

WHAT YOU WILL LOSE

CONSEQUENCES OF NOT WORKING TOGETHER AS ERBID3

A potential £3.5 million will be lost for Destination Marketing and Visitor numbers could start to decline again

There will be **NO official Destination Marketing Organisation (DMO)** for Torbay and businesses will lose a direct link to Government

There will be **NO ERBID** funds to provide any **Support**

There will be **NO ERBID** funds available for **Advertising**

There will be **NO ERBID** funds available for **National PR**

There will be **NO ERBID** funds available for the **Image Library**

There will be **NO ERBID** funds available for **Events Sponsorship**

There will be **NO ERBID** funds for the **English Riviera Website**

There will be **NO ERBID** funds for **English Riviera Social Media**

There will be **NO ERBID** funds for a **Visitor Information Service**

There will be **NO ERBID** funds to attract **Group Business**

There will be **NO ERBID** funds to support **Business Tourism**

There will be **NO ERBID** funds available to attract **Cruise Ships**

There will be **NO ERBID** funds for **Research & Monitoring**

There will be **NO ERBID** funds available for **Lobbying**

All these services will cease on January 1st 2027 if the ERBID3 Vote in the summer of 2026 is not successful.

For more information about ERBID3 please visit: www.englishriviera.co.uk/bid/erbid3



Hervé Regent - Beacon House B&B, Brixham
We're incredibly grateful for the efforts of the ERBID team. Their commitment, professionalism, and belief in our town have made a tangible difference.



James Hull - Kents Cavern, Torquay
The ERBID has consistently risen to the challenge, adapting quickly and proactively to the fast-changing landscape of our industry. Their support has been both responsive and impactful.



WHY YOU NEED ERBID3

BENEFITS OF WORKING TOGETHER

Working together we can raise a potential **£3.5 million** to secure **sustainable funding** (from 2027 for 5 years) for coordinated Destination Marketing to showcase all that we offer

Working together we can **grow visitor numbers** with summer 2025, supported by TV advertising, showing a positive year-on-year result when benchmarked against the rest of the South West and other key coastal destinations

Working together we can invest in high profile **national advertising** and targeted marketing campaigns to better **compete** with other destinations

Working together we can extend the traditional summer season and **increase year-round demand**

Working together we can raise the profile of the English Riviera brand and secure our position as the **UK's leading coastal destination**

Working together we can extend our **Social Media** reach to millions worldwide attracting **new audiences**

Working together we can **share our creative assets** to help better sell the destination

Working together we can grow the resorts **year-round Events** programme and introduce new events such as SUP World Cup

Working together we can deliver positive high-profile **media coverage** hosting national journalists to increase our **reach and reputation**

Working together we are a **strong voice** and can undertake effective **lobbying** and **research** as happened with the ERBID Company securing £1.2 million of marketing recovery funding from South West Water

Working together we can put ourselves in the strongest possible position to support Torbay's Tourism Industry and help **survive continued challenging times**

Working together we are the official **Destination Marketing Organisation (DMO)** for Torbay and have a direct link to regional and national government to explore additional **funding**

For more information about ERBID3 please visit: www.englishriviera.co.uk/bid/erbid3



Jason Parry -
Mercure & ibis Styles, Paignton
The work of the ERBID Company has been instrumental in raising the profile of the English Riviera as a leading UK visitor destination.



Julia Duthie -
Blue Waters Lodge, Paignton
We would like to praise the ERBID Team for their continued efforts in promoting the Torbay area and their continued support for the small hospitality businesses in Paignton, Brixham and Torquay.

