



ENGLISH RIVIERA

BID COMPANY

Marketing Report

October 2023



Results Summary

In October 2023, the English Riviera brand was in front of potential visitors **over 700,000 times** through a variety of digital marketing activity.

This led to **67,000 website users**.

And **over 3,000 visitors helped** through the ERBID Company Visitor Information Centre.

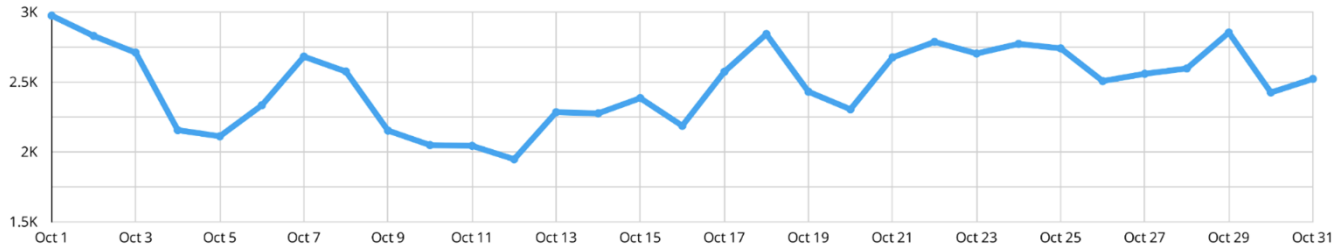


Number of potential visitor impressions	
Newsletters (total emails)	29,986
Instagram	27,960
Facebook	437,511
Twitter	11,081
TikTok	2,442
English Riviera Walking Festival social media	689
England's Seafood Feast social media	39,676
Paid Digital Campaigns	174,853
OOH Campaigns	0
TOTAL: 724,198	
Number of website users	
English Riviera website users	67,189
English Riviera Walking Festival website users	236
TOTAL: 67,425	
Number of visitors helped	
Visitor Information Centre visitors	2,717
Visitor Information Centre phone calls	231
Visitor Information Centre email enquiries	213
Visitor Information Centre guide requests	20
Visitor Information Centre online guide downloads	3
TOTAL: 3,184	

Website Summary



Website users in October 2023



In October 2023, the website had 67,189 total users, which was **up 4%** on October 2022.

Year to date compared to year to date 2022:

For the entire year to date (1st Jan 2023 - 31st October 2023), there have been 955,769 users on the English Riviera website. This is -6% down compared to the same period in 2022 (1st Jan 2022 - 31st October 2022) which had 1,020,653 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
Total Year to Date	955,769

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.

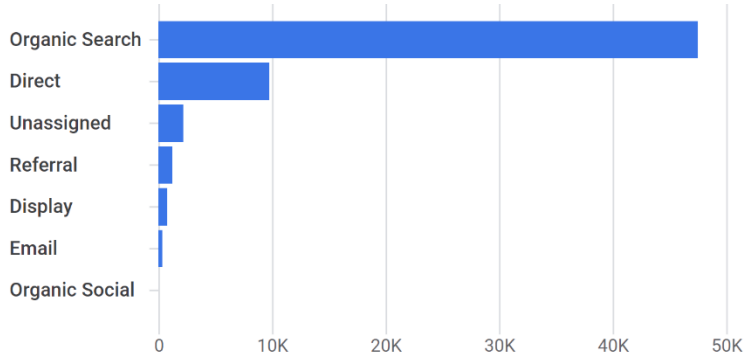
Website Acquisition & Behaviour



What are users looking at?

Page	Pageviews
Bay of Lights (campaign running)	7,853
Home	4,352
Explore Torquay	4,108
Things To Do in Torquay	3,735
England's Seafood FEAST	3,545
English Riviera Webcams	3,333
Devon Bonfire & Firework Displays (product page)	3,259
Fireworks and Bonfire Nights	2,827
What's On	2,395
Halloween	2,122
Total pageviews on website	172,456

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 47k users to the website.

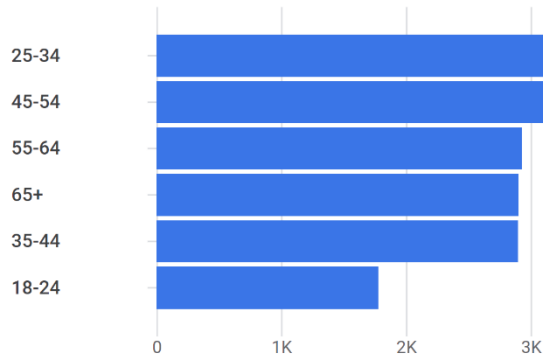
The above are the top 10 viewed pages in October.

Torquay pages remain strong, as do Things To Do and What's On. The Bay of Lights also saw a significant amount of traffic, mainly due to the paid campaign, and other seasonal events brought in high traffic too.

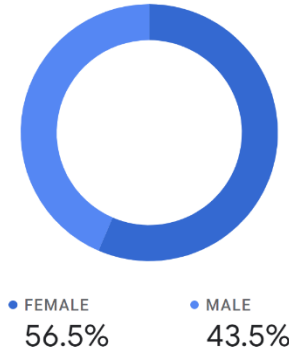
Website Demographics



Website users by age:



Website users by gender:



Website users by location:

City	Users
London*	22,860
(not set)	6,213
Torquay	4,502
Plymouth	3,439
Birmingham	1,910
Paignton	1,781
Exeter	1,369
Wolverhampton	1,308
Milton Keynes	1,207
Norwich	1,156

For 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 October we are reverting back to 25-34 year olds, 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



[myriviera](#)

Mon 10/16/2023 5:47 pm BST

Bay of Lights is Back! Taking place throughout Torquay, Paignton and Brixham, the whole Bay will come alive with a festive flurry of illuminat...



Reach

1,522

Highest Engagement

UGC always performs well, especially beautiful images of Babbacombe coast.



[myriviera](#)

Tue 10/10/2023 4:55 pm BST

Low tide and the magnificent views over Babbacombe Beach during a very warm and sunny autumn weekend. 🌞🌴🌊👍 Explore 22...



Total Engagements

132

Most Viewed Reel

Performed really well, many locals engaged as it's a key featured event



[myriviera](#)

Sat 10/28/2023 5:14 pm BST

The Bay of Lights Illumination Trail is back and will light up Torquay seafront with an impressive and mesmerizing light display and many new...



Reach

3,221

Instagram Summary



Our engagements, impressions and followers are up compared to October 2022 which is great to see. Our engagement rate is down but this is due to heavily posting the ESF events which don't get as much engagement as other featured events such as ER Airshow and BOL.

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.

	Oct 2023	Oct 2022	Percentage change
Number of posts	15	12	+25%
Impressions (organic & paid)	27,960	21,773	+28.4%
Engagements	1,517	1,282	+18.3%
Engagement rate	5.4%	5.9%	-8%
Followers Change	87	48	+81%

Facebook Top Posts



Highest Reach

Received the highest reach due to the interest of this UGC image of beautiful Babbacombe Beach.



The English Riviera
Sat 10/7/2023 7:45 pm BST

Low tide and the magnificent views over Babbacombe Beach during a very warm and sunny autumn weekend. 🌞🍁🍂✅ Explore 22...



Reach

93,057

Highest Engagement

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



The English Riviera
Mon 10/16/2023 6:55 pm BST

Bay of Lights is Back! 🌈 Taking place throughout Torquay, Paignton and Brixham, the whole Bay will come alive with a festive flurry ...



Total Engagements

3,189

Facebook Summary



Our organic engagements and engagement rates are up up during October 2023 compared with October 2022 which is great. Our followers are down but nothing to be concerned about as our audience continues to grow.

We're continuing to create and post Facebook Reels and they've been performed really well. The best performing reel during October was of the Bay of Lights Illumination Trail and has achieved 12.9k 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.

	Oct 2023	Oct 2022	Percentage change
Number of posts	12	16	-25%
Organic Impressions	437,511	500,942	-12%
Organic Engagements	19,214	18,747	+2.4%
Engagement rate	5%	4.5%	+11%
Followers Change	138	201	-31%

Twitter Top Posts



Highest Reach



@EnglishRiviera
Sun 10/1/2023 8:30 am BST

Torquay seafront looks absolutely spectacular, especially from above. 🤩 [englishriviera.co.uk](https://www.englishriviera.co.uk) [#torquay](#) [#autumn](#) [#englishriviera](#) [#devon](#)



Highest Engagement



@EnglishRiviera
Sun 10/1/2023 8:30 am BST

Torquay seafront looks absolutely spectacular, especially from above. 🤩 [englishriviera.co.uk](https://www.englishriviera.co.uk) [#torquay](#) [#autumn](#) [#englishriviera](#) [#devon](#)



Total Engagements

105

Twitter Summary



Our Twitter impressions are up but our engagement rate is slightly down compared to October 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 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.

	Oct 2023	Oct 2022	Percentage Change
Number of posts	13	8	+62%
Impressions	11,081	4,913	+125%
Engagement rate	5.1%	5.8%	-12%
Followers Change	28	38	-26%

TikTok Summary



We are up massively across all areas compared to October 2022. This is because we launched our account in June 2022 so didn't have much of a following in October 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 October was a coastal walking reel which has reached 1,147 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.

	Oct 2023	Oct 2022	Percentage Change
Number of posts	4	2	+100%
Reach	2,442	838	+191%
Engagement	74	29	+155%
Followers Change	28	15	+86%

Paid Digital Campaigns



One paid digital campaigns was undertaken in October 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. For the first two weeks of October, there were no digital ads running, for the first time since January.

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. £500	4,101	174,853

Paid Digital Campaigns

Selection of best performing ads



Examples from the Bay of Lights Campaign



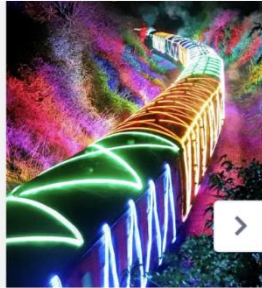
The English Riviera Sponsored

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 have been zero new sign-ups to the English Riviera Photo Library system this month.
- Bay of Lights picture searches and addition of logos and assets to the DAM system.
- Liaise with Emily Appleton re delivery and download of Agatha Christie Festival 2023 images prior to DAM addition.
- Liaise with Sarah James and Katherine Sobey at Ocombe Farm and Torbay Coast & Countryside Trust re proposed photo shoot.
- Autumn/Halloween photo shoot at Ocombe Farm followed by initial first cut of images and upload to Dropbox for the client to prioritise shots for post production.
- Autumn/ Halloween photo shoot post production for Gina/ERBID selection prior to addition to DAM system.

	Sep 2023	Oct 2023	Comparison to last month
Image library signups	3	0	-3
library photo /video downloads	318	622	+304



Visitor Information Centre



The income in October 2023 came from the sale of AC merchandise and Stagecoach tickets.

Additional Income: No Voluntary Contributions were received but 4 banner adverts were paid for.

The VIC was open 9.30am to 5pm Monday to Saturday and 10am to 2pm Sundays and Bank Holidays.

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 and Judy our very helpful volunteers.

We had a fantastic Halloween display in our VIC front window, inside the office our display areas promoted the sale of Agatha Christie merchandise. We also had ER Walking Festival and ESF displays.

	Oct 2023	Oct 2022	Comparison to last year
No of visitors	2717	2750	-4%
No of phone calls	231	220	+5%
No of emails	213	215	-1%
Income	£2,241.67	£761.93	+194%
Net Income	£635.05	£281.27	+125%

Top FAQ's for October 2023:

1. Do we have a map of the area?
2. Are the boat trips running?
3. Do we have bus timetables?
4. Will there be any fireworks displays?
5. Do you have a copy of the Agatha Christie Mile?

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. The directories will be updated and reprinted over the winter ready for the spring.

- 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.

	Oct 2023
Number of Accommodation Directory requests	20 to be sent when available
Number of Travel Directories online downloads	3



Levy Payer Communications



The ERBID October Newsletter included items on:

- Great autumn events and more to come!
- Bay of Lights
- Save the dates - key events in 2024
- Riviera Connect EXPO
- Funding news for the Bay

Other email communications in October included:

- New fire regulations for accommodation providers
- Torbay Jobs Fair
- IMPACT Torbay
- Funding update
- How's Business September 2023
- Special offer to BID partners from Reach Outdoors
- Bay of Lights marketing pack and press release
- New Visit Britain industry website
- Garfield Road development update
- Net Zero Torbay reminder
- Paignton Safer Streets funding
- Torquay projects funding