



ENGLISH RIVIERA

BID COMPANY

Marketing Report November 2023



Results Summary

In November 2023, the English Riviera brand was in front of potential visitors **over 1 million times** through a variety of digital marketing activity.

This led to **almost 64,000 website users**.

And **almost 1,000 visitors helped** through the ERBID Company Visitor Information Centre.

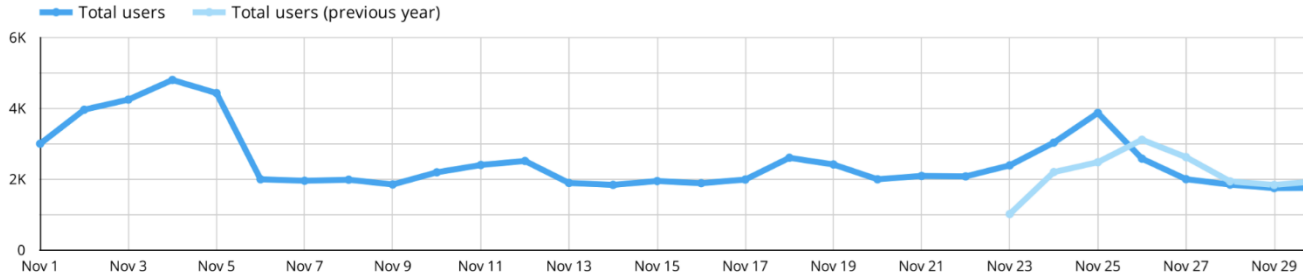
Number of potential visitor impressions	
Newsletters (total emails)	29,887
Instagram	30,306
Facebook	457,134
Twitter	14,931
TikTok	10,380
English Riviera Walking Festival social media	597
England's Seafood Feast social media	1,152
Paid Digital Campaigns	489,325
OOH Campaigns	0
TOTAL: 1,033,712	
Number of website users	
English Riviera website users	63,401
English Riviera Walking Festival website users	110
TOTAL: 63,511	
Number of visitors helped	
Visitor Information Centre visitors	547
Visitor Information Centre phone calls	224
Visitor Information Centre email enquiries	125
Visitor Information Centre guide requests	11
Visitor Information Centre online guide downloads	15
TOTAL: 922	



Website Summary



Website users in November 2023



In November 2023, the website had 63,401 total users, which was **down 13%** on November 2022.

Year to date compared to year to date 2022:

For the entire year to date (1st Jan 2023 - 30th November 2023), there have been 1,019,170 users on the English Riviera website. This is -6.8% down compared to the same period in 2022 (1st Jan 2022 - 30th November 2022) which had 1,093,909 website users.

The difference can be largely attributed to the abnormally high traffic over the 2022 Airshow weekend (the jubilee weekend with lots of event and terrible weather meant the Airshow got cancelled and many people were searching “*is the airshow on?*”), which saw a difference of 25,000 users over 3 days.

Month	Users
January	50,912
February	50,764
March	70,859
April	108,575
May	122,843
June	123,873
July	133,587
August	136,831
September	90,336
October	67,189
November	63,401
Total Year to Date	1,019,170

Website Analytics - GA4



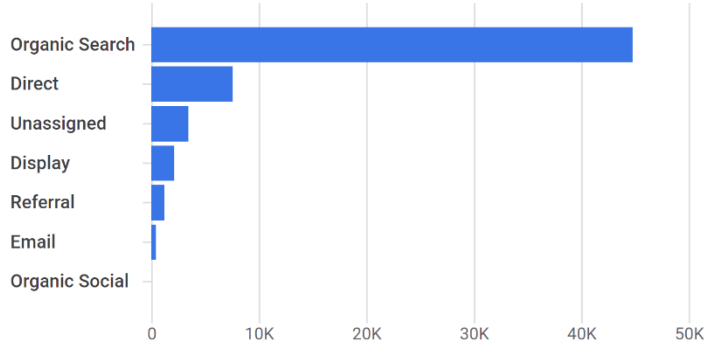
The old Google Analytics (Universal Analytics) has now stopped processing data, and Google Analytics 4 (GA4) has taken over.

This means that reporting looks different. 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 44k users to the website.



What are users looking at?

Page	Pageviews
Bay of Lights (campaign running)	15,911
Devon Bonfire & Firework Displays (product page)	7,654
Fireworks and Bonfire Nights	7,622
Lights, Lanterns & Luminations (product page)	7,009
Home	5,528
English Riviera Webcams	4,577
Train of Lights (product page)	3,273
Christmas & New Year Events	3,129
Explore Torquay	2,426
What's On	2,203
Total pageviews on website	152,524

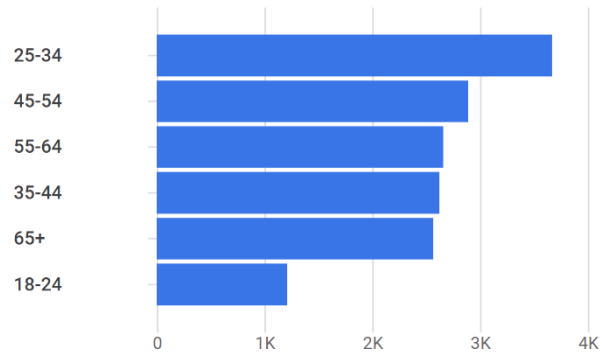
The above are the top 10 viewed pages in November/

What's On pages remain strong, and are particularly important at this time of year. The Bay of Lights also saw a significant amount of traffic, mainly due to the paid campaign.

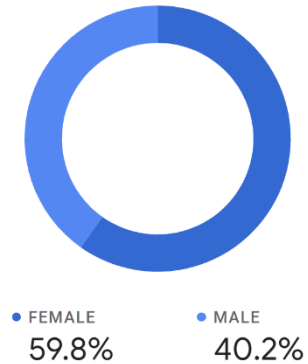
Website Demographics



Website users by age:



Website users by gender:



Website users by location:

City	Users
London*	19,635
(not set)	6,248
Torquay	5,294
Plymouth	4,652
Paignton	2,285
Birmingham	1,723
Exeter	1,505
Wolverhampton	1,235
Bristol	1,209
Milton Keynes	1,134

As with last month, (and before then, it was the first time since May), the largest age bracket to visit the website was 25-34 year olds. In September it was 45-54 year olds (possibly due to the events ESF and ERWF), over the summer period (June, July, August) the majority of website users were 35-44 year olds so possibly family members. Now in Autumn (October & November) we are reverting back to 25-34 year olds being the largest age demographic on the site, similar to the beginning of this year.

**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

Featured events always receive a high reach, especially the Bay of Lights Illumination Trail



myriviera
Wed 11/22/2023 5:57 pm GMT

The Bay of Lights Illumination Trail is back from 1st December. 🌈👉 This free Illumination Trail will light up Torquay seafront with an impressiv...



Reach

2,480

Highest Engagement

UGC always performs well, especially beautiful images of Brixham.



myriviera
Thu 11/2/2023 3:51 pm GMT

Brixham looks absolutely beautiful during the evening with its vibrant lights reflecting on the water. 🌈🚤 Looking for a last-minute coastal...



Total Engagements

219

Most Viewed Reel

Performed really well, many locals engaged as it's a key featured event plus the footage is visually beautiful.



myriviera
Sat 11/4/2023 3:48 pm GMT

It's all steam ahead. 🚂🚂 The multi award-winning Christmas experience and the UK's first steam train of lights is back for 2023! The...



Reach

3,178

Instagram Summary



We are up across most areas compared to November 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 and featured key events such as the Bay of Lights.

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.

	Nov 2023	Nov 2022	Percentage change
Number of posts	16	14	+14.2%
Impressions (organic & paid)	30,306	29,752	+1.8%
Engagements	2,046	2,023	+1.1%
Engagement rate	6.8%	6.8%	
Followers Change	78	112	-30%

Facebook Top Posts



Highest Reach

Received the highest reach due to the interest of this visually beautiful UGC



The English Riviera

Thu 11/2/2023 6:38 pm GMT

It's all steam ahead. 🚂🚂 The multi award-winning Christmas experience and the UK's first steam train of lights is back for 2023! The...



Reach

62,150

Highest Engagement

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



The English Riviera

Fri 11/10/2023 6:02 pm GMT

The Bay of Lights Illumination Trail is back from 1st December. 🌈🌟 This free Illumination Trail will light up Torquay seafront with an impressiv...



Total Engagements

8,833

Facebook Summary



Most figures in November 2023 compared with November 2022 are down but this is nothing to be concerned about. The Bay of lights Illumination Trail launched in November 2022 and as this was a brand new featured key event, engagements and activities were higher than usual. It was the first time our audience engaged with this and there was a huge 'buzz' about this new event and as a result, one of our posts in November 2022 achieved over 21,000 in engagements and reach of over 121,000.

We're continuing to create and post Facebook Reels and they've been performed really well. The best performing reel during November was of Cockington in Autumn and has achieved 11.9k views to date.

The most engaging posts have been based around featured events such as the Bay of Lights and also nice UGC coastal images.

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.

	Nov 2023	Nov 2022	Percentage change
Number of posts	16	15	+6%
Organic Impressions	457,134	484,270	-5.6%
Organic Engagements	31,101	41,484	-25%
Engagement rate	6%	8.8%	-31%
Followers Change	309	499	-38%

Twitter Top Posts



Highest Reach



@EnglishRiviera

Mon 11/27/2023 6:15 pm GMT

The Christmas Train of Lights is a must see during our festive Bay of Lights calendar. 🌈🇬🇧
🌈🇬🇧 Until 30th December 2023 Click here for...



Highest Engagement



@EnglishRiviera

Mon 11/13/2023 5:40 pm GMT

The Bay of Lights Illumination Trail is back from 1st December. 🌈🇬🇧 1st December until Tuesday 2nd January 2024 from 4.30pm, with...



Total Engagements

104

Twitter Summary



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

The most engaging posts have been posts based around nature and our coastline, and our key featured events such as the Bay of lights 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.

	Nov 2023	Nov 2022	Percentage Change
Number of posts	13	7	+85%
Impressions	14,931	5,452	+173%
Engagement rate	4.4%	5.3%	-16%
Followers Change	22	13	+69%

TikTok Summary



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

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 November was a Train of lights reel which has reached 4,563 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.

	Nov 2023	Nov 2022	Percentage Change
Number of posts	5	3	+66%
Reach	10,380	965	+975%
Engagement	260	51	+409%
Followers Change	46	23	+100%

Paid Digital Campaigns



One paid digital campaign was undertaken in November 2023 for the Bay of Lights with the total results for **the month below**. Some of the best performing ads are shown over the next slide.

The Bay of Lights campaign began on 16th October and will run until 31st December.

ADS PLAN				MONTHLY RESULTS		
Campaign	Aim	Platform	Target Audiences	Spend	Clicks	Impressions
Bay of Lights	This campaign aims to raise awareness of the Bay of Lights & the English Riviera as a Christmas destination	Google Display, Meta	Those within a 2 hour drivetime	C. £1000	8,770	489,325

Paid Digital Campaigns

Selection of best performing ads



Examples from the Bay of Lights Campaign



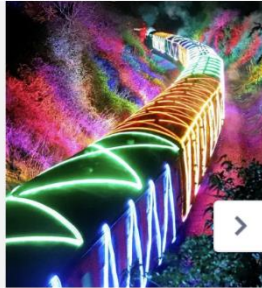
The English Riviera Sponsored

This Christmas, be dazzled with a series of illuminated events including the Illumination Trail, the Train of Lights, GloWild and so much more on the Bay of Lights! 🌟



ENGLISHRIVIERA.CO.UK
OF-LIGHTS
The
Illumination...

Learn More



ENGLISHRIVIERA.CO.UK
OF-LIGHTS
The Train of
Lights

Learn More



The English Riviera Sponsored

This Christmas, be dazzled on the Bay of Lights Illumination Trail, as it weaves along the Harbour and this year, continues shining across the whole of the English Riviera, with many businesses joining in too 🌟



WWW.ENGLISHRIVIERA.CO.UK
Every Day From 4:30pm
Now bigger and brighter

Learn more



The English Riviera Sponsored

At Christmas, the English Riviera transforms into the Bay of Lights! Follow the Illuminations Trail, experience Light, Lanterns & 'Luminations in Brixham and hop aboard the Train of Lights 🌟



WWW.ENGLISHRIVIERA.CO.UK
The Bay of Lights
Bigger and brighter

Learn more

Photography & Videography



Photography Activity

- There has been one new sign-up to the English Riviera Photo Library system this month.
- New John Jones Train of Lights images download, addition to DAM system, categorization and key wording.
- Jackie Bufton image search, picture search and assistance re her online magazine and ERBID image use.
- Occombe Farm photo shoot final ERBID post production.
- Occombe Farm ERBID selection added to Dropbox for Models and Coast & Countryside Trust.
- Occombe Farm photo shoot ERBID selection added to photo library, categorization and batch keywording complete.

	Oct 2023	Nov 2023	Comparison to last month
Image library signups	0	1	+1
library photo /video downloads	622	354	-268



Visitor Information Centre



The income in November 2023 came A1 and A4 poster sales.

Additional Income: 1 Voluntary Contribution was received and 1 banner advert were paid for.

The VIC was open 9.30am to 1.30pm Monday to Saturday, there we days we had to close due to circumstances beyond our control.

We had a fantastic Bay of Lights display in our VIC front window and side windows, inside the office our display areas promoted the sale of Agatha Christie merchandise.

	Nov 2023	Nov 2022	Comparison to last year
No of visitors	547	1733	-68%
No of phone calls	224	194	+15%
No of emails	125	168	-25%
Income	£1,173.41	£500.34	+134%
Net Income	£416.96	£133.99	+211%

Top FAQ's for November 2023:

1. How can I contact the Princess Theatre box office?
2. Where is the bus stop (harbourside development)?
3. Do we have bus timetables?
4. Will there be any fireworks on New Year's Eve?
5. Do you have map?

Visitor Guides



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

Over the winter, the team are working on updating the English Riviera Directories - Accommodation, Food & Drink, and Things to Do. All levy-paying businesses have a listing within the relevant sector directory.

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.
- English Riviera Accommodation Directory - DL format.
- English Riviera Food & Drink 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.

	Oct 2023
Number of Accommodation Directory requests	11
Number of Travel Directories online downloads	15



Levy Payer Communications



Email communications in November included:

- How's Business survey link for October and the results for September
- Advertising opportunity - back cover of the English Riviera Accommodation Directory
- Bay of Lights clickable trail map
- Advertising opportunities - English Riviera Subscriber newsletter for Christmas (B2C)
- Advertising opportunity - internal ads, English Riviera Accommodation Directory