



**ENGLISH RIVIERA**

**BID COMPANY**

# Marketing Report

## March 2023



# Introduction



March saw a number of exciting projects being undertaken by the ERBID Company to promote the area:

1. Extension of the national **Family - Ready for the Riviera Marketing Campaign** right up to the Easter Holidays with maximum exposure across Birmingham. £100k in total has been invested.
2. Plans commenced in designing a **new Couples - Ready for the Riviera Marketing Campaign** to target bookings for the shoulder months and 2-3 hour drive time for 40+ market
3. We attended the **Group Travel Trade Show at the NEC** (known as BTTS) to target year-round Group Stays and supported local Group Travel Trade Shows working with DATA.
4. We finalised the plans and walks for the first **English English Riviera Spring Walking Festival**
5. Working with the English Riviera Global Geopark we were successful in **securing UK Shared Prosperity Funding** to develop a programme of new Discovery Trails in the future.
6. We took part in a major piece of **Regional Research** to evaluate the impact of Cost of Living crisis and rising costs impacting businesses. Much shorter stays and later booking trends are expected.
7. Meetings have commenced to plan a new Tourism and Business EXPO on October 3rd 2022.
8. Packed full of lots of information the new style **Monthly Levy Payers Newsletter** was dispatched early March achieving a 50% opening rate.

# Results Summary

In March 2023, the English Riviera brand was in front of potential visitors **10 million times** through a variety of Digital and Out Of Home marketing activity.

This led to over **75,000 website users**.

And **almost 2,000 visitors helped** through the ERBID Company Visitor Information Centre.

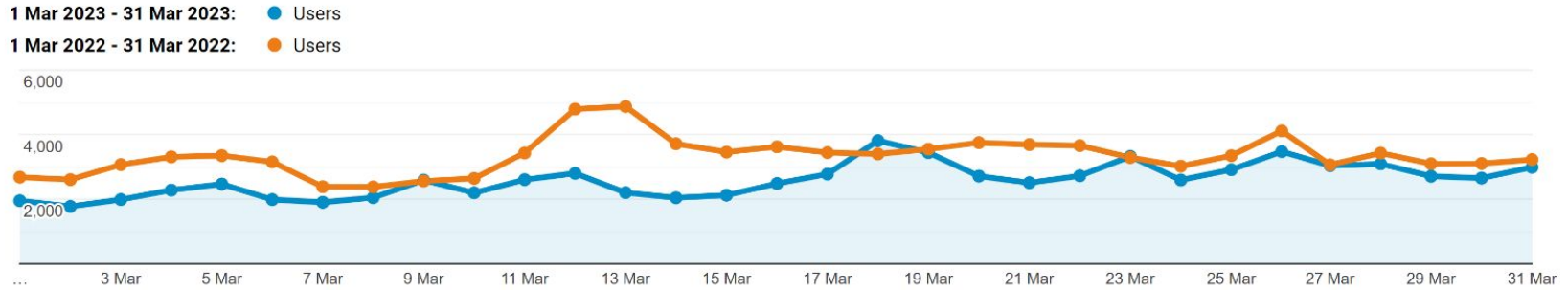


Number of potential visitor impressions	
Newsletters (total opens)	58,953
Instagram	44,604
Facebook	369,669
Twitter	6,855
TikTok	16,437
English Riviera Walking Festival social media	28,152
England's Seafood Feast social media	10,394
Paid Digital Campaigns	2,076,868
OOH Campaigns	7,652,301
<b>TOTAL: 10,264,233</b>	
Number of website users	
English Riviera website users	70,859
English Riviera Walking Festival website users	5,301
<b>TOTAL: 76,160</b>	
Number of visitors helped	
Visitor Information Centre visitors	1,372
Visitor Information Centre phone calls	287
Visitor Information Centre email enquiries	213
Visitor Information Centre guide requests	65
Visitor Information Centre online guide downloads	7
<b>TOTAL: 1,944</b>	

# Website Summary



## Website users in March 2023 compared to 2022:



Website users have been fairly steady each day in 2023 so far. In March, it was averaging between 2,000-3,000 users per day. Compared to last month (Feb 2023), traffic is up 27%.

However, compared to last year (Mar 2022), users were 21% down, although 2022 had an additional and significant search campaign which accounted for 16k users in March 2022. If you were to add this 16k users, plus the ERWF website users this month (5k), traffic would be very similar to 2022 levels (a difference of 2k users and 2% up).

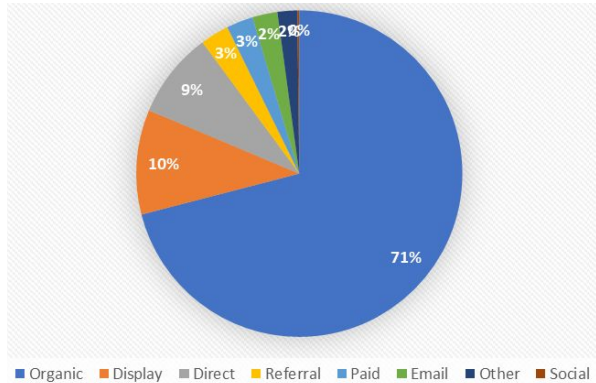
68% of users visited the site via mobile, 24% via desktop and 6% via tablet. There were 164,401 pageviews in March.

Month	Users
January	50,912
February	50,764
March	70,859
<b>Total Year to Date</b>	<b>172,535</b>

# Website Acquisition & Behaviour

## Where are users coming from?

Google Analytics is incorrectly organising our Acquisition data, and sorting any traffic from Google into Organic. This includes our Paid and Search campaign traffic. It is being corrected at the moment, but it is unlikely to organise historical data. However, I've manually sorted out the traffic into the below. This is not likely to be 100% accurate, but gives an overview. Organic is still making up the majority of traffic, but it is reducing as other forms of acquisition (e.g. Paid and Display) has begun.



## What are users looking at?

Page	Pageviews
Ready for the Riviera	11,240
Home	2,355
Explore Torquay	3,801
Things To Do in Torquay	3,392
Things To Do	2,870
What's On	2,715
Real Crime Museum (product page)	2,204
Accommodation	2,175
Explore Brixham	2,022
ER Food & Music Festival (product page)	1,977
<b>Total pageviews on website</b>	<b>164,401</b>

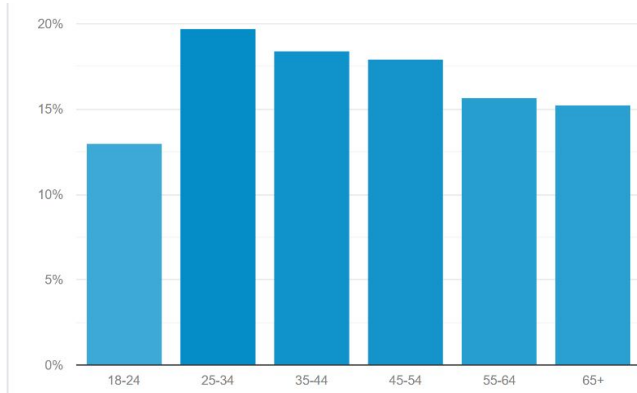
The above are the top 10 viewed pages in March 2023. The Ready for the Riviera campaign began, which is why this page was the most viewed in March. The Real Crime Museum featured in the news a lot (Charles Bronson story), which led to a large number of Organic Traffic.

Torquay pages remain strong, as do What's On and Things To Do. Interestingly, the top 10 pages featured a lot of location based pages, but Food & Drink were not featured in the top pages during this month.

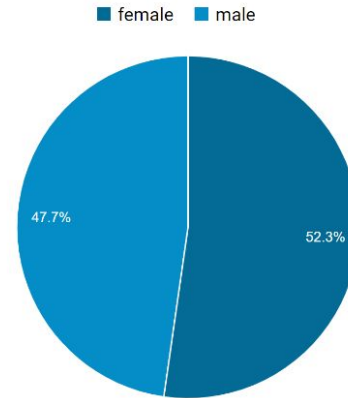
# Website Demographics



### Website users by age:



### Website users by gender:



### Website users by location:

City	Users
London*	23,756
(not set)	6,476
Birmingham	4,482
Plymouth	2,874
Torquay	2,747
Exeter	1,763
Paignton	1,268
Wolverhampton	1,208
Cardiff	1,047
Milton Keynes	1,037

25-34 year olds were the largest age bracket to visit the website in March, representing 19% of all website traffic.

Website users from the United Kingdom represent 92% of all users. Birmingham, Wolverhampton, Cardiff and Milton Keynes were the most common areas that website users were based in the “staying” locations. These were all locations for the digital marketing and OOH campaign.

*\*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.*

# ERWF Website Summary



ERWF Website users - Year to Date (Jan-March 2023)



Website users began to gain momentum at the end of March. At the beginning of the month, they were averaging about 100-200 users, by the end they were averaging about 200-300 per day.

- **Locations:** the top 10 locations in March were London, (not set), Plymouth, Torquay, Bristol, Exeter, Paignton, Birmingham, Cardiff and Wolverhampton.
- **Acquisition:** traffic was pulled in predominantly via Meta (paid and organic), Paid Search Display, Referral (English Riviera, We Are South Devon and Torbay Rambling Club), Email and Organic Search.
- **Behaviour:** the top pages were Home, Festival Programme, SWCP Challenge, Agatha Christie's Extraordinary Life, Beauty of the Bay, Swimming with Agatha, Cliffs, Coves & Coastline, Guides, Wagging Tails and Beautiful Babbacombe.

Month	Users
January	459
February	1,698
March	5,301
<b>Total Year to Date</b>	<b>7,458</b>

# Newsletters



## English Riviera - Visitor Audience Newsletters

Two English Riviera newsletters were sent out in March, both achieving a very high Click Through Rate (which was one of our main aims to improve upon with the new layout of newsletters this year). In particular, the **What's On in 2023 newsletter achieved the highest ever Click Through Rate of any newsletter for this audience (4%)**, suggesting that the What's On image tiles work well for this audience.

Date	Subject Line	Recipients	Open Rate	Total Opens (NOT UNIQUE)	Click Through Rate	Total Clicks (NOT UNIQUE)	Most clicked link
March 9, 2023	<a href="#">Ready for a summer holiday?</a> 🌴	29,282	30.00%	12,612	2.50%	726	2023 Events (button half way down)
March 23, 2023	<a href="#">What's On in 2023</a> 🌴	29,209	32.70%	14,700	4%	2,095	What's On (top white link)



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.

Open Rates and Click Through Rates reduce the larger the audience. This is why the ERWF newsletters achieve high in both, as the audience size is low.

## English Riviera Walking Festival Audience Newsletters

Two ERWF newsletters were sent out in March 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. The emails to these audiences were more personalised, merging name tags.

Date	Subject Line	Recipients	Open Rate	Total Opens (NOT UNIQUE)	Click Through Rate	Total Clicks (NOT UNIQUE)	Most clicked link
March 21, 2023	<a href="#">You're Invited, places now open!</a> 🌴	218	70.00%	330	26%	138	Festival Programme (first green button)
March 30, 2023	<a href="#">Spring Festival booking fast!</a> 🌴	244	56.00%	294	21%	92	Festival Programme (first green button)



# Instagram Top Posts



## Highest Reach

UGC always performs well, especially with beautiful harbour backdrops



myriviera

Wed 3/8/2023 6:46 pm GMT

Breakfast with a view anyone? ..... #breakfast #brunch #food #lovefood #brixham #southdevon #devon #views #harbourviews...



Reach

2,107

## Highest Engagement

UGC always performs well, especially with beautiful sunset scenes.



myriviera

Tue 3/28/2023 7:45 pm BST

A prefect Torquay sunset glow. ❤️ ..... #sunset #landscapephotography #nature #coast #coast2023 #yearofthecoast2023 #walking...

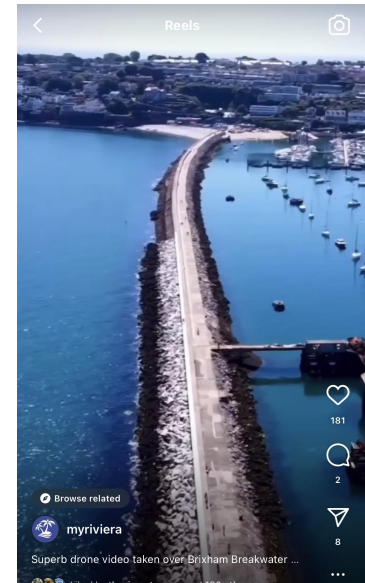


Total Engagements

234

## Most Viewed Reel

Performed the best due to the great drone footage captured with stunning views over Brixham breakwater.



# Instagram Summary



Engagements during March 2023 has not performed as well as March 2022 and this is due to the fact that some posts during 2022 performed better and achieved more reach. These included a beautiful image from the neon steps lit up at Rock Walk 257 likes and image over the Babbacombe Downs with 240 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.

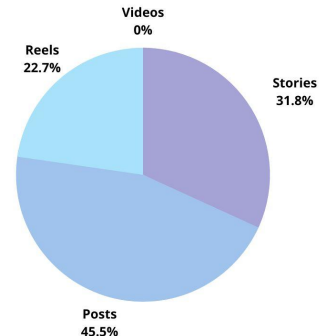
The introduction of user-generated content (via the Crowdriff platform) has provided the English Riviera with an extensive and ever-growing library of images and videos that we gain full rights to use for all future marketing and is an integral part of our ongoing social media activity.

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.

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.

	March 2023	March 2022	Percentage change
<b>Number of posts</b>	26	19	+36.8%
<b>Impressions</b>	44,604	33,405	+33.5%
<b>Engagements</b>	1,791	2,285	-21.6%
<b>Engagement rate</b>	4%	6.8%	-41%
<b>Followers Change</b>	101	117	-13.6%

Reach by content type



# Facebook Top Posts



## Highest Reach

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



**The English Riviera**  
Sat 3/4/2023 4:47 pm GMT

"Ahoy, Me Hearties!" 🏴‍☠️👤 The Brixham Pirate Festival is back. Don't miss out on all the action and enjoy a swashbuckling mix of seaside...



Reach

56,139



## Highest Engagement

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



**The English Riviera**  
Sat 3/4/2023 4:47 pm GMT

"Ahoy, Me Hearties!" 🏴‍☠️👤 The Brixham Pirate Festival is back. Don't miss out on all the action and enjoy a swashbuckling mix of seaside...



Total Engagements

3,866

# Facebook Summary



Our engagements are down during March 2023 compared with March 2022. The reason of this decrease is due to a post during March 2022 promoting the Queen Jubilee weekend which performed so well, this achieved a reach of 89,024 and engagement of 4,771.

We are up on followers but our engagement rate is down but nothing to be concerned about as the industry engagement rate is between 1-5%.

We're continuing to create and post Facebook Reels and they've performed really well. The best performing reel during March has achieved 12.2k 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, Easter, Spring, 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.

	March 2023	March 2022	Percentage change
<b>Number of posts</b>	14	14	
<b>Organic Impressions</b>	369,669	502,328	-26%
<b>Engagements</b>	36,381	28,278	+28.6%
<b>Engagement rate</b>	4.5%	5.6%	-19.6%
<b>Followers Change</b>	146	129	+13%

# Twitter Top Posts



## Highest Reach



@EnglishRiviera  
Sat 3/25/2023 7:32 am GMT

The rainbow steps are so mesmerising with their vibrant, multi-coloured neon lights. 🌈🌈🌈 .....  
[#yearofthecoast2023](#) [#coast2023](#) [#torquay...](#)



Reach

N/A

## Highest Engagement



@EnglishRiviera  
Tue 3/28/2023 10:02 pm BST

Now this is why beautiful [#Brixham](#) Harbour is known for being one of the prettiest along the [#SouthDevon](#) coast. 🏖️ [bit.ly/3ZfDh4H...](https://bit.ly/3ZfDh4H...)



Total Engagements

49

# Twitter Summary



Our Twitter engagement rate is up during March 2023 compared with February 2022 which is really positive.

The most engaging posts have been posts based around nature (Brixham Harbour) 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.

	March 2023	March 2022	Percentage Change
<b>Number of posts</b>	11	10	+10%
<b>Impressions</b>	6,855	8,623	-20%
<b>Engagement rate</b>	4.1%	2.8%	+46.2%
<b>Followers Change</b>	23	30	-23%

# 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 March was a video of Brixham and the golden Hind and to date has been viewed 14.3k times - this is the most viewed video 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.

	March 2023	March 2022	Percentage Change
<b>Number of posts</b>	5		
<b>Reach</b>	16,437		
<b>Engagement</b>	222		
<b>Followers Change</b>	38		



# Paid Digital Campaigns



Two paid digital campaigns were undertaken in March 2023 with the total results for the month below. The main family summer campaign which complemented the OOH posters, and the Walking Festival, which sent traffic directly to the Walking Festival website. 13 adverts were created for the Ready for the Riviera campaign, and 14 for the ERWF. Some of the best performing ones are on the following slide.

ADS PLAN				MONTHLY RESULTS		
Campaign	Platform	Spend	Target Audiences	Clicks	Impressions	Summary
<b>Ready for the Riviera (summer families)</b>	Meta, Google Display, Google Search	C. £3,700	Families within a bubble of the OOH poster locations	16,162	1,746,469	The campaign was very strong this month. On Meta, the 15 sec story/reel advert alongside a carousel showing paddleboarding and watersports performed the best.
<b>Walking Festival</b>	Meta, Google Display, Google Search	C. £1,500	Walkers, 40+, 2 hour drivetime	4,065	330,399	The campaign is continuing to raise awareness of the Walking Festival, driving traffic to the festival website. Some tweaks to the campaign were made in early March including adding Meta to optimise the campaign.
<b>TOTAL</b>				<b>20,227</b>	<b>2,076,868</b>	



# Paid Digital Campaigns

## Selection of best performing ads



English Riviera  
**Over 20 Guided Coastal Walks in The English Riviera Spring...**  
 English Riviera [Book Now >](#)



**Are you ready for family fun?**  
 Ready for sandy toes, adventure and life-long memories? Get ready for the Riviera. [Book Now](#)

The English Riviera  
 13 March · [View Profile](#)  
 Get ready for the English Riviera Walking Festival, 22nd-29th April. With a range of guided coastal, woodland and countryside walks, covering subjects like Agatha Christie, England's Seafood Coast, heritage and natural history, there's something for all tastes.



RIVIERAWALKING.CO.UK  
**Walking Tours - April 22-29**  
[Book Online Now](#) [Book Now](#)

The English Riviera  
 13 March · [View Profile](#)  
 Get ready for the English Riviera Walking Festival, 22nd-29th April. With a range of guided coastal, woodland and countryside walks, covering subjects like Agatha Christie, England's Seafood Coast, heritage and natural history, there's something for all tastes.



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The English Riviera  
 1 March · [View Profile](#)  
 Ready for adventure? Experience all the amazing attractions and activities on the English Riviera [Book Now](#)



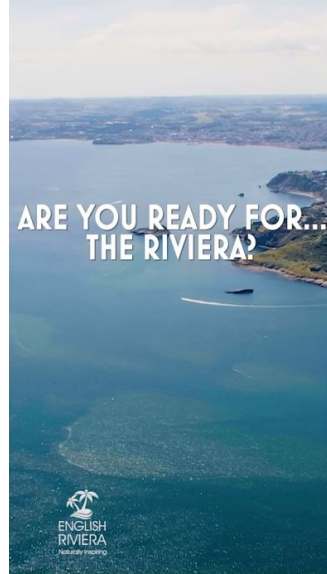
Ready to stand up? [Book Now](#) Ready to splashdown? [Book Now](#)

The English Riviera  
 1 March · [View Profile](#)  
 Are you ready for a summer holiday? With 20 beaches, family-friendly attractions and warmer weather than the rest of the UK, the English Riviera is ready for you [Book Now](#)



ENGLISHRIVIERA.CO.UK  
**Book your summer holiday today**  
 Let us show you why the English Riviera is the perfect destination... [Book Now](#)

The English Riviera  
 Sponsored  
 ID: 3157177221081258  
 Ready for a summer holiday that's packed with fun, adventure and amazing attractions? Check out the English Riviera [Book Now](#)

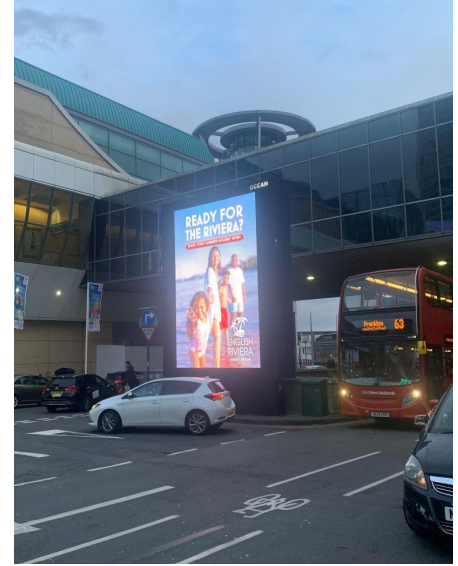
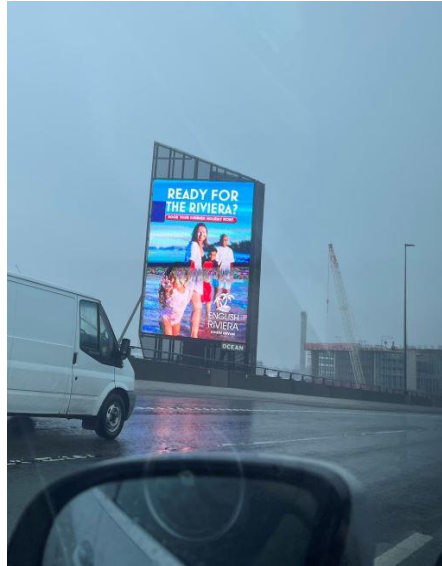


WWW.ENGLISHRIVIERA.CO.UK  
 Book your summer holiday now [Book Now](#)

# Out Of Home Campaigns



The Out of Home digital billboard “Ready for the Riviera” ran from 27th February - 13th March 2023 across 34 sites in 4 locations (Birmingham, Coventry, Nottingham and Cardiff) at a cost of £75,000. An estimated **7,652,301** people saw these adverts and an increase in website traffic was seen in these locations as a result. A second wave of OOH posters were booked which is due to run in Birmingham from 27th March - 10th April.





# Photography & Videography



## Photography Activity

- There have been 9 approved new users to the English Riviera Photo Library system this month. Most of the new users are representatives of coaching and touring companies.
- This month, work has commenced on a ESF photoshoot for a new hero image.
- We have been working towards and planning for a new upcoming English Riviera Walking Festival photo shoot currently scheduled for April 22nd.
- There has been ongoing management of the photo and video library answering queries from levy payers and associates including some additional support for several levy payers recovering accounts and advising re photo library operations.

## Videography Activity

- Video content continues to be a popular download preference this month with films being downloaded slightly over one hundred individual times.

	March 2023	February 2023	Comparison to last month
Image library signups	9	8	+1
Image library photo downloads	445	288	+157



# Visitor Information Centre



Most of the income in March 2022 and 2023 came from A1 and A4 poster sales.

Additional Income: 3 businesses paid a Voluntary Contribution and 8 paid for banner adverts

We are open 9.30 am to 5 pm Monday to Saturday and will open Sundays from April.

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 our very helpful volunteer.

We have a fantastic display in our VIC window and inside the office promoting the Spring English Riviera Walking Festival and we are taking bookings for this event.

	March 2023	March 2022	Comparison to last year
<b>No of visitors</b>	2067	1372	+50%
<b>No of phone calls</b>	289	287	+0.07%
<b>No of emails</b>	288	213	+35%
<b>Income</b>	£1,396	£1,974	-29%
<b>Net Income</b>	£780	£1,430	-45%

## Top FAQ's for March 2023:

1. Do we have printed bus timetables?
2. Can we book the Princess Theatre?
3. Are the boats running?
4. Is there a bus to Greenway House?
5. Will there be buses running on Easter Sunday?

# Visitor Guides



## English Riviera Spring/Summer Visitor Guide

- FREE new 64 page, A4, magazine-style publication.
- A guide to the English Riviera - ideal for holidaymakers to use while they are here, or to view online for inspiration ahead of visiting.
- Includes features on the towns and beaches, and also things to do, what's on, food & drink, and what's new.
- Produced in partnership with Clearsky Publishing.
- Available now from the Visitor Information Centre and copies have been distributed around the bay.
- The English Riviera Visitor Guide was introduced in response to a demand from levy payers, identified during the ERBID2 consultation period. Specifically, the request was for a 'coffee-table publication' that visitors could browse at leisure, inspiring them to fully explore and enjoy all that the English Riviera has to offer. Part of ERBID's strategic objective is to extend the season, attracting visitors year-round, so publishing the Guide twice-yearly is a great tool to support the area throughout the year, including the shoulder seasons.

	March 2023
Number of Accommodation Directory requests	65
Number of Travel Directories online downloads	7



# Levy Payer Communications



## The ERBID March Newsletter included items on:

- National Summer Campaign 2023 - Ready for the Riviera
- English Riviera Walking Festival 22nd - 29th April
- Event News: English Riviera Airshow / Agatha Christie Festival / Bay of Lights
- Save the Date: 3rd October - New Business & Hospitality Expo
- New Video Assets
- ERBID Represented at TBF Breakfast
- South West Coast Path 50th Anniversary Celebrations
- Monthly Marketing Report
- Advertising Opportunities for your Business
- BID levy payment deadline

## Other email communications in March:

- An invitation to complete the How's Business Survey for Jan/Feb. This survey allow us to measure trends across the resort and to benchmark against performance across the South West
- Dedicated Walking Festival updates by town (to Torquay, Paignton and Brixham), to let our BID partners know about the walks which will take place in, and be all about, their own location.
- A call-out to BID partners to enter their business in the Torbay Weekly Naturally Inspiring Business Awards 2023.