



ENGLISH RIVIERA

BID COMPANY

Marketing Report January 2024



Introduction



Our focus in January has been to finalise the 2024 ERBID Marketing Strategy.

A new national Google Search and Display Digital Marketing Campaign was launched in the New Year and has an immediate positive impact on driving visits to the English Riviera website.

Meetings were held with our two Advertising Agencies (RH Advertising and Bigwave) to brief in all the planned Digital Marketing Campaigns for 2024 including:

- Summer Family Digital Marketing Campaign - targeting Birmingham
- Walking Festival Digital Marketing Campaign - targeting up to Bristol and Home Counties
- Air Show Digital Marketing Campaign - targeting within 3 hours drive
- New Cultural Explorers/Young Actives Out of Home Roadside Campaign - targeting Bristol
- New On the Water Digital Marketing Campaign - raising the profile of SUP
- New Relax/Wellness Digital Marketing Campaign

Results Summary

In January 2024, the English Riviera brand was in front of potential visitors **almost 800,000 times** through a variety of digital marketing activity.

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

And **over 1,100 visitors helped** through the ERBID Company Visitor Information Centre.

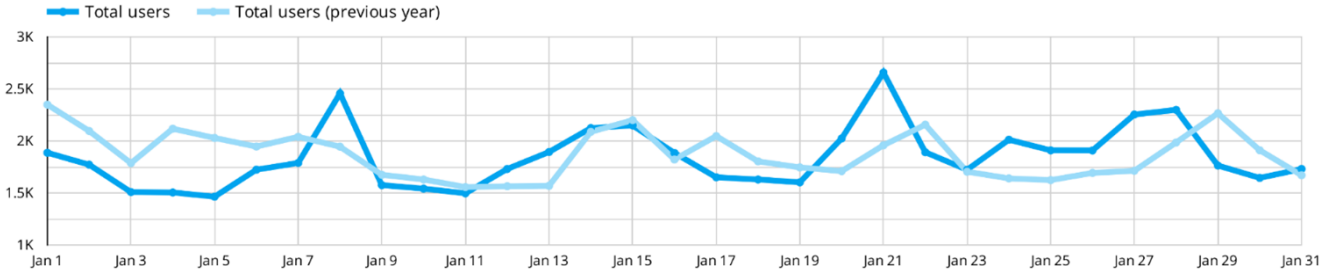


Number of potential visitor impressions	
Newsletters (total emails)	29,387
Instagram	32,453
Facebook	359,674
Twitter	7,503
TikTok	4,699
English Riviera Walking Festival social media	242
England's Seafood Feast social media	652
Paid Digital Campaigns	361,472
Out Of Home Campaigns	0
TOTAL: 796,532	
Number of website users	
English Riviera website users	50,547
English Riviera Walking Festival website users	297
TOTAL: 50,844	
Number of visitors helped	
Visitor Information Centre visitor footfall	514
Visitor Information Centre phone calls	293
Visitor Information Centre email enquiries	222
Visitor Information Centre guide requests	117
Visitor Information Centre online guide downloads	27
TOTAL: 1,173	

Website Summary



Website users in January 2024



In January 2024, the website had 50,547 total users, which was **down 0.5%** on January 2023.

There were two spikes throughout January, one on 8th January which was predominantly due to an increase in traffic to the Elberry Cove product page (this is likely due to press, as the majority of search terms spelt Elberry Cove incorrectly “albury” suggesting they heard it rather than saw it written). The second spike was on 21st January with an increased interest in the webcam page - this likely coincides with the stormy weather and people taking an interest in live feed landscape webcams.

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

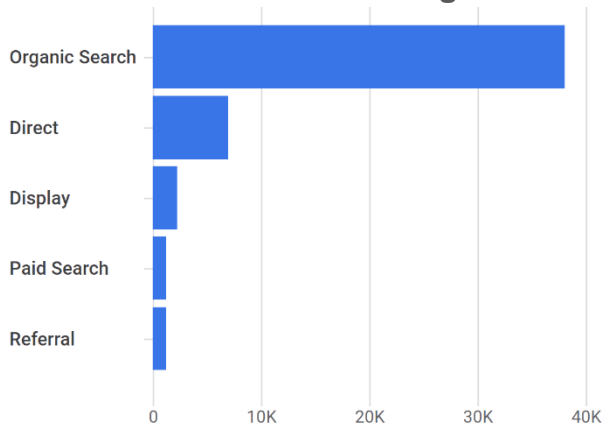
Monthly website users 2024

Month	Users
January	50,547
Total Year to Date	50,547

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
albury cove
english riviera
babbacombe
torquay webcam
elberry cove
what to do in torquay

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

What are users looking at?

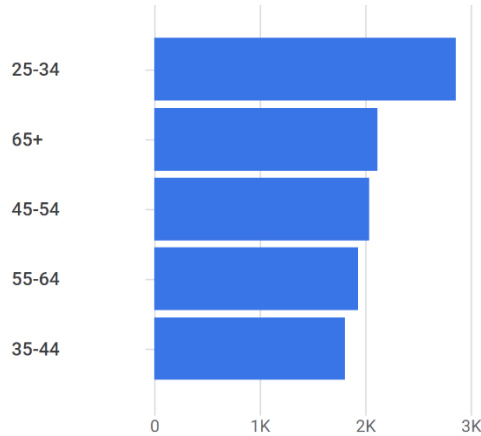
Page	Pageviews
Home	6,888
Visit the English Riviera in 2024 (Always On Campaign)	5,299
Explore Torquay	3,282
Things To Do in Torquay	3,254
English Riviera Webcams	2,606
What's On	2,058
Things To Do	1,847
Accommodation	1,626
Elberry Cove (product page)	1,442
What's On Monthly Calendar	1,408
Total pageviews on website	135,172

The above are the top 10 viewed pages this month.

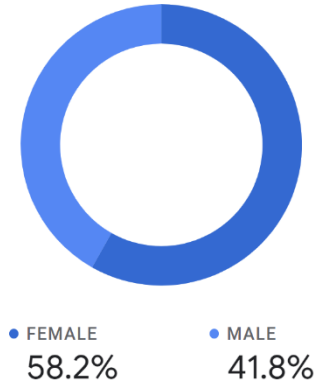
Website Demographics



Website users by age:



Website users by gender:



Website users by location:

City	Users
London*	13,380
(not set)	5,575
Plymouth	2,946
Torquay	2,185
Birmingham	1,410
Paignton	1,208
Wolverhampton	982
Exeter	875
Cardiff	871
Milton Keynes	783

As with January 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

Wed 1/3/2024 4:53 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

1,905

Highest Engagement

Featured events always receive a high engagements, especially the featured key events.



myriviera

Wed 1/17/2024 4:55 pm GMT

Don't miss our jam-packed calendar of events during 2024! 🎉🎪 If you are looking for what's on in Torquay, Paignton and Brixham lo...



Total Engagements

183

Most Viewed Reel

Reels capturing our beautiful coast tend to perform really well.



myriviera

Fri 1/5/2024 6:12 pm GMT

Winter on the English Riviera is a perfect time to explore our beautiful South devon coast. 🌊🌴
📍 Babbacombe #babbacombe #beachview...



Instagram Summary



Impressions, engagements and following during January 2024 has not performed as well as January 2023 and this is due to the fact that some posts during January 2023 performed better and achieved a higher reach. This included a post of the Cary Arms which received over 200 likes.

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.

	Jan 2024	Jan 2023	Percentage change
Number of posts	15	15	
Impressions (organic & paid)	32,453	32,509	-0.1%
Engagements	1,744	2,053	-15%
Engagement rate	5.4%	6.3%	-14%
Followers Change	108	98	+10%



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 Cary Arms.



The English Riviera

Sat 1/6/2024 7:02 pm GMT

We know what you're thinking, Bermuda or Barbados, right?.. No, in fact this view is from the award-winning Cary Arms in beautiful...



Reach

69,896

Highest Engagement

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



The English Riviera

Sat 1/13/2024 7:07 pm GMT

Don't miss our jam-packed calendar of events during 2024! ✈️🇬🇧 If you are looking for what's on in Torquay, Paignton and Brixham lo...



Total Engagements

3,550

Facebook Summary



Although our engagement rate is down during January 2024 compared with January 2023, we are up on impressions, engagements and followers.

Facebook Reels are performing really well. The best performing reel of January has achieved 15.6k 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 Feb HT, Easter, 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.

	Jan 2024	Jan 2023	Percentage change
Number of posts	13	10	+30%
Organic Impressions	359,674	345,247	+4.1%
Organic Engagements	15,628	15,158	+3%
Engagement rate	4.6%	7.4%	-37%
Followers Change	209	186	+12%



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

X (Twitter) Top Posts



Highest Reach



[@EnglishRiviera](#)

Mon 1/22/2024 6:35 pm GMT

Don't miss our jam-packed calendar of events during 2024! ➔ 🎉 🎵 englishriviera.co.uk
[#Watson](#) [#Events](#) [#EnglishRiviera](#) [#Devon...](#)



Highest Engagement



[@EnglishRiviera](#)

Sat 1/27/2024 10:18 am GMT

Nothing can beat an early sunrise swim from Shoalstone Seawater Pool Brixham 🇬🇧
[#Brixham](#) [#Coast](#) [#sea](#) [#sunrise...](#)



X (Twitter) Summary



Our organic X/Twitter activity is up across most areas during January 2024 compared with January 2023 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 2024	Jan 2023	Percentage Change
Number of posts	13	10	+30%
Impressions	7,503	13,405	-44%
Engagement rate	7%	3.8%	+81%
Followers Change	23	44	-44%



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.

Our most viewed TikTok video during January was of the of the sunrise from Corbyn Head which has reached 1,296 views to date.

	Jan 2024	Jan 2023	Percentage Change
Number of posts	4	3	+33%
Reach	4,699	3,628	+29%
Engagement	304	107	+184%
Followers Change	67	32	+109

Paid Digital Campaigns



One paid digital campaign was undertaken in January 2024, which was the start of the “Always On” campaign. This started on 12th January and will run until 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**.

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	6,149	361,472

Visitor Information Centre



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

Additional Income: 12 Voluntary Contributions were received and 1 sponsorship was paid for.

The VIC was open 9.30am to 1.30pm everyday, but closed New Year's Day, however emails and phone calls were answered from home. Telephone calls and emails were answered until 5 pm.

Our team consists of Katrine, Maria, Rachel and Fee

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

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

	Jan 2024	Jan 2023	Comparison to last year
No VIC visitor footfall	514	783	-34%
No of phone calls	293	220	+33%
No of emails	222	254	-12%
Income	£3,846.69	£3,320.53	+15%
Net Income	£2,939.94	£2,648.95	+11%

Top FAQ's for January 2024:

1. Where are the bus stops (harbourside development)?
2. How do I contact the Princess Theatre?
3. Do you have map?
4. Is Greenway House open?
5. Is Torre Abbey open?

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.

	Jan 2024
Number of Hotel & GH Accommodation Directory requests	117
Number of Travel Directories online downloads	27





During January we have focused our Festival efforts on:

- 1) Finalising the May 2024 Walking Festival Programme, which offers over 20 half and full day guided walks over a two week period. A dedicated Digital Marketing Campaign has been launched to stimulate bookings targeting walking enthusiasts within a 3 hour drive to encourage overnight stays. Local advertising has been placed along with posters to help spread the word.
- 2) Supporting the Air Show Working Group to secure more sponsorship to help ensure this major event goes ahead.
- 3) Working on developing a portfolio of new Geopark Discovery Experiences to be launched during the Geopark Festival at May Half Term to raise awareness of UNESCO accreditation.
- 4) Working with the Agatha Christie Festival Director to improve direct access to Greenway House for fans during the Festival.
- 5) Taking part in the Bay of Lights evaluation - with decision to repeat for 2024 secured.

Levy Payer Communications



Email communications in January included:

- The new ERBID Advertising Rate Card 2024
- Advertising opportunities in the English Riviera Accommodation Directory: Self-catering and Holiday Parks Edition
- A request to take part in a Cost of Living Business Impact survey by Great South West Partnership
- 'A Greener Way for Our Bay' - new initiative from the Torbay Climate Partnership
- An invitation to Torquay Job Fair, shared on behalf of the TDA