



ENGLISH RIVIERA

BID COMPANY

Marketing Report

March 2024



Results Summary

In March 2024, the English Riviera brand was in front of potential visitors **almost 1.8 million times** through a variety of digital marketing activity.

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

And **almost 1,700 visitors helped** through the ERBID Company Visitor Information Centre.

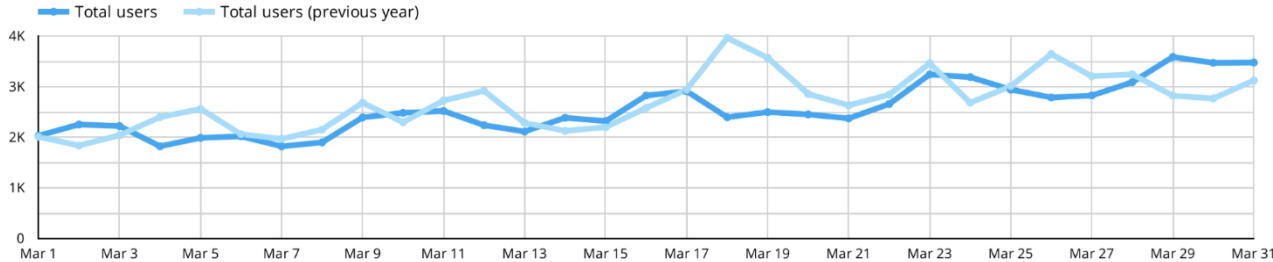
Number of potential visitor impressions	
Newsletters (total emails)	30,292
Instagram	49,756
Facebook	569,824
Twitter	8,496
TikTok	11,871
English Riviera Walking Festival social media	14,764
England's Seafood Feast social media	1,158
Paid Digital Campaigns	1,089,892
Out Of Home Campaigns	0
TOTAL: 1,776,053	
Number of website users	
English Riviera website users	68,417
English Riviera Walking Festival website users	6,234
TOTAL: 74,651	
Number of visitors helped	
Visitor Information Centre visitor footfall	880
Visitor Information Centre phone calls	364
Visitor Information Centre email enquiries	383
Visitor Information Centre guide requests	46
Visitor Information Centre online guide downloads	17
TOTAL: 1,690	



Website Summary



Website users in March 2024



In March 2024, the website had 68,417 total users, which was **down 5.2%** (decrease of 3,789 users) on March 2023. However in March last year, the major national Out Of Home advertising campaign had begun.

In fact, if you look at website users for the year to date (1st January - 31st March 2024) compared with the same period last year, we are astonishingly close. From 1st Jan-31st March 2023 there were 172,535 users, in 2024, there were 172,765 users - a difference of just 230 users or an increase of 0.13%.

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

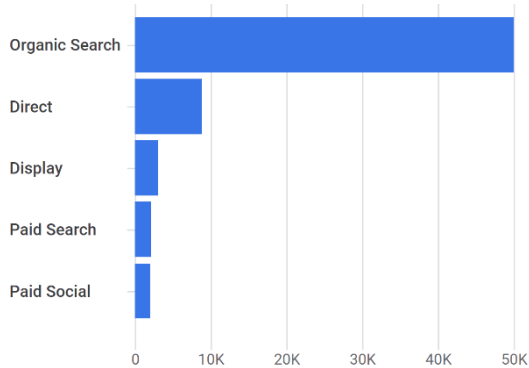
Monthly website users 2024

Month	Users
January	50,547
February	53,801
March	68,417
Total Year to Date	172,765

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 50k 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
- babbacombe
- things to do in paignton
- torquay webcam
- english riviera
- things to do in brixham
- cockington

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

What are users looking at?

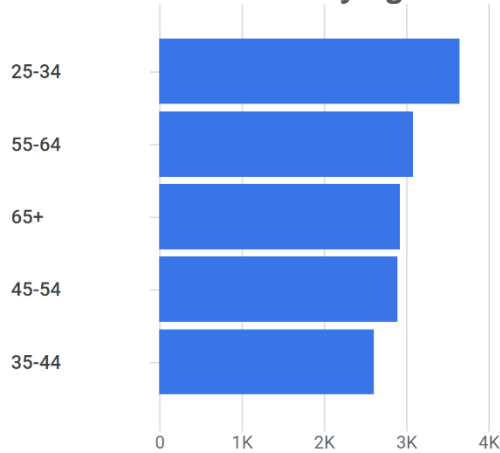
Page	Pageviews
Visit the English Riviera in 2024 (Always On Campaign)	8,405
Things To Do in Torquay	5,766
Home	4,780
Explore Torquay	4,523
Things To Do	3,383
What's On	3,229
Easter	3,057
English Riviera Webcams	2,893
What's On in Torquay	2,737
Ready for the Riviera (family campaign)	2,671
Total pageviews on website	199,725

The above are the top 10 viewed pages this month.

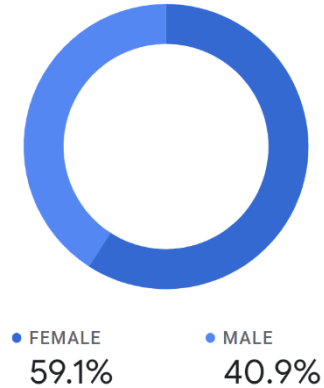
Website Demographics



Website users by age:



Website users by gender:



Website users by location:

City	Users
London*	19,858
(not set)	8,203
Plymouth	3,842
Torquay	3,633
Paignton	2,212
Birmingham	2,096
Bristol	1,342
Wolverhampton	1,342
Cardiff	1,249
Milton Keynes	1,140

In the early part of the year (Jan-March), we once again saw the largest age bracket as 25-34 year olds. We are now consistently seeing that the largest age demographic to use the website is 25-34 year olds early in the year. 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

Mon 3/18/2024 7:51 pm GMT

Views and plenty of blues 🌊🌳 Whether it's the stunning coastline, the sparkling blue waters, or the iconic cliffs, our South Devon...



Reach

2,803

Highest Engagement

Nature and coastal UGC always achieves a high engagement..



myriviera

Mon 3/25/2024 8:07 pm GMT

Beautiful Brixham Breakwater from above. 📍.....
#brixham #brixhambreakwater #brixhamharbour
#brixhammarina #boats #fishing #coast #natu...



Total Engagements

216

Most Viewed Reel

Spring Adventures in South Devon, including Spa, Seafood, views and wildlife



Instagram Summary



Impressions, engagements and following during March 2024 have performed higher compared to March 2023 which is great to see.

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.

	March 2024	March 2023	Percentage change
Number of posts	15	17	-11%
Impressions (organic & paid)	49,756	44,604	+11%
Engagements	2,240	1,791	+25%
Engagement rate	4.5%	4%	+12.5%
Followers Change	121	101	+19%



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

Facebook Top Posts



Highest Reach

Received the highest reach due to this visually beautiful image of Churston Cove - reach of over 127,475



The English Riviera
[Tue 3/12/2024 7:59 pm GMT](#)

Ready for unforgettable coastal adventures this Spring and Summer? 🌈☀️ There are so many beautiful beaches and coves waiting to be...



Reach

127,475

Highest Engagement

This beautiful UGC image of Churston Cove received the highest engagement of 3,088



The English Riviera
[Tue 3/12/2024 7:59 pm GMT](#)

Ready for unforgettable coastal adventures this Spring and Summer? 🌈☀️ There are so many beautiful beaches and coves waiting to be...



Total Engagements

3,088

Facebook Summary



Our Impressions, engagements and followers are up during March 2024 compared with March 2023 which is really positive, and although our engagement rate is down, we are still within the average industry standard.

We've also been posting some good news stories during March including award wins and other 'good news' industry announcements which has helped the rise in figures.

Facebook Reels are performing really well. The best performing reel of March has achieved over 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 Easter, Spring, 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.

	March 2024	March 2023	Percentage change
Number of posts	17	14	+21%
Organic Impressions	569,824	369,669	+54%
Organic Engagements	19,137	13,484	+41%
Engagement rate	3.6%	4.5%	-20%
Followers Change	356	129	+175%



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

X (Twitter) Top Posts



Highest Reach



@EnglishRiviera

Sat 3/30/2024 10:10 am GMT

Beautiful Brixham Breakwater from above. 📍

[#brixham](#) [#englishriviera](#) [#southdevon](#)



Highest Engagement



@EnglishRiviera

Sat 3/2/2024 10:15 am GMT

WOW, now that's what you call the perfect view.

🌞🌟📍 Thatcher Point [#view](#) [#vistas](#) [#coast](#)
[#nature](#) [#wildlife](#) [#sea](#) [#walk](#) [#torquay...](#)



X (Twitter) Summary



Our organic X/Twitter activity is up across all areas during March 2024 compared to March 2023.

The most engaging posts have been posts based around our 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.

	March 2024	March 2023	Percentage Change
Number of posts	13	11	+18%
Impressions	8,496	6,855	+23%
Engagement rate	6.7%	4.1%	+63%
Followers Change	31	23	+34%



The average industry engagement rate for Twitter/X is between 1-5%.

TikTok Summary



We are up across most areas during march 2024 compared to march 2023. The reach was down due to a video of Brixham Harbour which had over 16k views and performed really well during March 2023.

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 March of the Golden Hind and has received 5,378 views to date.

	March 2024	March 2023	Percentage Change
Number of posts	8	5	+60%
Reach	11,871	16,437	-27%
Engagement	317	222	+42%
Followers Change	114	38	+200%

Paid Digital Campaigns



Three paid digital campaigns were undertaken in March 2024:

- 1) **Always On campaign** (12th January - 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**.
- 2) **English Riviera Walking Festival campaign** (1st March - 3rd May). An additional £2k Lead Generation campaign was launched from 21st March, split evenly with the aims to gain more Facebook Followers and Email Addresses. These ads are solely Facebook.
- 3) **Family Summer Campaign** (11th March - 15th July). These ads are being run on Meta and Google Performance Max.

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	8,831	578,863
English Riviera Walking Festival	To increase bookings for the event, and raise awareness of walking on the ER	Facebook	Those with relevant interests within a 3 hour drivetime	C £1,000	4,134	348,496
Family Summer	To boost awareness of the ER for family summer holidays	Meta, Google Performance Max	Birmingham, Wolverhampton, Coventry	C. £600	6,395	162,533

Visitor Information Centre

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

Additional Income: 4 Voluntary Contributions were received.

The VIC was open 9.30am to 1.30pm everyday and telephone calls and emails were answered until 5 pm.

Our team consists of Katrine, Maria, Rachel and Fee.

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

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



	March 2024	March 2023	Comparison to last year
No VIC visitor footfall	880	1372	-35%
No of phone calls	364	289	+25%
No of emails	383	288	+32%
Income	£1,734.53	£1,396.11	+24%
Net Income	£890.25	£780.96	+14%

Top FAQ's for March 2024:

1. Do visitor attractions open on Easter Sunday?
2. Do you have map?
3. Will the buses and trains run over Easter?
4. Where are the bus stops (harbourside development)?
5. Are the boats running?

Visitor Guides



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

New for 2024 - we now have not one but two Accommodation Directories, with a dedicated publication for Hotels, Guest Houses and B&Bs, and another dedicated publication for Self Catering and Holiday Parks.

Just gone to press - an updated reprint of the Things to Do Directory. This publication contains over 160 listings for attractions, entertainment, activities on land and sea, transport, beaches and parks. There is also information on annual events, Agatha Christie, the UNESCO Geopark, year-round attractions, and more. With the 'Things to Do' pages of the English Riviera website being some of the busiest, this directory helps meet a demand for ideas and inspiration.

English Riviera publications:

- 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 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.

These free publications are available from the English Riviera Visitor Information Centre, to help BID partners promote the area and support their business.

	March 2024
Number of Hotel & GH Accommodation Directory requests	46
Number of Travel Directories online downloads	17



Levy Payer Communications



Email communications in March included:

- ERBID Monthly Business E-Newsletter:
 - Current Destination Marketing campaigns
 - British Tourism & Travel Show 2024
 - The Strand/Torquay Harbour
 - English Riviera Airshow 2024
 - Latest trends - Tourism Overview
 - South West Tourism Excellence Awards 2023/2024
 - Green Tourism
 - Events - save the dates
 - What's new with you? - Paignton Pier's 'The Heart of Paignton'
 - 'Jazatha Christie' in Torquay
 - ERBID levy collection update
- English Riviera Airshow update
- Torbay Council - Funding for Electric Vehicles
- Kents Cavern - trade invitation
- How's Business January/February survey link and the results of the December 2023 survey