



**ENGLISH RIVIERA**

**BID COMPANY**

# Destination Marketing Update

## May 2024



# ERBID2 Business Plan



DIGITAL MARKETING

THE OFFICIAL ENGLISH  
RIVIERA WEBSITE  
[www.englishriviera.co.uk](http://www.englishriviera.co.uk)

SOCIAL MEDIA

RADIO ADVERTISING

TV/CINEMA ADVERTISING

OUTDOOR MEDIA

PHOTOGRAPHY AND  
VIDEOGRAPHY

VISITOR INFORMATION SERVICE

  
ENGLISH RIVIERA  
BID COMPANY

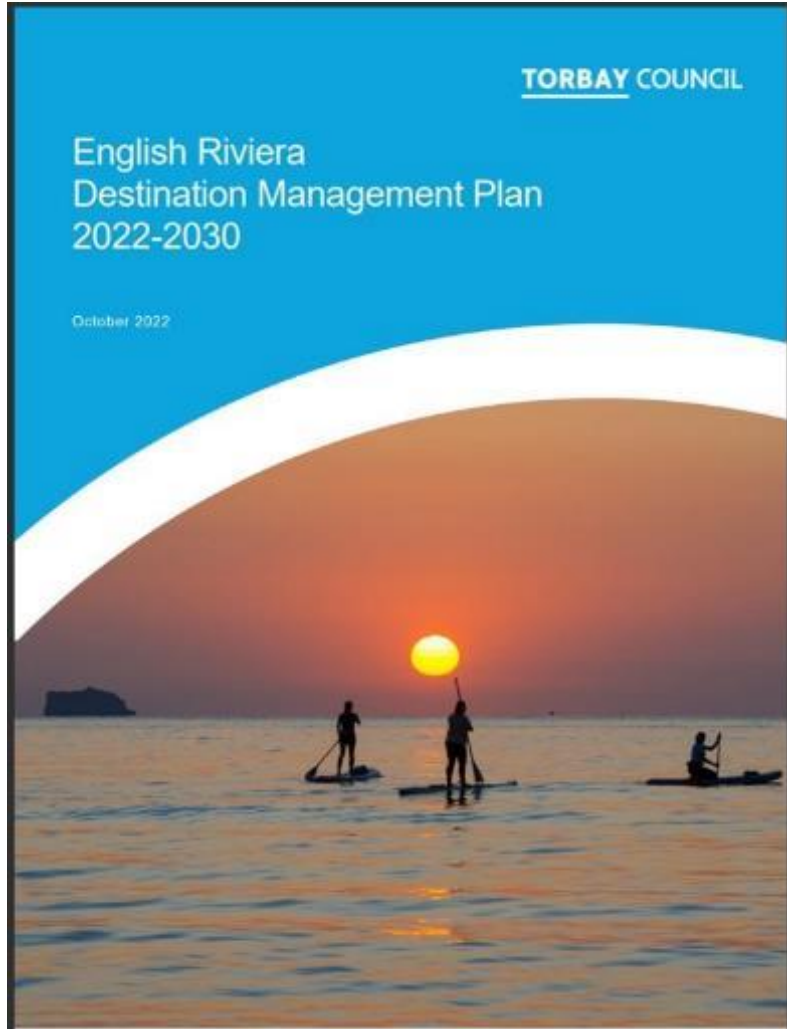
VOTE  
YES

ERBID2 FINAL  
BUSINESS PLAN  
2022-2027

ENGLISH RIVIERA  
BUSINESS IMPROVEMENT DISTRICT

[www.englishrivierabid.co.uk](http://www.englishrivierabid.co.uk)

# English Riviera Destination Plan - 2030



| Destination Development   | Market Relevance  |
|---|---|
| <p>Food &amp; Drink</p>        | <p>Cultural Explorers<br/>Young Actives<br/>Conference &amp; Meetings</p> |
| <p>Watersports</p>             | <p>Fun by the Sea Families<br/>Young Actives</p>                          |
| <p>Geopark</p>                | <p>Young Actives<br/>Cultural Explorers<br/>Fun by the Sea Families</p>   |
| <p>Culture &amp; Events</p>  | <p>All segments (event specific)</p>                                      |



# 2024 Marketing Themes

On the  
Water

Nature

Culture

Food &  
Drink

Relax





# Appointment of FOUR National PR Agency

- #EnglishRiviera
- Importance of branding
- Dedicated spokespersons
- Press Releases
- Press Visits



The traditional art of thatching a cottage in Cockington, Devon (Image: Cambridge News)

|        |          |          |
|--------|----------|----------|
| NEWS   | POLITICS | FOOTBALL |
| CELEBS | TV       | SHOPPING |

Inside one of UK's prettiest towns on 'English Riviera' with Agatha Christie connection

METRO NEWS SPORT ALL

Home · Lifestyle · Travel

Stunning UK beach that rivals French Riviera is just a £26 train from London

Alice Giddings  
Published Jan 24, 2024, 4:40pm  
Updated Jan 25, 2024, 10:17am





# National Advertising



## READY FOR THE RIVIERA?

**BOOK YOUR SUMMER HOLIDAY NOW!**



**ENGLISH RIVIERA**  
SOUTH DEVON





# Digital Campaigns

## Four main campaigns:

1. 'Always On'
2. Summer Family
3. What's On
4. The "Big 5"

**Aims:** to extend the season and attract new visitors whilst aligning with the DMP.

Paid digital running throughout the year



# Website

**1 million**

Users each  
year

**£75k**

Invested each  
year

**2,500**

Pages of  
content







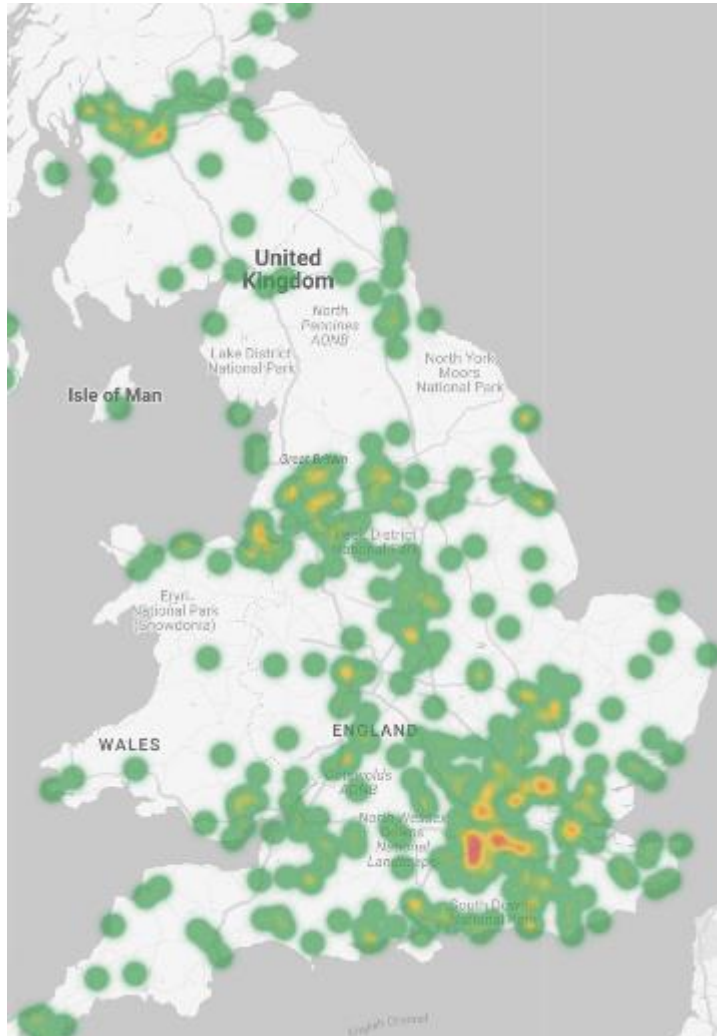
# Website Insights

70%

Users are on mobile

25-34yo

The largest age bracket



- Torquay & Brixham
- Things To Do
- What's On
- Top 10 Beaches
- English Riviera Webcams

Most popular topics on the website in 2023

## Top Performing Queries

torquay

brixham

paignton

things to do in torquay

babbacombe

english riviera

torquay webcam

cockington

what to do in torquay

# Consumer Newsletters



## Ready for a Summer Holiday



### Ready for sandy toes

Rosy cheeks, sandy toes and chips on the beach. Can't you just imagine it? We've got 20 beaches, shallow waters and warmer weather than the rest of the UK. So what are you waiting for?

[BEACHES ON THE RIVIERA](#)



## Find a place to stay



We can't wait to welcome you to the English Riviera this year. Start planning your visit to the English Riviera and find a place to stay today!

[BOOK YOUR ACCOMMODATION](#)

## Join the conversation

Follow us on Facebook, Instagram and Twitter and share your photos of the English Riviera. See you online!



**33%**

Av. Open Rate  
in 2023

**3%**

Av. Click  
Through Rate  
in 2023



Industry  
average open  
rate is 20.44%,  
and average  
click through  
rate is 2.25%.

ENGLISH RIVIERA  
Naturally Inspiring

Ready for the  
Riviera?

Ready for sandy toes? Ready for  
adventure? Ready for life-long  
memories?



# Social Media

7.4m

People reached  
via organic  
social in 2023

- Coastal
- Brixham
- Events
- Aerial
- UGC

Topics tend to get the highest  
engagement across platforms



Industry average  
engagement rates  
are between 1-5%.  
Ours are **3-6%**  
depending on  
platform.

Breakfast with a view anyone? ..... #breakfast  
#brunch #food #lovefood #brixham  
#southdevon #devon #views #harbourviews...



Cannot get enough of these breathtaking views  
that low tide offers over Meadfoot Beach and  
beyond! 🌅🌊 [englishriviera.co.uk](http://englishriviera.co.uk) #Coast...



WOW, these vibrant winter evening colours from  
our quintessential English harbour town of  
Brixham look absolutely incredible. 🌈...





# User Generated Content



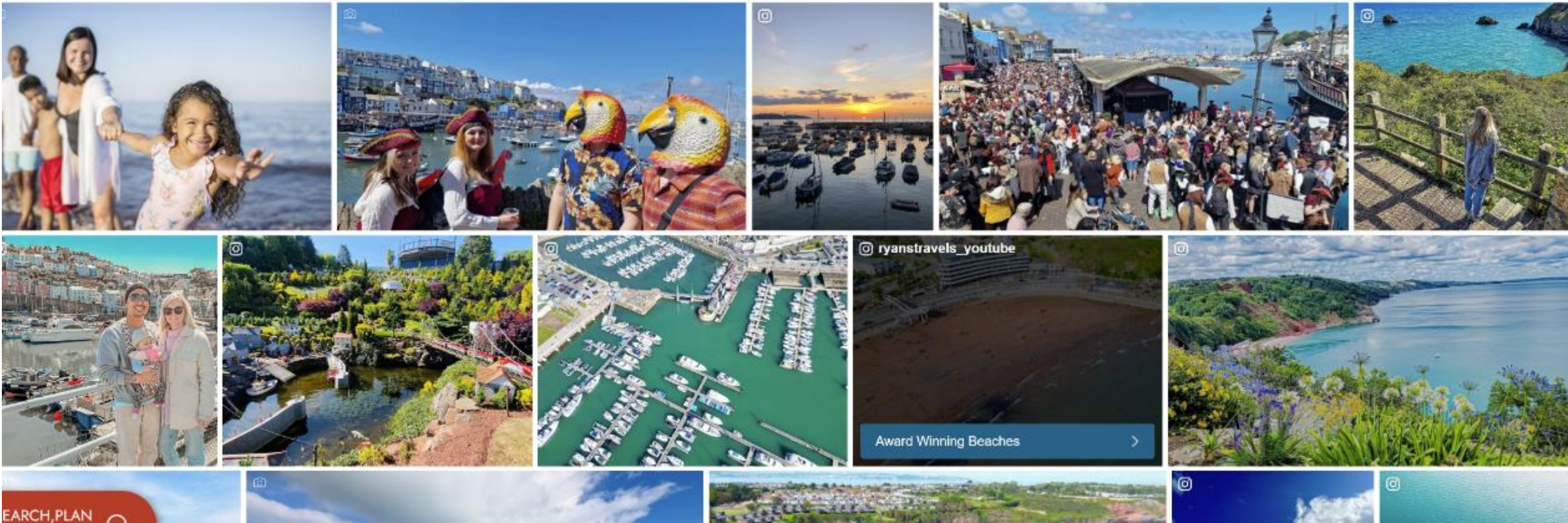
SHARE YOUR SNAPS

## #ENGLISHRIVIERA

Join, share & follow My Riviera



Real photos by real people. Use #englishriviera and you could end up on our social media gallery too. Experience the Bay your way! 🌴







# Image Library

Free access for all BID partners  
Over 3000 copyright-free images and videos  
Marketing toolkit for key events  
Press / PR / advertising  
Continued investment in new creative assets

[englishriviera.barberstock.com](http://englishriviera.barberstock.com)



# Printed Materials



Free publications to help showcase the English Riviera

NEW! TWO Accommodation Directories

- Hotels, Guest Houses and B&Bs
- Self-catering, Holiday and Camping/Touring Parks

Updated - Things to Do Directory

Updated - English Riviera A2 map

The Agatha Christie Mile...and More





# Visitor Information Centre



- Open All Year - 7 Days Per Week.
- Around **70,000** visitors
- Top FAQ - Agatha Christie
- Selection of travel books and Agatha Christie merchandise.
- Meet and Greet for Cruise Ship Passengers.





# Special Projects

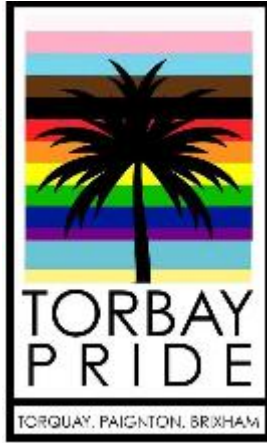


- Groups Marketing
- Conferences & Events
- Cruise English Riviera
- International Visitors





# New Event Partnership: £600k over 3 years



## NEW AND EXPANDED EVENTS PLANNED

**STOP PRESS!**  
**NEW £600K  
JOINT FUND ANNOUNCED**

The English Riviera is uniquely placed to become the UK's Premier Resort with so many 'hooks' on which to attract new visitors to grow the Shoulder Months, the time of year you have told us you want ERBID2 to focus on. Presented on this page are what we consider are significant opportunities for us all, which working in partnership will help us increase our competitiveness and attract new visitors to the resort.

Through the consultation you have told us that you want ERBID2 to invest more in the development of new Events, particularly events held in the shoulder months, so we are delighted to announce that ERBID Company and Torbay Council have agreed and committed a new joint fund upwards of £600k for the first 3 years of ERBID2 (2022, 2023 and 2024), to support the development of new year-round events.

THE ERBID COMPANY PLAN TO CONTINUE INVESTING IN:

**NEW**  
SPRING WALKING FESTIVAL

Springtime Walking Festival to be introduced



ENGLISH RIVIERA AIR SHOW

English Riviera Air Show - ERBID2 to continue as sponsor



AGATHA CHRISTIE FESTIVAL

International Agatha Christie Festival - ERBID2 to continue as sponsor



SEAFOOD FEAST

Seafood FEAST - to be expanded as a larger Autumn food festival

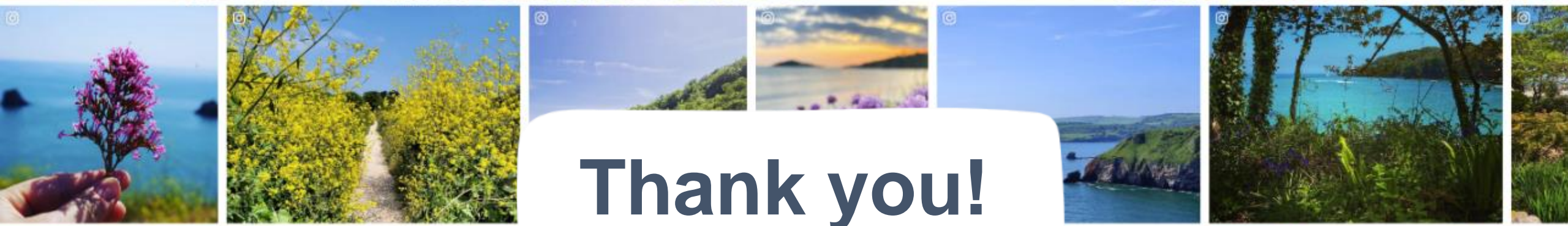


**NEW**  
CHRISTMAS FESTIVAL

Christmas Event/Festival to be introduced







**Thank you!**  
**Q&As**

