



ENGLISH RIVIERA

BID COMPANY

Marketing Report

June 2023



Results Summary

In June 2023, the English Riviera brand was in front of potential visitors almost **5 million times** through a variety of digital marketing activity.

This led to almost **125,000 website users**.

And **almost 4,000 visitors helped** through the ERBID Company Visitor Information Centre.



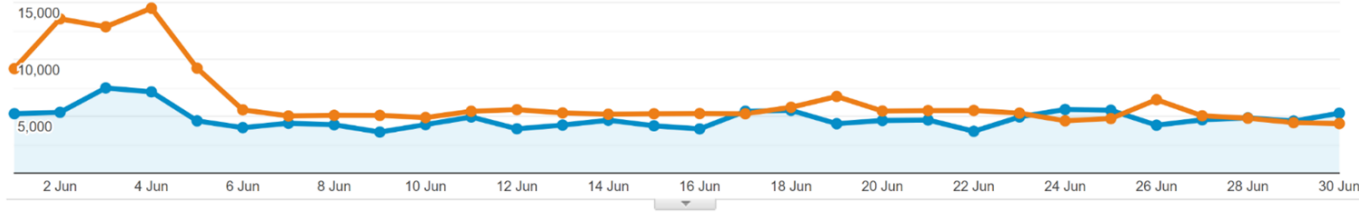
| Number of potential visitor impressions | |
|---|-----------|
| Newsletters (total emails) | 60,288 |
| Instagram | 144,053 |
| Facebook | 730,567 |
| Twitter | 11,539 |
| TikTok | 17,165 |
| English Riviera Walking Festival social media | 10,690 |
| England's Seafood Feast social media | 18,313 |
| Paid Digital Campaigns | 3,832,917 |
| OOH Campaigns | 0 |
| TOTAL: 4,795,696 | |
| Number of website users | |
| English Riviera website users | 123,873 |
| English Riviera Walking Festival website users | 796 |
| TOTAL: 124,669 | |
| Number of visitors helped | |
| Visitor Information Centre visitors | 3,105 |
| Visitor Information Centre phone calls | 336 |
| Visitor Information Centre email enquiries | 438 |
| Visitor Information Centre guide requests | 74 |
| Visitor Information Centre online guide downloads | 11 |
| TOTAL: 3,694 | |

Website Summary



1 Jun 2023 - 30 Jun 2023: ● Users
1 Jun 2022 - 30 Jun 2022: ● Users

Website users in June 2023 compared to June 2022:

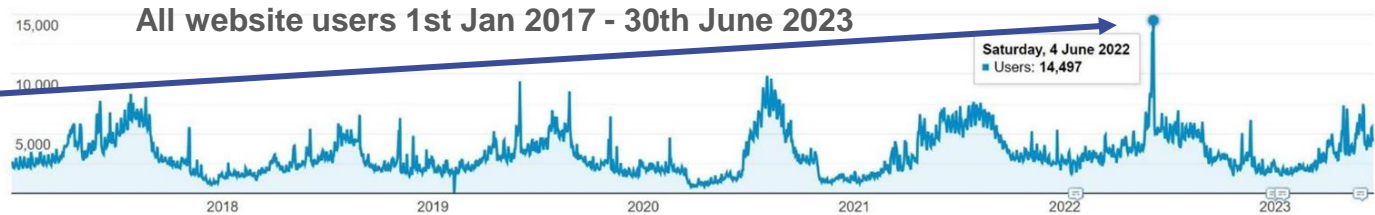


In June 2023, the website was averaging around 4,500-5,000 users per day.

| Month | Users |
|---------------------------|----------------|
| January | 50,912 |
| February | 50,764 |
| March | 70,859 |
| April | 108,575 |
| May | 122,843 |
| June | 123,873 |
| Total Year to Date | 527,826 |

Our usual monthly comparison (comparing this month to the same month last year) is a little different for June 2023/22. For June 2023 compared to June 2022, users are down 21%. However, this is because from 2-6th June 2022, the website received abnormally high levels of users due to the jubilee/airshow weekend. Poor weather over the 2022 airshow contributed to high levels of organic search users e.g. *"is the airshow still on?"*. In fact, on Saturday 6th June 2022, there were the most website users ever in a single day. These anomalies are skewing the data comparisons for June YOY. Below is a graph which details all website users from 1st January 2017 - 30th June 2023 to demonstrate.

Jubilee weekend & airshow 2022 - abnormally high levels of website users.



Website Analytics - GA4



From 1st July 2023, the old Google Analytics (Universal Analytics) stopped processing data, and Google Analytics 4 (GA4) took over.

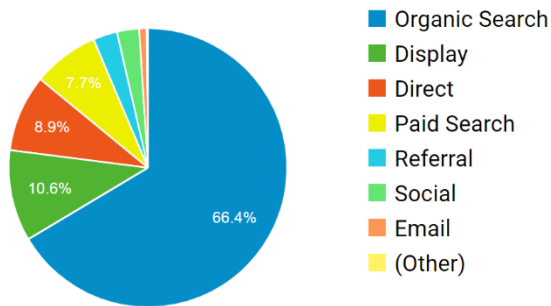
This means that reporting will look different from next month. The visuals will look slightly different and the layout of this report will change.

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 84k users to the website (67% of all visits in June), however this percentage is decreasing as more traffic is brought in via paid digital campaigns.

Users arriving via paid search 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) | 17,194 |
| Are You Ready (couples campaign) | 8,682 |
| Things To Do in Torquay | 6,832 |
| Things To Do | 6,240 |
| Home | 6,116 |
| Explore Torquay | 5,738 |
| Top 10 Beaches | 5,262 |
| English Riviera Airshow (product page) | 4,498 |
| What's On | 4,377 |
| English Riviera Webcams | 3,808 |
| Total pageviews on website | 299,100 |

The above are the top 10 viewed pages in June. 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.

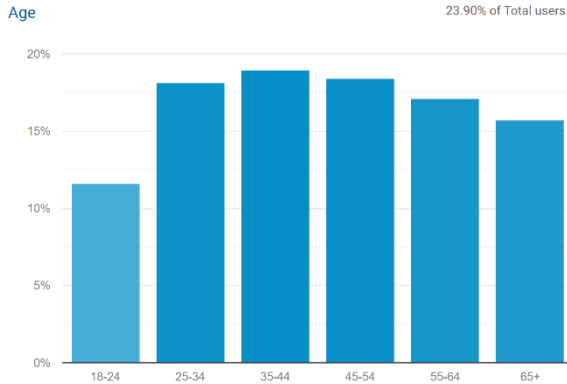
Torquay pages remain strong, as do Things To Do and What's On, showing the importance of a strong events calendar.

Over the airshow weekend, the English Riviera Webcams page saw a spike in traffic, likely people searching to watch the airshow online.

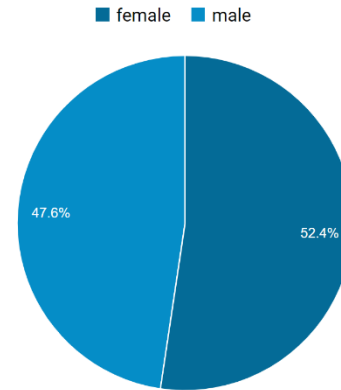
Website Demographics



Website users by age:



Website users by gender:



Website users by location:

| City | Users |
|---------------|--------|
| London* | 42,216 |
| (not set) | 11,640 |
| Torquay | 6,961 |
| Plymouth | 5,475 |
| Birmingham | 3,299 |
| Paignton | 2,799 |
| Exeter | 2,285 |
| Milton Keynes | 2,159 |
| Cardiff | 2,159 |
| Norwich | 1,867 |

For the first time this year, 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 Newsletters

One English Riviera newsletter was sent out in June, predominantly highlighting. 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 |
|--------------|-----------------------------------|------------|-----------|-----------------------------|-----------------------|------------------------------|---------------------------------|
| 30 June 2023 | Last-minute deals | 30,055 | 35.4% | 14,657 | 3.9% | 2,504 | Special Offers (top white link) |

English Riviera Walking Festival Audience Newsletter

One ERWF newsletters were sent out in June to a small, dedicated audience (who subscribe via the dedicated ERWF website). Because the audience is both small and niche, both the open and click through rates are phenomenally high. Most people opened this newsletter twice, and the click through rate was the highest ever for this audience at 31.5% with most people clicking onto the Festival Programme.

| Date | Subject Line | Recipients | Open Rate | Total Opens (NOT UNIQUE) | Click Through Rate | Total Clicks (NOT UNIQUE) | Most clicked link |
|--------------|---|------------|-----------|-----------------------------|-----------------------|------------------------------|--|
| 26 June 2023 | Autumn Walking Festival Launched! | 397 | 69.1% | 719 | 31.5% | 289 | Festival Programme (first orange button) |



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, especially with beautiful video overlooking Babbacombe Beach from the Cary Arms.



 myriviera

Fri 6/9/2023 3:16 pm BST

Ice cold drinks and picture-perfect views; the English Riviera is the best place to be. 🌞🌴
..... #view #views #drink #vista #sea #seaside...



Reach

3,642

Highest Engagement

UGC always performs well, especially when showcasing beautiful coastal scenery.



 myriviera

Mon 6/5/2023 5:14 pm BST

Beautiful palms and blue skies from the Babbacombe Downs with spectacular views over Oddcombe beach and beyond.



Total Engagements

267

Most Viewed Reel

Performed the best due to the great Reel capturing our coast whilst enjoying a drink.



 myriviera

Fri 6/9/2023 3:16 pm BST

Ice cold drinks and picture-perfect views; the English Riviera is the best place to be. 🌞🌴
..... #view #views #drink #vista #sea #seaside...



Reach

3,642

Instagram Summary



Our engagements, engagement rate and followers are up compared to June 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.

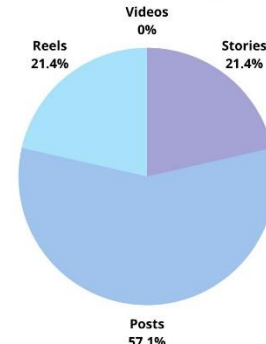
The introduction of user-generated content (via the Crowdriff platform) has provided the English Riviera with an extensive and ever-growing library of images and videos that we gain full rights to use for all future marketing and is an integral part of our ongoing social media activity.

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 June with views over the Babbacombe beach has been the best-performed reel to date with 3,905 views.

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.

| | June 2023 | June 2022 | Percentage change |
|---|-----------|-----------|-------------------|
| Number of posts | 23 | 18 | +27% |
| Impressions (organic & paid) | 144,053 | 281,254 | -48% |
| Engagements | 2,163 | 1,887 | +14% |
| Engagement rate | 1.5% | 0.7% | +114% |
| Followers Change | 168 | 98 | +71% |

Reach by content type



Facebook Top Posts



Highest Reach

Received the highest reach due to the interest of this unique sea water pool.



The English Riviera
Tue 6/13/2023 6:33 pm BST

Pool or sea? 🌊👓 The delightful 53 metre Shoalstone Seawater Pool Brixham has this dilemma covered and it's just one of many...



Reach

161,008

Highest Engagement

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



The English Riviera
Thu 6/1/2023 7:39 pm BST

Are you attending The English Riviera Airshow 2023 this weekend? ➡ !! To avoid any disappointment, we highly recommend readin...



Total Engagements

7,409

Facebook Summary



Our followers, engagements and engagement rate is up during June 2023 compared with June 2022 which is great.. The reason for this huge increase is due to a post promoting the English Riviera Airshow and a post promoting Breakwater sea water pool which performed so well, this achieved a reach of over 161,000 and engagement of over 7,000.

We're continuing to create and post Facebook Reels and they've been performed really well. The best performing reel during June is showcasing Fishcombe Cove and has achieved 13.3k 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.

| | June 2023 | June 2022 | Percentage change |
|----------------------------|-----------|-----------|-------------------|
| Number of posts | 13 | 12 | +8% |
| Organic Impressions | 730,567 | 846,806 | -13% |
| Organic Engagements | 40,743 | 16,802 | +142% |
| Engagement rate | 5.2% | 4% | +30% |
| Followers Change | 169 | 164 | +3 |

Twitter Top Posts



Highest Reach



@EnglishRiviera
Fri 6/30/2023 5:33 am BST

Looking for a great value last-minute break this summer? 🌴☀️ We have some amazing promotions to help your money go further whi...



Reach

N/A

Highest Engagement



@EnglishRiviera
Sat 6/10/2023 8:54 am BST

WOW, have you seen the Living Crown on [#Torquay](#) sea front? 🤩 To celebrate the Coronation, this wonderful structure measures...



Total Engagements

75

Twitter Summary



Our Twitter engagement rate is up bt our followers and impressions are down compared to June 2022.

The most engaging posts have been posts based around nature and our coastline, 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.

| | June 2023 | June 2022 | Percentage Change |
|-------------------------|-----------|-----------|-------------------|
| Number of posts | 13 | 8 | +62.5% |
| Impressions | 11,539 | 20,222 | - 42.9% |
| Engagement rate | 5.2% | 3.9% | +33% |
| Followers Change | 33 | 59 | -44% |

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 June was a video reel showcasing the Red Arrows during the English Riviera Airshow.

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.

| | June 2023 | June 2022 | Percentage Change |
|-------------------------|-----------|-----------|-------------------|
| Number of posts | 6 | | |
| Reach | 17,165 | | |
| Engagement | 234 | | |
| Followers Change | 91 | | |

Paid Digital Campaigns



Three paid digital campaigns were undertaken in June 2023 with the total results for **the month below**.

The campaigns were one “couples campaign” looking to increase awareness of the English Riviera with couples in the shoulder season, a general “website boost” campaign to increase web traffic whilst people are actively planning summer holidays, and the beginning of the “last minute deals” campaign which began at the end of June. Some of the best performing ads are on the following slide.

| 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 | 20,176 | 2,228,367 |
| 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 | 15,913 | 1,042,932 |
| 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 | 5,784 | 561,618 |
| | | | | TOTAL | 41,873 | 3,832,917 |

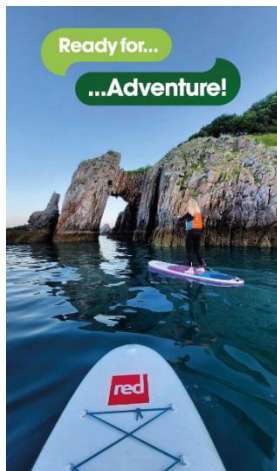


Paid Digital Campaigns

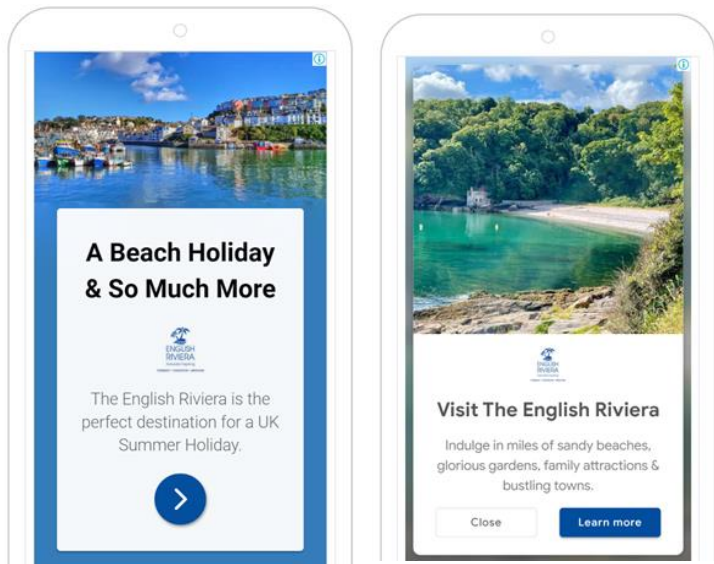
Selection of best performing ads



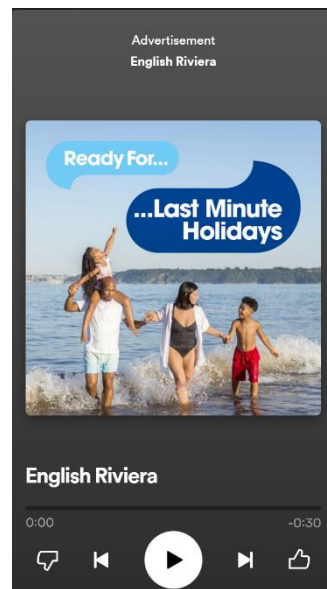
Examples from the Couples Campaign



Examples from the Web Boost Campaign



Examples from the Last-Minute Campaign



Exclusive Travel Discounts

Explore 22 miles of Coastline and 20 Beaches and enjoy your Torbay Holiday today.

[Learn more](#)

Photography & Videography



Photography Activity

- There has been just 1 approved new user to the English Riviera Photo Library system this month.
- Work has continued with photo shoots to update our bank of coastal landscape shots. With re-visits to Babbacombe Downs, Torquay seafront which currently have newly planted flower beds.
- We have yet to visit Cockington Woods and lakes to show our countryside offering but Fairy Cove, Saltern Cove have been covered and are in post processing. The images will be added to the DAM photo library in due course.
- Ongoing management of the photo and video library answering queries from levy payers and associates.

| | May 2023 | June 2023 | Comparison to last month |
|-------------------------------|----------|-----------|--------------------------|
| Image library signups | 5 | 1 | -4 |
| Image library photo downloads | 316 | 427 | +111 |



Visitor Information Centre



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

Additional Income: 2 business paid a Voluntary Contribution and 5 paid for banner adverts.

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

Our team consists of one full time Visitor Information Manager (Katrine) who is supported by five part-time seasonal members of staff Julie, Maria, Rachel, Fiona and David, plus Rod our very helpful volunteer.

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 ESSF displays.

We had a gazebo at the ER Airshow distributing maps and other ERBID publications.

| | June 2023 | June 2022 | Comparison to last year |
|--------------------------|-----------|-----------|------------------------------|
| No of visitors | 3105 | 2990 | +3% |
| No of phone calls | 336 | 544 | -38% (google glitch in 2022) |
| No of emails | 438 | 302 | +45% |
| Income | £4,503 | £2,959 | +52% |
| Net Income | £1,069 | £500 | +133% |

Top FAQ's for June 2023:

1. Do we have bus timetables?
2. Will the boats be running?
3. Do you have a copy of the Agatha Christie Mile?
4. How do I get to Greenway House?
5. Where would you suggest we go today?

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.

| | June 2023 |
|---|-----------|
| Number of Accommodation Directory requests | 74 |
| Number of Travel Directories online downloads | 11 |



Levy Payer Communications



The ERBID June Newsletter included items on:

- New 'Ready for... Last Minute Holidays' digital campaign
- New and improved Special Offers pages
- Torbay Business Awards
- Cruise ship visits Torquay
- Have your Say: Focus Groups
- Looking Ahead: Events
 - Agatha Christie Festival
 - Autumn Walking Festival
 - Seafood FEAST
 - Bay of Lights
- English Riviera theatres
- Special theatre offers for BID partners
- Celebrate with Paignton Zoo
- Award-winning B&Bs

Other email communications in June included:

- Updated Events List 2023
- Airshow Local Business Survey
- Sustainable Practices in Tourist Accommodation Survey (to accommodation providers)
- Visit Devon Awards - last chance to enter
- How's Business - survey link for May and results for April
- Special BID partner offer - Visit Devon membership discount
- Request from Kevin Foster MP to participate in a Business Energy Survey