



ENGLISH RIVIERA

BID COMPANY

Marketing Report May 2023



Introduction



May was a very busy month including three Bank Holidays, a Coronation, Pirate Festival (ERBID are a sponsor) Spring English Riviera Walking Festival and a very successful Attractions Showcase event working in partnership with English Riviera Attractions.

ERBID work remained focused on maximising the availability of high quality inspiring imagery, arranging additional photography and videography during periods of good weather and 'pushing this out' on our Social Channels and website. There are now over 2,500 additional licensed images available via the Crowdriff UGC platform for the company to use to promote the resort.

To complement this work and to attract additional staying visitors after a slow start to the year the ERBID made the decision to invest further in a dedicated Digital Couples Campaign, noting the later booking trend and shorter durations and keenness to secure best value. This will run up to the main summer school holidays.

Strategically, the ERBID have supported the government's consultation to argue the case for the need for a national compulsory register for all commercial accommodation to level the playing field and been in contact with our local MP and DCMS regarding this to present our views.

Results Summary

In May 2023, the English Riviera brand was in front of potential visitors **4 million times** through a variety of digital marketing activity.

This led to over **120,000 website users**.

And **over 3,200 visitors helped** through the ERBID Company Visitor Information Centre.



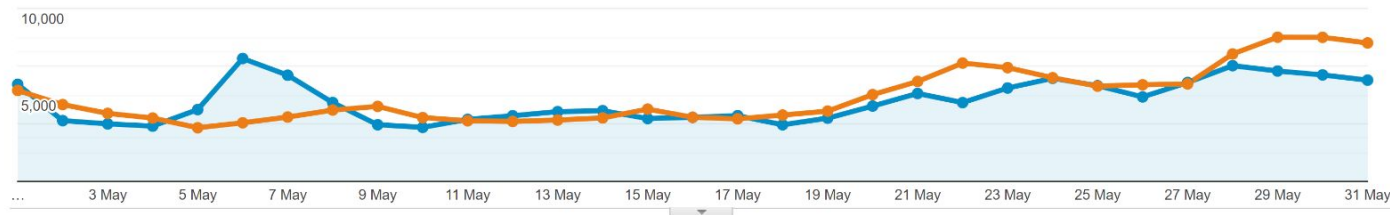
Number of potential visitor impressions	
Newsletters (total emails)	60,288
Instagram	62,614
Facebook	699,054
Twitter	10,530
TikTok	2,895
English Riviera Walking Festival social media	1,960
England's Seafood Feast social media	610
Paid Digital Campaigns	3,327,915
OOH Campaigns	0
TOTAL: 4,165,866	
Number of website users	
English Riviera website users	122,843
English Riviera Walking Festival website users	733
TOTAL: 123,576	
Number of visitors helped	
Visitor Information Centre visitors	2,426
Visitor Information Centre phone calls	361
Visitor Information Centre email enquiries	354
Visitor Information Centre guide requests	91
Visitor Information Centre online guide downloads	15
TOTAL: 3,247	

Website Summary



Website users in May 2023 compared to 2022:

1 May 2023 - 31 May 2023: ● Users
1 May 2022 - 31 May 2022: ● Users



Month	Users
January	50,912
February	50,764
March	70,859
April	108,575
May	122,843
Total Year to Date	403,953

In May 2023, the website was averaging around 4,000 users per day. On Saturday 6th May, there was a particular boost with 7,102 users on site (the second most users on the website on one day this year). This boost can be attributed to additional organic searches for the Coronation firework display.

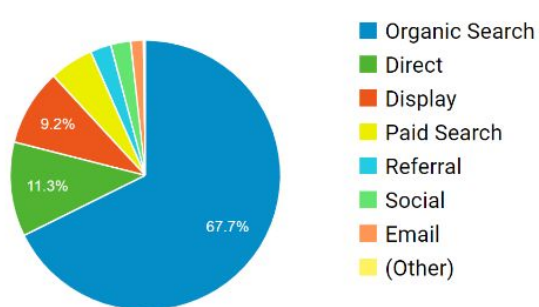
Compared to last year (May 2023), users were slightly down at -2.8%. However, this is in-keeping with trends from other DMOs. In fact, although our traffic is slightly down, other coastal, regional and city DMOs are reporting a larger drop in traffic with city-based DMOs performing the worst, when comparing year-on-year organic searches.

In May, 73% of users visited the site via mobile, 20% via desktop and 7% via tablet. There were 292,606 pageviews in May 2023.

Three new blogs were added to the website: [English Riviera Airshow 2023: Flying Programme](#), [Music Inspired by the English Riviera](#) and [An Interview with the RAF Red Arrows Team](#).

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 85k users to the website (67% of all visits in May), 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)	17,497
Are You Ready (couples campaign)	7,198
Things To Do in Torquay	7,195
Explore Torquay	6,956
Home	6,319
Things To Do	5,517
What's On	5,220
Top 10 Beaches	5,045
Otto Torquay (product page)	4,750
Paignton Coronation Firework Display (product page)	3,984
Total pageviews on website	292,606

The above are the top 10 viewed pages in May. The web boost campaign brought in a significant amount of users to the website in May. The couples campaign (Are You Ready) also brought in a large number of pageviews.

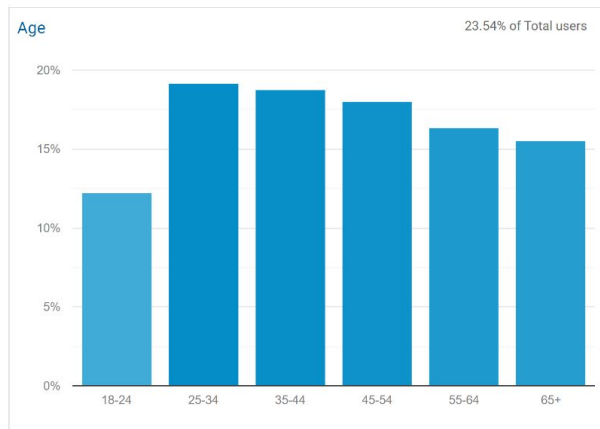
Otto Torquay brought in a significant amount of traffic via organic search. This is likely because this company does not have their own website.

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

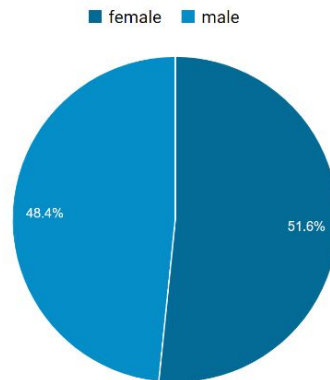
Website Demographics



Website users by age:



Website users by gender:



Website users by location:

City	Users
London*	46,633
(not set)	11,543
Plymouth	6,071
Torquay	5,840
Birmingham	3,116
Paignton	2,872
Exeter	2,796
Belfast	2,573
Wolverhampton	2,413
Cardiff	2,132

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

Website users from the United Kingdom represent 94% of all users. Birmingham, Belfast, Wolverhampton and Cardiff were the most common areas that website users were based in the “staying” locations. Interestingly, Belfast is an unusual “top 10” location for us - most of this traffic came through organic search traffic.

**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

Two English Riviera newsletters were sent out in May, both achieving higher than industry average Open Rate and Click Through Rate. In fact, both of these two newsletters were the most successful of any English Riviera visitor newsletters ever.

Date	Subject Line	Recipients	Open Rate	Total Opens (NOT UNIQUE)	Click Through Rate	Total Clicks (NOT UNIQUE)	Most clicked link
22 May 2023	Agatha Christie Festival Programme released!	30,196	37.50%	15,794	2.60%	1,394	Festival Programme (first blue button)
25 May 2023	Airshow schedule released!	30,092	36.50%	15,708	4.30%	2,537	Airshow Flying Schedule (first blue button)

The Agatha Christie Festival newsletter had the **highest Open Rate of any of the ER newsletters ever** (37.5%), and the Airshow Scheduled newsletter followed this with the **second highest Open Rate ever** (36.5%).

Additionally, the Airshow Scheduled newsletter received the **highest Click Through Rate ever** for any visitor newsletter at 4.3%.



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 aerial shot over Torquay.



 myriviera

Wed 5/17/2023 4:35 pm BST

Torquay Harbour looks absolutely spectacular, especially from above. 😍 #torquay #torquayharbour #torquaymarina #torbay...



Reach

4,196

Highest Engagement

UGC always performs well, especially with beautiful aerial shot over Torquay.



 myriviera

Wed 5/17/2023 4:35 pm BST

Torquay Harbour looks absolutely spectacular, especially from above. 😍 #torquay #torquayharbour #torquaymarina #torbay...



Total Engagements

421

Likes

399

Most Viewed Reel

Performed the best due to the great video capturing our wildlife.



 myriviera

Fri 5/19/2023 1:41 pm BST

Always a magical moment dolphin spotting off our beautiful South Devon coastline. 🐬 #dolphin #dolphins #wildlife #nature #sealife...



Reach

6,314

Instagram Summary



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

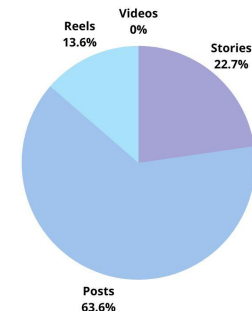
The introduction of user-generated content (via the Crowdriff platform) has provided the English Riviera with an extensive and ever-growing library of images and videos that we gain full rights to use for all future marketing and is an integral part of our ongoing social media activity.

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 May with views over the bay has been the best performed reel to date with 5,821 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.

	May 2023	May 2022	Percentage change
Number of posts	14	14	
Impressions (organic & paid)	62,614	130,994	-52%
Engagements	2,662	2,270	+17%
Engagement rate	4.3%	1.7%	+152%
Followers Change	128	81	+58%

Reach by content type



Facebook Top Posts



Highest Reach

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



The English Riviera
Tue 5/23/2023 6:33 pm BST

The English Riviera Airshow 2023 Flying Programme Revealed. ➔ 🧑‍🚀 The full air display lineup for the English Riviera Airshow 2023 ha...



Reach

277,334

Highest Engagement

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



The English Riviera
Tue 5/23/2023 6:33 pm BST

The English Riviera Airshow 2023 Flying Programme Revealed. ➔ 🧑‍🚀 The full air display lineup for the English Riviera Airshow 2023 ha...



Total Engagements

11,398

Facebook Summary



Our impressions, followers, engagements and engagement rate is up during May 2023 compared with May 2022 which is great.. The reason for this huge increase is due to a post promoting the English Riviera Airshow which performed so well, this achieved a reach of over 277,000 and engagement of over 12,000.

We're continuing to create and post Facebook Reels and they've been performed really well. The best performing reel during May has achieved 23.3k 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 the Spring, 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.

	May 2023	May 2022	Percentage change
Number of posts	13	14	-7%
Organic Impressions	699,054	609,818	+14.6%
Engagements	24,846	21,553	+15%
Engagement rate	5.8%	5.7%	+1.7%
Followers Change	143	139	+2.8%


Twitter Top Posts



Highest Reach




 @EnglishRiviera
Wed 5/17/2023 7:01 am BST

And relax...You can see why our crystal-clear waters can be mistaken for the Mediterranean.
 Book a last-minute escape today:...



Highest Engagement



 @EnglishRiviera
Sat 5/20/2023 8:54 am BST

Torquay Harbour looks absolutely spectacular, especially from above. 😍 [#torquay](#) [#torbay](#) [#coast2023](#) [#englishriviera](#) [#southdevon...](#)



Twitter Summary



Our Twitter impressions were up during May 2023 compared with May 2022 but our engagement rate has slightly decreased - this is mainly due to a post in May 2022 promoting our Tripadvisor award which received a high engagement.

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.

	May 2023	May 2022	Percentage Change
Number of posts	11	9	+22%
Impressions	10,530	8,768	+20%
Engagement rate	4.2%	5.1%	-17%
Followers Change	38	41	-7%

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 May was a video reel showcasing the beautiful Fishcombe Cove in brixham.

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.

	May 2023	May 2022	Percentage Change
Number of posts	4		
Reach	2,895		
Engagement	125		
Followers Change			

Paid Digital Campaigns



Two paid digital campaigns were undertaken in May 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 and a general “website boost” campaign to increase web traffic whilst people are actively planning summer holidays. Some of the best performing ads are on the following slide.

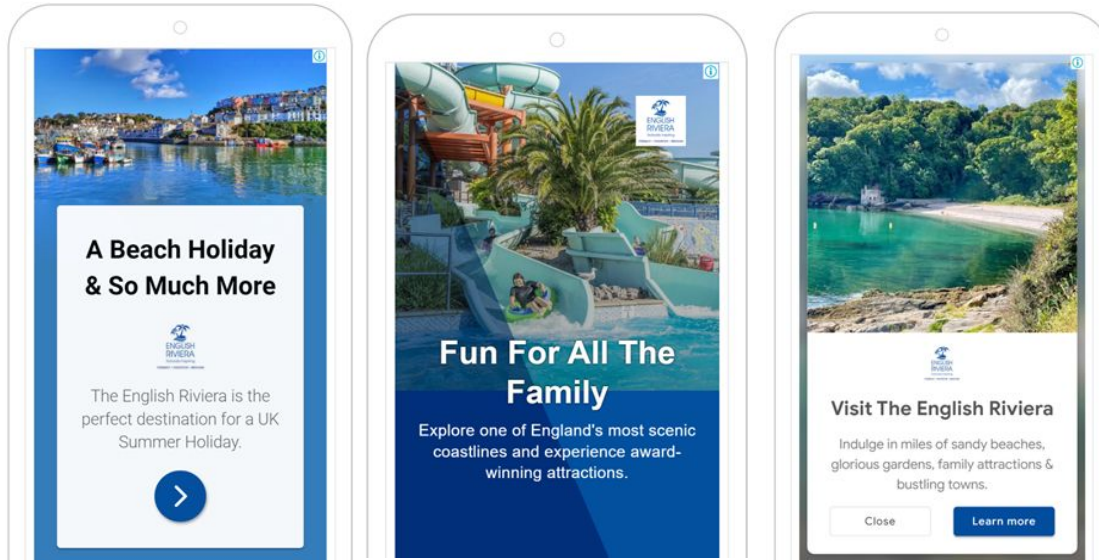
ADS PLAN				MONTHLY RESULTS		
Campaign	Aim	Platform	Target Audiences	Spend	Clicks	Impressions
Website Boost (Visit in 2023)	This campaign aims to increase website users whilst people are researching summer holidays.	Google Display, Google Search	Those searching for holidays and affinity audiences for holidays	C. £1,000	20,723	2,318,993
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	14,407	1,008,922
TOTAL					35,130	3,327,915

Paid Digital Campaigns

Selection of best performing ads



Examples from the Web Boost Campaign



Examples from the Couples Campaign



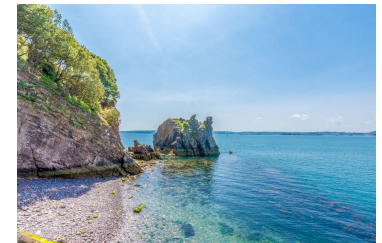
Photography & Videography



Photography Activity

- There have been 5 approved new users to the English Riviera Photo Library system this month.
- This month, liaising with Gina, we have planned and scheduled a series of photo shoots to update our bank of coastal landscape shots. Locations include Babbacombe Downs, Torquay seafront, Hopes Nose, Peaked Tor Cove, Daddyhole Plain, Brixham Harbour, Battery Gardens and Berry Head. Some of the new coastal photography are showcased opposite.
- We will also be visiting Cockington Woods and lakes to show our countryside offering and many of the smaller coves along the Riviera coast, Fairy Cove, Saltern etc.
- Ongoing management of the photo and video library answering queries from levy payers and associates.

	April 2023	May 2023	Comparison to last month
Image library signups	15	5	-10
Image library photo downloads	406	316	-90



Visitor Information Centre



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

Additional Income: 1 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 a UNESCO Geopark display.

We offered a 'Meet and Greet' service for the two cruise ships. Approx 2000 American visitors arrived on the Zuiderdam but sadly, sea conditions prevented passengers on the Ocean Majesty coming ashore.

	May 2023	May 2022	Comparison to last year
No of visitors	2426	2534	-4%
No of phone calls	361	314	-13%
No of emails	354	349	+1%
Income	£2,567	£1,342	+91%
Net Income	£723	£325	+122%

Top FAQ's for May 2023:

1. Do we have bus timetables?
2. Do we know the times of the Red Arrows?
3. Will my road be closed/can I park for the Airshow?
4. How do I get to Greenway House?
5. Why are the boats not running?

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.

	May 2023
Number of Accommodation Directory requests	91
Number of Travel Directories online downloads	15



Levy Payer Communications



The ERBID May Newsletter included items on:

- New 'couples' digital marketing campaign
- UNESCO Global Geopark reaccreditation
- Events Spotlight:
Paddington™ The Story of a Bear
English Riviera Airshow
Agatha Christie Festival
- Free website ads - send us your special offers!
- Invitation - ERBID Focus Groups
- New Riviera Connect EXPO
- English Riviera beaches win awards
- How's Business Survey
- English Riviera Attractions Showcase

Other email communications in May included:

- English Riviera Airshow creative assets and social media template
- ERA Showcase invitation share
- Updated Special Offers page for levy partners' offers on englishriviera.co.uk
- Advertising opportunities - poster sites at the Visitor Information Centre and at key sites around the Bay.
- How's Business - survey link for April results and March's report.
- Invite to accommodation providers to participate in government Short-Term Let Registration Scheme survey
- ERBID Focus Groups invitations