



ENGLISH RIVIERA

BID COMPANY

Marketing Report January 2023



Introduction



Reflecting continued global economic concerns and in particular the unprecedented increase in domestic and business energy costs forward holiday accommodation bookings have been very sluggish across the country and across the English Riviera, with year on year differences being up to 60% down in some instances which is worrying.

In response to the delays in forward booking the ERBID Company have delayed their £85k poster and digital national advertising campaign '**Ready for the Riviera**' to start at the end of February focusing on our core family market areas in the Midlands and South Wales.

Results Summary

In January 2023, the English Riviera brand was in front of potential visitors almost **640,000 times** through a variety of digital campaigns.

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

And **over 1,500 visitors helped** through the ERBID Company Visitor Information Centre.

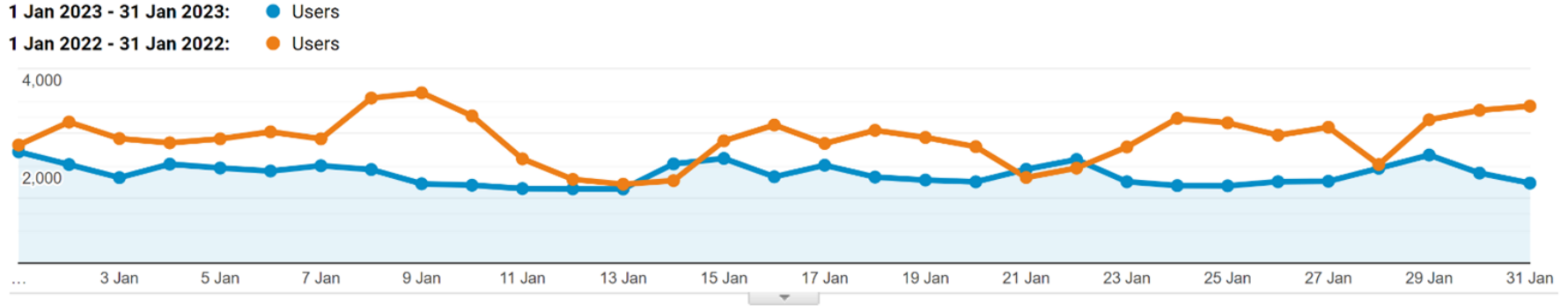


Number of potential visitor impressions	
Newsletters	0
Instagram	32,509
Facebook	345,247
Twitter	13,405
TikTok	3,628
English Riviera Walking Festival social media	5,408
England's Seafood Feast social media	2,432
Paid Digital Campaigns	237,271
OOH Campaigns	0
TOTAL: 639,900	
Number of English Riviera website users	
50,912	
Number of visitors helped	
Visitor Information Centre visitors	783
Visitor Information Centre phone calls	220
Visitor Information Centre email enquiries	254
Visitor Information Centre guide requests	97
Visitor Information Centre online guide downloads	161
TOTAL: 1,515	

Website Summary



Website users in January 2023 compared to 2022:



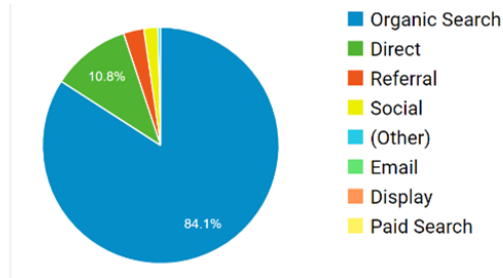
Website users were 28% down compared to January 2022, however January 2022 had Digital Campaigns driving traffic to the website, and January 2023 had only a small campaign during the first week for Bay of Lights. In fact, if you look solely at Organic Traffic, users are actually up 4% compared to January 2022.

65% of users visited the site via mobile, 26% via desktop and 7% via tablet. There were 119,856 pageviews in January.

Bounce rates across the website were 68% in January 2023. This is similar to last year, bounce rates seem to be very seasonal and dependent on where traffic is coming from (e.g. if there are paid campaigns, bounce rates across the website increases).

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 (84% of all visits in January), 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 social had the highest.



What are users looking at?

Page	Pageviews
Home	4,549
Explore Torquay	2,753
Things To Do in Torquay	2,409
Bay of Lights	2,358
English Riviera Food & Music Festival (product page)	2,251
What's On	1,858
Things To Do	1,834
Explore Brixham	1,469
English Riviera Webcams	1,353
Accommodation	1,352
Total pageviews on website	119,856

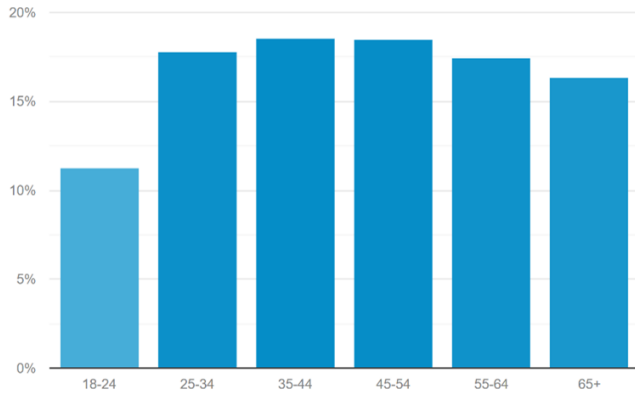
The above are the top 10 viewed pages in January 2023. Events drove a lot of traffic to the website, with the Bay of Lights in the first part of January, and then the English Riviera Food & Music Festival in the second part of January.

Torquay pages remain strong, as do What's On and Things To Do. Interestingly, the English Riviera webcams usually get a boost at this time of year - perhaps inspiring visitors to think about a holiday.

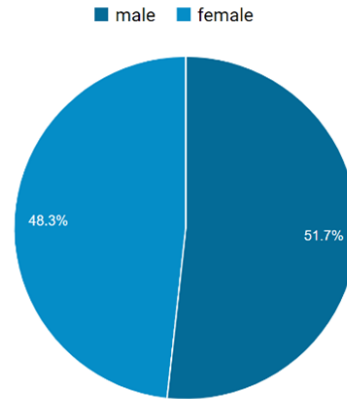
Website Demographics



Website users by age:



Website users by gender:



Website users by location:

City	Users
London*	15,410
(not set)	5,740
Plymouth	2,220
Torquay	2,081
Exeter	1,459
Paignton	1,045
Birmingham	1,042
Sheffield	919
Bristol	883
Wolverhampton	804

34-44 year olds were the largest age bracket to visit the website in January, 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.*

Newsletters

No newsletters were sent out in January.

Instead, some time was spent re-designing templates, ensuring they are on brand, optimised on mobile and for the Top 10 email providers, for:

- The English Riviera newsletters (preview opposite)
- ERBID levy payer newsletters
- English Riviera Walking Festival newsletters
- England's Seafood Feast newsletters

Time was also spent analysing previous newsletters, and investigating what worked well and what could be improved upon.

All the Mailchimp lists were reviewed and re-organised to simplify and streamline our newsletter communication in future.



ENGLISH  RIVIERA
Naturally Inspiring

Ready for the Riviera?

Ready for sandy toes? Ready for adventure? Ready for life-long memories?

Ready for a Summer Holiday



Ready for sandy toes

Rosy cheeks, sandy toes and chips on the beach. Can't you just imagine it? We've got 20 beaches, shallow waters and warmer weather than the rest of the UK. So what are you waiting for?

[BEACHES ON THE RIVIERA](#)

Find a place to stay



We can't wait to welcome you to the English Riviera this year. Start planning your visit to the English Riviera and find a place to stay today!

[BOOK YOUR ACCOMMODATION](#)

Join the conversation

Follow us on Facebook, Instagram and Twitter and share your photos of the English Riviera. See you online!



Instagram Top Posts



Highest Reach

Berry Head always performs well, especially when using great UGC



myriviera

Wed 1/11/2023 6:06 pm GMT

Superb aerial shot over the beautiful Berry Head Nature Reserve which is also an English Riviera UNESCO Global Geopark Key Site. 🌍📍 Head ...



Reach

2,234



Highest Engagement

Berry Head always performs well, especially when using great UGC



myriviera

Wed 1/11/2023 10:06 am PST

Superb aerial shot over the beautiful Berry Head Nature Reserve which is also an English Riviera UNESCO Global Geopark Key Site. ...



Total Engagements

220

Likes

210

Comments

2

Saves

8

Most Viewed

Perform the best due to the great drone footage of this new featured



myriviera

Sun 1/1/2023 2:22 pm GMT

This Bay of Lights Illumination Trail time-lapse video from above looks beautiful. 🌟🌈 The Illumination Trail runs until Saturday 8th Janua...



Reach

2,634



Instagram Summary



Impressions, engagements and following during January 2023 has not performed as well as January 2022 and this is due to the fact that some posts during 2022 performed better and achieved more reach. These included a Cockington post which received 391 likes and aerial image of Berry Head with 362 likes.

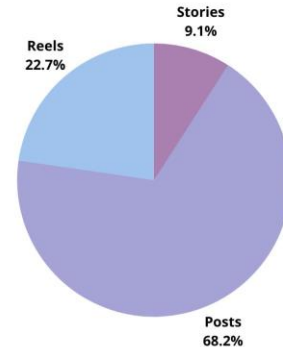
The most engaging posts have been posts based around beautiful user-generated content that we've been able to utilise through our CrowdRiff platform.

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.

	Jan 2023	Jan 2022	Percentage change
Number of posts	15	16	-6.25%
Impressions	32,509	41,239	-21%
Engagements	2,053	2,699	-23.9%
Engagement rate	6.3%	6.5%	-3%
Followers Change	98	112	-12.5%

Reach by content type



Facebook Top Posts



Highest Reach

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



The English Riviera
Sat 1/14/2023 4:59 pm GMT

We have a jam-packed calendar of events during 2023! If you are looking for what's on in Torquay, Paignton and Brixham look no further...



Reach

67,558



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
Sat 1/14/2023 4:59 pm GMT

We have a jam-packed calendar of events during 2023! If you are looking for what's on in Torquay, Paignton and Brixham look no further...



Total Engagements

6,122

Reactions

1,061

Comments

93

Facebook Summary



Although our engagements are down during January 2023 compared with January 2022, we are up on impressions, 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 of January has achieved 38.5k 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.

	Jan 2023	Jan 2022	Percentage change
Number of posts	10	9	-11.1%
Organic Impressions	345,247	322,527	+7%
Engagements	32,816	45,018	-27%
Engagement rate	7.4%	2.8%	+164%
Followers Change	186	182	+2.1%

Twitter Top Posts



Highest Reach



 @EnglishRiviera

Sat 1/14/2023 7:11 pm UTC

Superb aerial shot over the beautiful Berry Head **#Nature** Reserve which is also an English Riviera **#UNESCO** Global **#Geopark**...



Highest Engagement



 @EnglishRiviera

Sun 1/1/2023 8:29 am UTC

What has been your favourite **#EnglishRiviera** memory from your 2022 **#seaside** escape? 🌈☀️ Let us know in the...



Twitter Summary



Our organic Twitter activity is up across most areas during January 2023 compared with January 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.

	Jan 2023	Jan 2022	Percentage Change
Number of posts	10	8	+25%
Impressions	13,405	11,838	+13.2%
Engagement rate	3.8%	3.2%	+18.75
Followers Change	44	48	-8.3%

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 January was a coastal walk video from Babbacombe to Maidencombe and to date has been viewed 1027 times. [Click here to view](#)

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.

	Jan 2023	Jan 2022	Percentage Change
Number of posts	3	N/A	
Reach	3,628	N/A	
Engagement	107	N/A	
Followers Change	32	N/A	

Paid Digital Campaigns



One paid digital campaign was undertaken in January 2023 for the Bay of Lights, resulting in **237,271 impressions** across a variety of platforms, including Facebook, Instagram and Google.

ADS PLAN				MONTHLY RESULTS		
Campaign	Platform	Budget	Target Audiences	Clicks	Impressions	Summary
Bay of lights	Meta, Google Display, Google Search	£1,043	All Devon adults 18+ (interests, festive and family activities, sightseeing, shopping, days out)	3,571	237,271	The campaign raised significant awareness of the Bay of Lights to all Devon residents. High footfall reported and an increase in hospitality. Multiple creative changes improve performance.

Photography & Videography



Photography Activity

- There have been 8 approved new users to the English Riviera Photo Library system this month.
- The ERA photography project was completed and added to the photo library (examples opposite). This included photography from 19 attractions throughout the Bay, with photos available to use for every levy payer via the [English Riviera Photo Library](#).

Videography Activity

- 19 attractions films were finalised, a big project completed in partnership with ERA. All the films are available for every levy payer to use via the [English Riviera Photo Library](#).

	Jan 2023	Jan 2022	Comparison to last year
Image library signups	8	N/A	N/A
Image library photo downloads	331	N/A	N/A



Visitor Information Centre



In January 2022 we were working from home due to COVID restrictions.

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

Most of the income during January 22 and 23 came from A1 and A4 poster spaces.

Additional Income: We received Voluntary Contributions from 3 businesses plus 2 others which have been invoiced and we are waiting for payment.

We are open 9.30 am to 5 pm Monday to Friday and will open Saturdays from February Half Term.

Our team consists of one full time Visitor Information Manager (Katrine) who is supported by three part-time seasonal members of staff (Julie, Maria and Rachel, who has temporarily had to step back), we will shortly be joined by Fee and our volunteer (Rod) has returned.

We won Silver at the Devon Tourism Awards for Visitor Information Service of the Year held on 2nd February at Home Park, Plymouth.

	Jan 2023	Jan 2022	Comparison to last year
No of visitors	783	0	N/A
No of phone calls	220	493	-55%
No of emails	254	259	-2%
Income	£3,320	£684	+385
Net Income	£2,648	£570	+364

Top FAQ's for January 2023:

1. Where are the toilets?
2. Do we have bus timetables?
3. Can we book National Express?
4. How do I book at the Princess Theatre?
5. Why are few places open on a Monday?

Visitor Guides



English Riviera Things To Do Directory

- FREE new guide.
- Available from mid-February from the Visitor Information Centre and will be distributed to levy-paying businesses around the Bay.
- 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.

	Jan 2023
Number of Accommodation Directory requests	97
Number of Travel Directories online downloads	161

Levy Payer Communications



January was a busy month for email communications to BID levy payers. These included:

Requests for Feedback

- We had a request from Government asking accommodation providers to provide feedback on the status of their 2023 forward bookings. We had over 70 responses and all feedback was collated and shared with Kevin Foster MP.
- How's Business December.

Keeping Informed

- We shared information about local issues such as Town Boards, the Torbay Road Paignton pedestrianisation scheme and the Paignton & Preston seafront masterplan.
- The Energy Bills Discount Scheme.

Sharing Results

- The 2022 English Riviera Visitor Survey.
- Results of November's How's Business Survey.