
Facebook	390,510
Twitter	8,602
TikTok	12,758
English Riviera Walking Festival social media	20,220
England's Seafood Feast social media	471
Paid Digital Campaigns	868,821
Out Of Home Campaigns	0
TOTAL: 1,362,674	
Number of website users	
English Riviera website users	53,801
English Riviera Walking Festival website users	3,472
TOTAL: 57,273	
Number of visitors helped	
Visitor Information Centre visitor footfall	727
Visitor Information Centre phone calls	316
Visitor Information Centre email enquiries	255
Visitor Information Centre guide requests	31
Visitor Information Centre online guide downloads	17
TOTAL: 1,346	



Website Summary



Website users in February 2024



In February 2024, the website had 53,801 total users, which was **up 3.7%** (increase of 3,037 users) on February 2023. However this year was a leap year with the additional day bringing in 2,032 users.

Elberry Cove is still seeing an abnormal rise in traffic, although not as dramatic as last month. The terms “Torquay cinema” and “Kaiser Chiefs UK Tour” also brought in some organic traffic (they are playing at RICC in April), alongside the usual terms of Torquay, Brixham, Babbacombe

Historical yearly website users

Year	Users
2017	1,095,260
2018	813,911
2019	973,551
2020	846,054
2021	1,193,560
2022	1,150,402
2023	1,075,629
Total	7,148,367

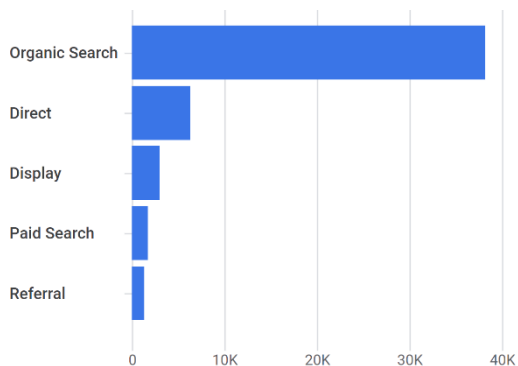
Monthly website users 2024

Month	Users
January	50,547
February	53,801
Total Year to Date	104,348

Website Acquisition & Behaviour



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.

What are users typing into Google to arrive on our site by Organic Search?

Query

- torquay
- brixham
- things to do in torquay
- paignton
- babbacombe
- english riviera
- things to do in paignton
- torquay webcam
- torquay cinema
- elberry cove

The above are the top 10 most searched terms that lead users to our site this month.

What are users looking at?

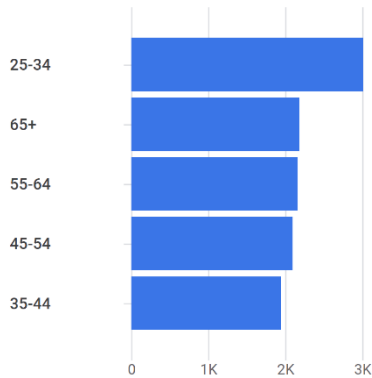
Page	Pageviews
Home	8,852
Visit the English Riviera in 2024 (Always On Campaign)	7,710
Explore Torquay	4,205
Things To Do in Torquay	3,426
English Riviera Webcams	2,992
What's On	2,458
Things To Do	2,336
Accommodation	2,129
Elberry Cove (product page)	1,941
What's On Monthly Calendar	1,912
Total pageviews on website	153,542

The above are the top 10 viewed pages this month.

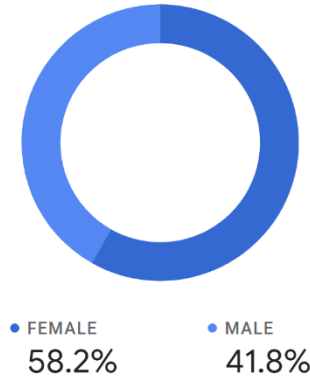
Website Demographics



Website users by age:



Website users by gender:



Website users by location:

City	Users
London*	14,986
(not set)	6,370
Plymouth	2,882
Torquay	2,686
Paignton	1,695
Birmingham	1,419
Bristol	1,318
Wolverhampton	1,064
Cardiff	1,023
Norwich	860

As with February 2023, the largest age bracket to visit the website was 25-34 year olds. Throughout the early and later months of 2023, this was also the case. However over the summer period (June, July, August), they were slightly older (25-34 year olds). It will be interesting to see if 2024 follows the same pattern of 2023.

**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

Nature and coastal UGC always achieves a high reach.



myriviera

Tue 2/27/2024 8:30 pm GMT

Nothing can beat these breathtaking views over Torquay and across the bay. 🌿 Whether it's the stunning coastline, the sparkling blue waters, ...



Reach

2,041

Highest Engagement

Nature and coastal UGC always achieves a high engagement..



myriviera

Wed 2/14/2024 10:30 pm GMT

Who's dreaming of warm Summer evenings on the English Riviera? 🌅 🏠 📍 Tag 3 people who you would like to spend time with here in Sout...



Total Engagements

195

Most Viewed Reel

Spring in South Devon, including Spa, Seafood, views and wildlife



myriviera

Fri 2/9/2024 4:42 am PST

Relax, unwind and enjoy a romantic retreat by the coast. 🌿 🍷 ✓superb spa breaks ✓22 miles of coastline to explore ✓Discover...



Total Engagements

189

Likes

168

Instagram Summary



Impressions, engagements and following during February have performed higher compared to February 2023 which is great to see.

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

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 and will be actively seeking out influencers to collaborate with throughout 2024.

	Feb 2024	Feb 2023	Percentage change
Number of posts	37	15	+146%
Impressions (organic & paid)	31,516	30,896	+2%
Engagements	1,733	1,005	+72%
Engagement rate	5.5%	6.2%	-11%
Followers Change	106	79	+34%



The average industry engagement rate for Instagram is between 1-5%.

Facebook Top Posts



Highest Reach

Received the highest reach due to the interest of this visually beautiful image of the Golden Hind and Brixham Harbour



The English Riviera

Sat 2/3/2024 7:06 pm GMT

WOW, these incredible colours and superb views over Brixham Harbour are truly magnificent. 🌊 ⚓ Start planning your coastal...



Reach

55,954

Highest Engagement

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



The English Riviera

Sat 2/17/2024 7:25 pm GMT

Don't Miss Our Jam-Packed Spring Events. ✈️ 📧
👉 Soar through the skies, embrace your inner pirate, and embark on scenic coastal...



Total Engagements

2,755

Facebook Summary



Our Impressions, engagements and followers are up during February 2024 compared with February 2023 which is really positive, and although our engagement rate is down, we are still within the average industry standard.

Facebook Reels are performing really well. The best performing reel of February has achieved over 14,000 views to date.

The most engaging posts have been based around our featured key events for 2024. As well as this, we have been pushing Easter, Spring, Summer, coast, nature 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 2024	Feb 2023	Percentage change
Number of posts	13	11	+18%
Organic Impressions	390,510	255,949	+52%
Organic Engagements	17,430	10,093	+72%
Engagement rate	4.4%	8.2%	-46%
Followers Change	211	138	+52%



The average industry engagement rate for Facebook is between 1-5%.

X (Twitter) Top Posts



Highest Reach



[@EnglishRiviera](#)

Thu 2/29/2024 3:31 pm GMT

No passport required here to enjoy a staycation by the coast. 🌞🌴 Visit englishriviera.co.uk and start planning your 2024 visit to Torquay,...



Highest Engagement



[@EnglishRiviera](#)

Sat 2/17/2024 10:35 am GMT

Who's dreaming of warm Summer evenings on the English Riviera? 🌅🏠 [#EnglishRiviera](#) [#Torquay](#) [#Coast](#) [#Devon](#) 🏠 Paul Cousins...



Total Engagements

98

X (Twitter) Summary



Our organic X/Twitter activity is mixed but our engagement rate is up compared to February 2023.

The most engaging posts have been posts based around our 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 2024	Feb 2023	Percentage Change
Number of posts	11	7	+57%
Impressions	8,602	12,175	-29%
Engagement rate	5.3%	3.7%	+43%
Followers Change	27	32	-15%



The average industry engagement rate for Twitter/X is between 1-5%.

TikTok Summary



We are up across all areas which is great to see.

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.

The app is heavily used as a research tool and plan to create more posts highlighting the best we have to offer, targeting young actives as our main audience is 18-24 years old.

We are posting more content but still lack in good UGC. An email was circulated to BID levy payers encouraging them to upload their video content through CrowdRiff but has been a very poor response.

Our most viewed TikTok video during February was of some coastal walks in Torquay and has received 2,612 views to date.

	Feb 2024	Feb 2023	Percentage Change
Number of posts	8	6	+33%
Reach	12,758	2,138	+496%
Engagement	293	136	+115%
Followers Change	82	19	+331%

Paid Digital Campaigns



Two paid digital campaigns was undertaken in February 2024:

- 1) **Always On campaign** (12th January - 31st December). The ads are being run on Google Search and Google Display. The ads lead to the dedicated landing page [Visit the English Riviera in 2024](#). The total results for **the month below**.
- 2) **English Riviera Walking Festival campaign** (1st February - 3rd May). These ads are solely Facebook.

ADS PLAN				MONTHLY RESULTS		
Campaign	Aim	Platform	Target Audiences	Spend	Clicks	Impressions
Always On	To boost website traffic to those interested in the English Riviera	Google Search, Google Display	Those within relevant affinity audiences or searching relevant terms	£720	8,764	519,247
English Riviera Walking Festival	To increase bookings for the event, and raise awareness of walking on the ER	Facebook	Those with relevant interests within a 3 hour drivetime	C £1,000	4,709	349,574

Visitor Information Centre



The income in February 2024 came from A1 and A4 poster sales

Additional Income: 5 Voluntary Contributions were received and 1 sponsorship was paid for.

The VIC was open 9.30am to 1.30pm everyday and telephone calls and emails were answered until 5 pm.

Our team consists of Katrine, Maria, Rachel and Fee.

Our VIC front window promoted the English Riviera Walking Festival and Brixham Pirate Festival, inside the office our display areas and alleyway side window promoted the sale of Agatha Christie merchandise.

The roadworks on the harbourside had an impact on our visitor footfall, we displayed updates received from Montel and Stagecoach.

	Feb 2024	Feb 2023	Comparison to last year
No VIC visitor footfall	727	878	-44
No of phone calls	316	242	+30
No of emails	255	233	+9
Income	£2,241.15	£1,333.52	+68
Net Income	£1,689.17	£842.72	+100

Top FAQ's for February 2024:

1. Where are the bus stops and taxi rank (harbourside development)?
2. Do you have map?
3. When will Greenway House be open and how do we travel there?
4. Has the Military Museum closed?
5. What is happening with the Pavilion?

Visitor Guides



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

Over the winter, the team have been updating the English Riviera Accommodation Directory. We will now have two separate publications - one has been completed and is dedicated to Hotels, Guest Houses and B&Bs. The other will be dedicated to Self Catering and Holiday Parks. 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 Hotel, Guest House and B&B Accommodation Directory - DL format.
- English Riviera Self Catering and Holiday Parks 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.

	Feb 2024
Number of Hotel & GH Accommodation Directory requests	31
Number of Travel Directories online downloads	17



Levy Payer Communications



Email communications in February included:

- A survey invitation regarding Torbay Council's proposal to introduce Public Space Protection Orders.
- A call-out for sponsorship of the English Riviera Air Show 2024.
- Press release for the English Riviera Walking Festival 2024, with an invitation for BID businesses to try a complimentary walk ahead of the event.
- An invitation to join a Green Tourism meeting/workshop, held exclusively for BID businesses.
- Invitations to VisitEngland webinars on 'How the VisitEngland Awards for Excellence can help your B&B Business', and on new accessibility information initiatives.
- An invitation to participate in the How's Business for December 2023 survey, and the results for Nov 2023..
- A request to BID businesses to share images and videos for social media use to help promote the English Riviera.
- Advertising opportunities - English Riviera Things to Do Directory, and website advertising.
- An exclusive offer to BID businesses from Reach Outdoors.