



ENGLISH RIVIERA

BID COMPANY

Marketing Report July 2023



Results Summary

In July 2023, the English Riviera brand was in front of potential visitors almost **4.5 million times** through a variety of digital marketing activity.

This led to **135,000 website users**.

And **over 5,000 visitors helped** through the ERBID Company Visitor Information Centre.

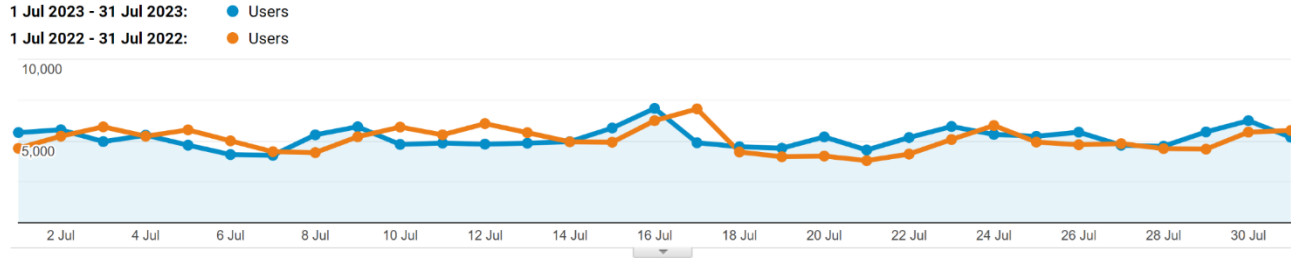
Number of potential visitor impressions	
Newsletters (total emails)	30,038
Instagram	381,493
Facebook	555,725
Twitter	6,404
TikTok	7,809
English Riviera Walking Festival social media	10,602
England's Seafood Feast social media	28,647
Paid Digital Campaigns	3,399,439
OOH Campaigns	0
TOTAL: 4,420,157	
Number of website users	
English Riviera website users	133,587
English Riviera Walking Festival website users	2,150
TOTAL: 135,737	
Number of visitors helped	
Visitor Information Centre visitors	4,408
Visitor Information Centre phone calls	424
Visitor Information Centre email enquiries	292
Visitor Information Centre guide requests	70
Visitor Information Centre online guide downloads	21
TOTAL: 5,215	



Website Summary



Website users in July 2023 compared to July 2022:



In July 2023, the website was averaging around 5,000-6,000 users per day. Compared to the same month last year (July 2022), users are up 2.28%.

For the entire year to date (1st Jan 2023 - 31st July 2023), there have been 661,413 users on the website. This is -5% down compared to the same period in 2022 (1st Jan 2022 - 31st July 2022) which had 699,645 website users. The difference can be largely attributed to the abnormally high traffic over the 2022 Airshow weekend, which saw a difference of 25,000 users over 3 days. The remainder of the difference can be attributed to a slow start to the year, due to the cost of living crisis.

Month	Users
January	50,912
February	50,764
March	70,859
April	108,575
May	122,843
June	123,873
July	133,587
Total Year to Date	661,413

73% of users visited the site via mobile, 20% via desktop and 6% via tablet.

Website Analytics - GA4



Soon, the old Google Analytics (Universal Analytics) will stop processing data, and Google Analytics 4 (GA4) will take over.

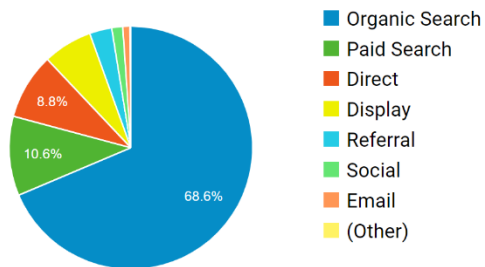
This means that reporting will look different from next month. The visuals will look slightly different and the layout of this report will change.

Most importantly though, the metrics will be different. The main metric that the ERBID report on is “website users”. In Universal Analytics, this was how many people were on the website. But for GA4, this is: “**unique users who logged an event**”. This is an additional two parameters for supposedly the same metric.

Therefore, it is likely that there will be a decrease in “user” statistics going forward – this is not that we have less users on the site, it is just because they are being calculated differently.

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 94k users to the website (68% of all visits in July), however this percentage is decreasing as more traffic is brought in via paid digital campaigns.

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



What are users looking at?

Page	Pageviews
Visit the English Riviera in 2023 (web campaign)	17,265
Things To Do in Torquay	10,039
Explore Torquay	7,951
Things To Do	7,608
Special Offers (campaign running)	7,290
Home	6,242
Paignton Festival (product page)	6,159
Top 10 Beaches	5,361
What's On	5,176
Electric Bay Festival (product page)	4,105
Total pageviews on website	351,197

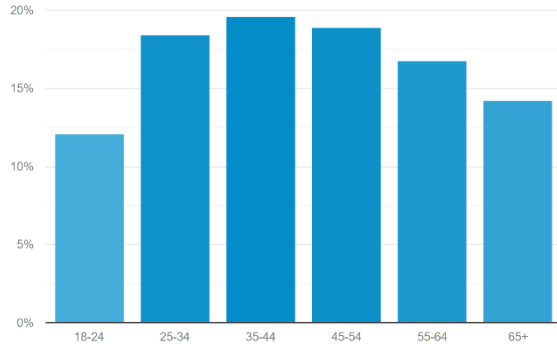
The above are the top 10 viewed pages in July. The web boost campaign brought in a significant amount of users to the website and has in fact become the most visited page on the website this year - overtaking the homepage.

Torquay pages remain strong, as do Things To Do and What's On, showing the importance of a strong events calendar.

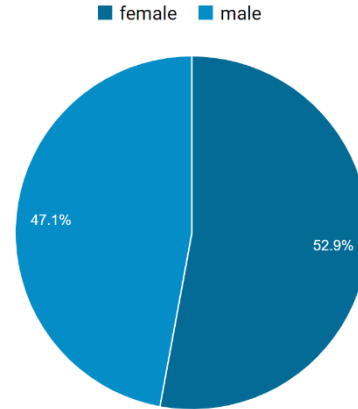
Website Demographics



Website users by age:



Website users by gender:



Website users by location:

City	Users
London*	51,543
(not set)	13,891
Torquay	6,821
Plymouth	5,947
Birmingham	3,819
Paignton	3,315
Exeter	2,315
Milton Keynes	2,250
Cardiff	2,164
Norwich	2,114

For the second month in a row, the largest age bracket to visit the website was not 25-34 year olds. Instead, it was 35-44 year olds who represented 19% of all website traffic.

Website users from the United Kingdom represent 95% of all users. Birmingham, Milton Keynes, Cardiff and Norwich were the most common areas that website users were based in the “staying” locations in June.


**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



English Riviera - Visitor Audience Newsletter

One English Riviera newsletter was sent out in July, predominantly highlighting special offers. It achieved higher than industry average Open Rate and Click Through Rate.

Date	Subject Line	Recipients	Open Rate	Total Opens (NOT UNIQUE)	Click Through Rate	Total Clicks (NOT UNIQUE)	Most clicked link
Jul 20, 2023	 Summer Offers	30,038	37.1%	15,414	3.7%	2,461	Special Offers (top white link)



The industry average Open Rate is 20.44%, and average Click Through Rate is 2.25%.

In the main visitor audience, we are now achieving higher than average in both.

Instagram Top Posts



Highest Reach

UGC always performs well, Requested james (Flyboarder) to collab, maximising reach with his followers.



[myriviera](#)

Thu 7/6/2023 3:16 pm BST

Don't miss our local Flyboarding superhero @james.prestwood who will be flying across the bay throughout the summer. 🚀🌊🌴.....



Reach

13,630

Highest Engagement

UGC always performs well, Requested james (Flyboarder) to colab, maximising engagement with his followers.



[myriviera](#)

Thu 7/6/2023 3:16 pm BST

Don't miss our local Flyboarding superhero @james.prestwood who will be flying across the bay throughout the summer. 🚀🌊🌴.....



Total Engagements

1,276

Most Viewed Reel

Performed the best due to adding James (the flyboarder) as a collab so this was displayed to his following.



[myriviera](#)

Thu 7/6/2023 3:16 pm BST

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Total Engagements

1,276

Instagram Summary



Our engagements, impressions followers are up compared to July 2022 which is great to see.

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

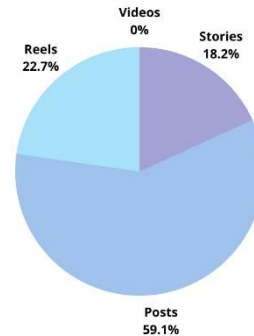
The introduction of user-generated content (via the Crowdriff platform) has provided the English Riviera with an extensive and ever-growing library of images and videos that we gain full rights to use for all future marketing and is an integral part of our ongoing social media activity.

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 reel posted in July (Flyboarding) has been the best performed reel to date with over 14.1k views to date. Their IG account has big following so requested them as collab to gain more engagement with their followers.

	July 2023	July 2022	Percentage change
Number of posts	15	14	+7%
Impressions (organic & paid)	381,493	164,897	+131%
Engagements	3,180	1,419	+124%
Engagement rate	0.8%	0.9%	-11%
Followers Change	146	103	+41%

Reach by content type



Facebook Top Posts



Highest Reach

Received the highest reach due to the interest of this UGC image over Babbacombe Downs



The English Riviera

Tue 7/25/2023 7:43 pm BST

Beautiful palms and blue skies from the Babbacombe Downs with spectacular views over Oddicombe beach and beyond. 🌴🌞 Start...



Reach

78,002

Highest Engagement

Received the highest engagement due to the interest of this featured event.



The English Riviera

Mon 7/17/2023 4:48 pm BST

The jam-packed Paignton Festival programme has been announced! 🎉🎪🎡 22nd - 30th July. Featuring 7 days of amazing entertainment an...



Total Engagements

5,076

Facebook Summary



Our engagements and engagement rates are up up during July 2023 compared with June 2022 which is great. The reason for this huge increase is due to a post promoting Paignton Festival and a post promoting vistas over Babbacombe which performed so well, this achieved a reach of over 78,000, engagement of 3,454 and over 1.5k reactions.

We're continuing to create and post Facebook Reels and they've been performed really well. The best performing reel during July James Prestwood Flyboarding and has achieved 9.1k 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 Summer and last-minute breaks 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.

	July 2023	July 2022	Percentage change
Number of posts	14	10	+40%
Organic Impressions	555,725	593,100	-6%
Organic Engagements	19,138	9,297	+105%
Engagement rate	5.3%	5.4%	-1%
Followers Change	484	767	-36%

Twitter Top Posts



Highest Reach



@EnglishRiviera

Tue 7/25/2023 6:09 pm BST

Who needs the Mediterranean when you can enjoy our breathtaking beaches with their clear blue waters. 🌴🌊🗣️ Which beaches will you b...



Highest Engagement



@EnglishRiviera

Sat 7/8/2023 9:25 am BST

Explore the secret lanes and colourful streets of Brixham this summer and you'll be amazed by what you will discover along the way. 🗣️🚣📍...



Twitter Summary



Our Twitter impressions and followers are up but our engagement rate is slightly down compared to July 2022, but this is nothing to be concerned about.

The most engaging posts have been posts based around nature and our coastline and 'quirky' colourful streets around brixham, including user-generated content that we've been able to utilise through our CrowdRiff platform.

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

	July 2023	July 2022	Percentage Change
Number of posts	8	9	-11%
Impressions	6,404	6,338	+1%
Engagement rate	5.5%	5.7%	-3%
Followers Change	20	16	+25%

TikTok Summary



We are up massively across all areas compared to July 2022. This is because we launched our account in June 2022 so didn't have much of a following.

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 July was a video reel showcasing a superb view over Brixham Harbour which has had over 5,963 views to date.

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.

	July 2023	July 2022	Percentage Change
Number of posts	4	3	+33%
Reach	7,809	1299	+501%
Engagement	229	29	+689%
Followers Change	64	10	+540%

Paid Digital Campaigns



Five paid digital campaigns were undertaken in July 2023 with the total results for **the month below and on the following slide**. Some of the best performing ads are shown over the next few slides.

The campaigns were one “couples campaign” looking to increase awareness of the English Riviera with couples in the shoulder season, a “last minute deals” campaign, and a general “website boost” campaign to increase web traffic whilst people are actively planning summer holidays. The Couples and Last Minute campaigns both finished on 16th July.

ADS PLAN				MONTHLY RESULTS		
Campaign	Aim	Platform	Target Audiences	Spend	Clicks	Impressions
Website Boost (Visit in 2023)	This campaign aims to increase website users whilst people are researching summer holidays.	Google Display, Google Search	Those searching for holidays and affinity audiences for holidays	C. £1,000	20,024	1,845,158
Couples Campaign (Are you Ready)	Aims to increase bookings for couples, predominantly in shoulder seasons.	Facebook, Google Search & Display, Youtube	Couples within a 2 hour drivetime, plus those searching for holidays.	C. £2,500	5,324	261,994
Last minute campaign (Special Offers page)	Increase last minute bookings for this summer	Facebook, Instagram, Google Search & Display, Spotify, TikTok, Pinterest	Targeting families in the same locations as the Ready For OOH posters & digital campaign earlier this year.	C. £1,000	20,935	1,015,738

Paid Digital Campaigns



Additionally, there were two more campaigns which began at the end of July: England's Seafood FEAST (running from 29th July - 29th September) and the Autumn English Riviera Walking Festival (running from 19th July - 23rd September).

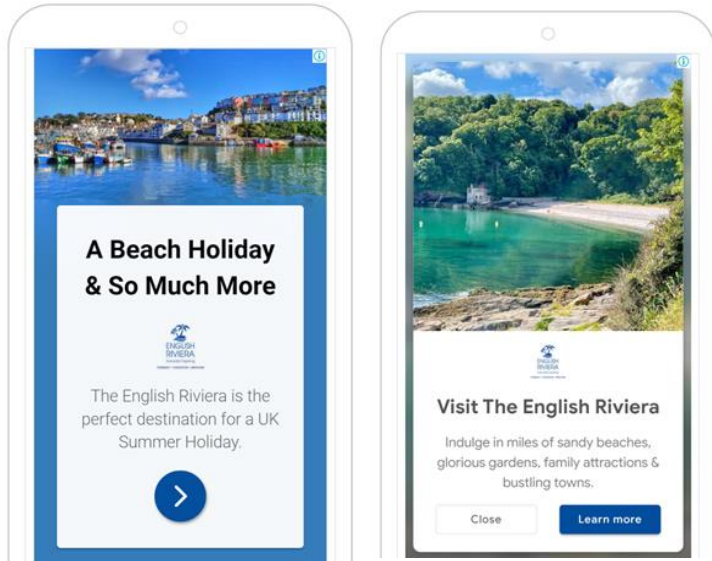
ADS PLAN				MONTHLY RESULTS		
Campaign	Aim	Platform	Target Audiences	Spend	Clicks	Impressions
England's Seafood FEAST	This campaign aims to raise awareness of the ESF event and fresh seafood on the ER.	Facebook, Google Search, Google Display, YouTube	Affinity audiences for seafood and foodie interests within a 2 hour drivetime	C. £1,000	2,469	180,409
Autumn Walking Festival (traffic goes to the Riviera Walking site)	Aims to increase bookings for the Autumn ERWF.	Facebook, Google Search	Affinity audiences and relevant keywords for walking within a 3 hour drivetime.	C. £600	1,230	96,140
				TOTAL	49,982	3,399,439

Paid Digital Campaigns

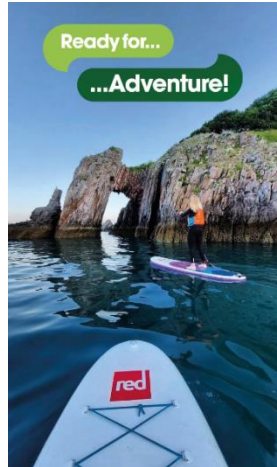
Selection of best performing ads



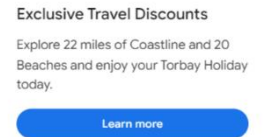
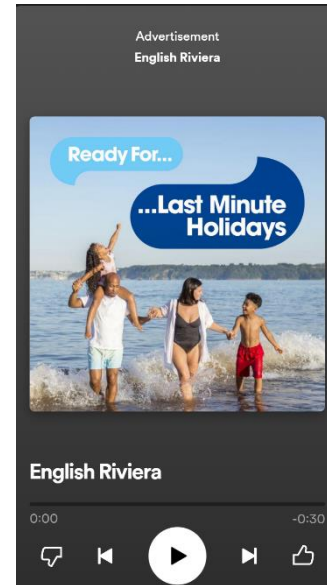
Examples from the Web Boost Campaign



Examples from the Couples Campaign



Examples from the Last Minute Campaign



Paid Digital Campaigns

Selection of best performing ads



Example from the ESF Campaign



👉 Only this 29th September – 15th October, join the world-famous England's Seafood Feast, featuring:

- ✓ Freshly-caught delicacies from the sea
- ✓ Over 50 special menus and events
- ✓ Brixham Fish Market tours
- ✓ Wine & seafood pairing or tasting
- ✓ Coastal foraging...



ENGLISHRIVIERA.CO.UK/SEAFOOD-FEAST
Join England's Seafood FEAST! 🐟🍷
29th September - 15th October

Learn More

Example from the ERWF Campaign



This Autumn explore the English Riviera on a range of walks led by experienced guides. Take in the coast, woodlands and countryside along the beautiful South West Coast Path 🌴



RIVIERAWALKING.CO.UK
Walking Tours - September 23rd-30th
Book Your Place Now

Book Now

Photography & Videography



Photography Activity

- There have been 5 approved new user to the English Riviera Photo Library system this month.
- Weather has seriously hampered on location photography this month and I have used the opportunity to finalise post production of the coastal update photography that has been completed.
- I have added new campaign video categories to the DAM system and populated them with the relevant assets.
- I have assisted and delivered content for articles in Practical Caravanning and for the Imperial Hotel.
- I have retouched, completed and delivered portrait versions of several Faces of the Riviera images derived from the original landscape versions.

	June 2023	July 2023	Comparison to last month
Image library signups	1	5	+4
library photo /video downloads	427	366	-61



Visitor Information Centre



The income in July 2023 came from A4 poster sales, AC merchandise, 7 Chefs ESF tickets and Stagecoach ticket sales.

Additional Income: 0 businesses paid a Voluntary Contribution and 2 paid for banner adverts.

We are open 9.30am to 5pm Monday to Saturday and 10am to 2pm Sundays and Bank Holidays.

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 and Judy our very helpful volunteers.

We have a fantastic display in our VIC window and inside the office promoting the sale of Agatha Christie merchandise. We also have UNESCO Geopark, ER Walking Festival and ESF displays.

	July 2023	July 2022	Comparison to last year
No of visitors	4,408	4,497	-2%
No of phone calls	424	509	-16%
No of emails	292	550	-46%
Income	£9,747	£3,496	+178% -
Net Income	£ 1,238	£556	+122%

Top FAQ's for July 2023:

1. Do we have bus timetables?
2. Do we have a map of the area?
3. Do you have a copy of the Agatha Christie Mile?
4. How far is it to Cockington?
5. What would you suggest we do on holiday?

Visitor Guides



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

All 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 - **updated and reprinted for summer 2023**
- English Riviera Accommodation Directory - DL format.
- English Riviera Food & Drink Directory - DL format.
- English Riviera Things to Do Directory - DL format.
- English Riviera Spring/Summer Visitor Guide - A4 magazine-style.
- 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.

	July 2023
Number of Accommodation Directory requests	70
Number of Travel Directories online downloads	21



Levy Payer Communications



The ERBID July Newsletter included items on:

- How's Business Update and Last Minute Campaign
- ERBID Focus Groups
- Take part in England's Seafood FEAST
- Welcome Walkers!
- English Riviera Museums this Summer
- Advertising Opportunities
- Riviera Connect EXPO

Other email communications in July included:

- How's Business survey request for June 2023
- How's Business survey results for May 2023
- Invitation to participate in the new Riviera Connect EXPO
- Focus Group attendee confirmations/reminders
- Focus Groups follow up - thank you to participants and call-out for further feedback
- Walking Break accommodation ahead of Walking Festival