



**ENGLISH RIVIERA**

**BID COMPANY**

# Marketing Report 2024



# Introduction



2024 was another challenging year for the domestic Tourism & Hospitality industry, dominated by increased operating costs for businesses including dramatic increases in utility bills and food costs. These additional costs were compounded by high interest rates impacting both mortgage and COVID loan repayments, giving very little financial head room to reinvest.

From the consumer side the increased cost of living has made the market more cautious and careful with how they spend their money, which we have seen in shorter durations, lower spend on eating out and attraction entry and increased desire to seek out free things to do. A General Election in 2024 also presented some impact in terms of consumer uncertainty.

Moving forward, the desire to 'holiday at home' remains strong with market growth opportunities being identified particularly in the year round over 50's couples market and we remain confident about the English Riviera retaining its position as a leading UK resort.

# Results Summary

In 2024, the English Riviera brand was in front of potential visitors almost **38 million times** through a variety of digital and out of home media campaigns.

This led to **1 million website users**.

And **almost 32,000 visitors helped** through the ERBID Company Visitor Information Centre.

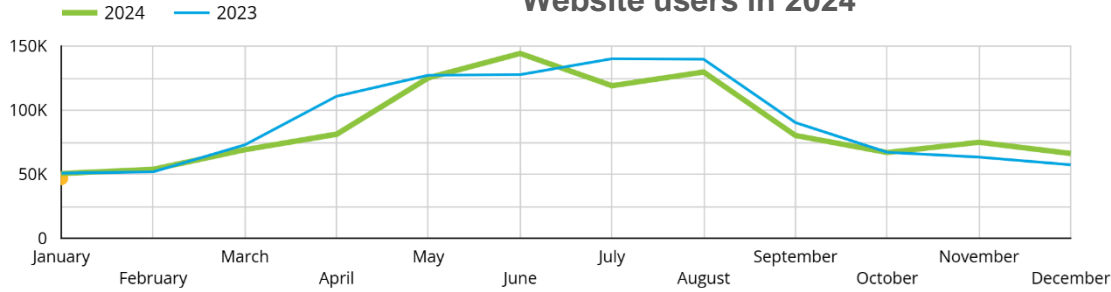


Number of potential visitor impressions	
Newsletters (total emails)	355,126
Instagram	1,191,239
Facebook	8,620,009
Twitter	97,735
TikTok	1,227,692
English Riviera Walking Festival social media	725,661
England's Seafood Feast social media	210,259
Paid Digital Campaigns	21,928,353
OOH Campaigns	3,340,980
<b>TOTAL: 37,697,054</b>	
Number of website users	
English Riviera website users	1,000,941
English Riviera Walking Festival website users	15,015
<b>TOTAL: 1,015,956</b>	
Number of visitors helped	
Visitor Information Centre visitors	25,167
Visitor Information Centre phone calls	3,341
Visitor Information Centre email enquiries	2,860
Visitor Information Centre guide requests	415
Visitor Information Centre online guide downloads	160
<b>TOTAL: 31,943</b>	

# Website Summary



### Website users in 2024



Year	Users
2018	813,911
2019	973,551
2020	846,054
2021	1,193,560
2022	1,150,402
2023	1,075,629
2024	1,000,941

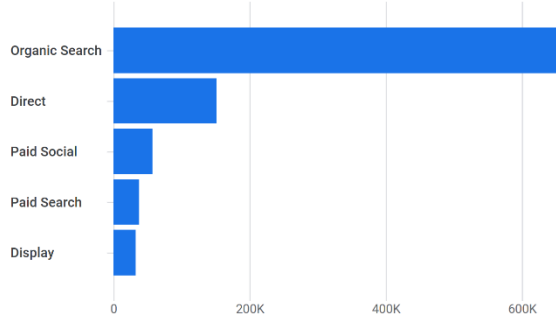
Website users were **4.3% down** compared to 2023 as we are returning to the post-covid boom levels. There were also many changes in the way organic searches work in 2024, which affected traffic.

A new update for the Search Engine Results Page (SERP) was introduced including an AI overview at the top of search results. This pushed all other search results down the page, and on mobile, this is a significant scroll to see other results. This means that if a page is performing outstandingly, the perfect page, sitting at page 1 and position 1 for any given query, in actual fact it's realistically placed in page 2 on SERP. This means that users have to scroll further, meaning the CTR on the site is falling dramatically, as these new items on SERP are taking huge swathes of users away. This change is affecting all websites, and is likely to only get worse with the increased use of AI.

Work on improving the website, in line with these changes, and working with our SEO manager is ongoing. 70% of users visited the site via mobile, 24% via desktop and 6% via tablet.

# Website Acquisition & Behaviour

## Where are users coming from?



Organic Search (Google mainly) continued to be the primary channel for people looking to visit the English Riviera website, contributing to 660k users to the website (66% of all visits in 2024 - down from 740k users in 2023).

Users arriving via Organic Search had the highest engagement rate at 67%, whilst users arriving via Paid Display had the lowest at just 23%. An engaged session is a user who stayed more than 10 seconds, visited 2 or more pages or triggered a conversion event (e.g. downloading a map, ordering a guide, using Search, Plan & Book etc).



## What are users looking at?

Page	Pageviews
Home	122,742
Visit the English Riviera in 2024*	93,870
Things To Do in Torquay	66,316
Bay of Lights*	56,134
Explore Torquay	55,270
English Riviera Webcams	48,744
What's On	39,732
Top 10 Beaches	36,748
What's On in Torquay	35,783
What's On Monthly Calendar	35,313
<b>Total pageviews on website 2024</b>	<b>2,802,691</b>

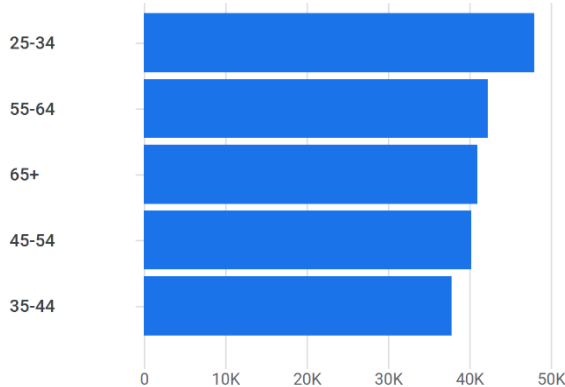
The above are the top 10 viewed pages in 2024. Torquay drove a lot of traffic to the website, alongside events and things to do.

*\*The Visit the English Riviera in 2024 and Bay of Lights had paid advertising campaigns directing traffic to them, but the remainder of the pages shown here were primarily driven by organic traffic (people typing relevant keywords into a search engine).*

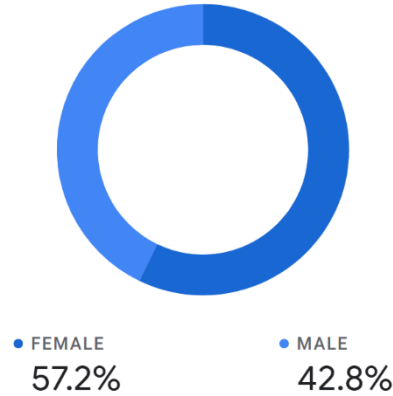
# Website Demographics



### Website users by age:



### Website users by gender:



### Website users by location:

City	Users
London*	299,433
(not set)	118,069
Plymouth	53,024
Torquay	49,284
Paignton	32,801
Birmingham	29,309
Bristol	20,423
Wolverhampton	20,054
Cardiff	19,401
Milton Keynes	17,903

25-34 year olds continue to be the largest age bracket to visit the website in 2024 (this was the same in 2022 & 2023). Following this, 55-64 year olds, was the next largest demographic.

Females visit the site (57.2%) more than males (42.8%). This disparity has grown in 2024, previous years, the split was almost 50/50. Website users from the United Kingdom represent 90% of all users, with day visitors (2 hour drivetime of the English Riviera) being a larger proportion to staying visitors. Birmingham, Wolverhampton and Milton Keynes were the most common areas that website users were based in the “staying” locations.

*\*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



12 visitor newsletters went out in 2024, which you can view online via the archive [here](#).

Our Click Through Rate and Open Rate are both above industry average.

The newsletters predominantly highlighted major events and last minute deals/special offers.

The most opened newsletter was [✈️ Airshow: what to expect](#). With an open rate of 32.6%. The newsletter with the highest click through rate was [🌴 What's On in 2024](#), with a CTR of 3.6%.

Results	
<b>Emails sent</b> (no. of newsletters x subscribers at time of sending)	355,126
<b>Open rate</b>	30%
<b>Click through rate</b>	2.3%



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

# Instagram Top Posts



## Highest Reach

Great news stories and beautiful UGC of our Blue Flag beaches always achieves a good reach.

**M** **myriviera**  
Mon 5/27/2024 6:53 pm BST

🏆 Ten beaches on the English Riviera given coveted Blue Flag Award. 🏆🏆🏆🏆🏆  
Breakwater Beach 🏖️ Broadsands Beach ...

**Reach** **6,627**

## Highest Engagement

Great news stories and beautiful UGC of our Blue Flag beaches always achieves a good reach.

**M** **myriviera**  
Mon 5/27/2024 6:53 pm BST

🏆 Ten beaches on the English Riviera given coveted Blue Flag Award. 🏆🏆🏆🏆🏆  
Breakwater Beach 🏖️ Broadsands Beach ...

**Total Engagements** **347**

## Most Viewed Reel

Authentic, simple reels showcasing the visually stunning coastline. This reel of Churston Cove has reached over 19.4k views to date.





# Instagram Summary



Our organic Instagram activity and the seasonal and tactical digital marketing campaigns continues to improve with growth across most areas which is really positive.

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.

Our objectives for 2024 were to increase our organic engagement by 3% and grow our following by 5%. Great to see our following has increased by 17.9% but our engagement is slightly down but nothing to be concerned about.

We also worked with 2 local influencers; one promoting new Geopark Experiences and the other Promoting a family day out in Brixham. In 2025 we plan to work with more influencers.

	2024	2023	Percentage change
<b>Number of posts</b>	509	423	+20.3%
<b>Impressions</b>	1,191,239	1,155,587	+3.1%
<b>Engagements</b>	24,983	25,882	-3%
<b>Followers Change</b>	8,233	6,982	+17.9%

**Influencers** - @joannawills @claire.by.the.coast




# Facebook Top Posts




## Highest Reach

Information on our exciting key events tend to get high reach on Facebook

 **The English Riviera**  
Tue 5/14/2024 12:10 pm BST


🎆 Final line up announced for the English Riviera Airshow 2024! 🇺🇰 🇫🇷 With the RAF Typhoon Display Team, RAF Red Arrows...




**Reach** 647,977

## Highest Engagement

Information on our exciting key events tend to get high engagement on Facebook

 **The English Riviera**  
Tue 5/14/2024 12:10 pm BST

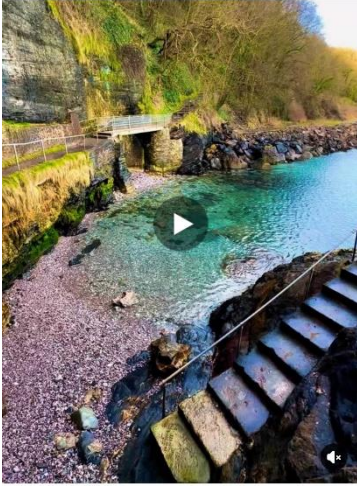
🎆 Final line up announced for the English Riviera Airshow 2024! 🇺🇰 🇫🇷 With the RAF Typhoon Display Team, RAF Red Arrows...



**Total Engagements** 17,594

## Most Viewed Reel

This reel has been viewed over 317k times, with 2.8k reactions, 83 comments and 147 shares



**See insights** [Boost a post](#)

👍❤️ 2.8K 83 comments 147 shares 317K views

# Facebook Summary



Our Facebook activities are mostly up, with a huge increase of 68% across organic and paid impressions (*number of times posts, stories, ads, other content associated with your page, or the page itself were displayed to users*).

The most engaging posts have been based around our featured key events such as English Riviera Airshow and the Bay of Lights, plus 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.

Our most viewed reels has been viewed over 317k times with with 2.8k reactions, 83 comments and 147 shares

Our objectives for 2024 were to increase our organic engagement by 3% and grow our following by 5%. Really pleased to see that we have achieved this with a 10% increase in followers and 18.5% for organic engagements.

	2024	2023	Percentage change
<b>Number of posts</b>	184	187	-1%
<b>Impressions</b>	16,544,007	9,835,182	+68.2%
<b>Organic Engagements</b>	285,767	241,141	+18.5%
<b>Followers Change</b>	65,542	59,204	+10.1%

# X Top Posts



## Highest Reach

Events Beautiful UGC tends to get higher reach on X



**X** @EnglishRiviera

Mon 7/22/2024 8:00 pm BST

No passports or flight delays required to enjoy a summer staycation on the English Riviera. 🌴👉 We can't guarantee the...



**Potential Reach**

75,950

## Highest Engagement

Captivating coastal imagery tends to get the best engagement on X



**X** @EnglishRiviera

Wed 5/29/2024 8:11 am BST

🌴 Are you attending the [#englishrivieraairshow](#) this weekend? 🌴  
👉 Getting here: [bit.ly/3KjQSTn](https://bit.ly/3KjQSTn) 🚗 Boo...



**Total Engagements**

201

# X Summary



Our organic X activity has mixed growth across all areas but having looked into this, there isn't anything to be concerned about.

If we have low X impressions but high engagement on our posts, it means that while our content is reaching a smaller audience, the people who are seeing it are actively interacting with it through likes, comments, and retweets, indicating a strong connection with your niche audience, even if the overall reach is limited.

The most engaging posts have been posts based around our featured key events and also 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.

Our objectives for 2024 were to increase our organic engagement by 3% and grow our following by 5%. Great to see our organic engagements has grown by 7.8% but our following is 1% down but this nothing to be concerned about as our engagements are up.

	2024	2023	Percentage Change
<b>Number of posts</b>	158	138	+14.5%
<b>Engagements</b>	6,221	5,773	+7.8%
<b>Impressions</b>	96,464	123,744	-22%
<b>Engagement rate</b>	6.4%	4.7%	+38.1%
<b>Followers Change</b>	17,014	17,203	-1%

# TikTok Summary



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.

Our organic TikTok activities have massively improved across all areas and we will continue to promote the English Riviera using user generated content to inspire prospective visitors.

Our most viewed TikTok post (stunning views over Churston Cove) was filmed in-house by the Social Media manager and has achieved over 477k views, with a total play time of 673 hours and gained us a whopping 912 new followers from post alone.

Our objectives for 2024 were to increase our organic engagement by 3% and grow our following by 5%.

	2024	2023	Percentage Change
<b>Number of posts</b>	88	53	+66%
<b>Reach</b>	1,227,692	95,625	+1,183%
<b>Engagements</b>	29,438	2,242	+1,213%
<b>Followers Change</b>	2,487	557	+346%

**Competitors** - when benchmarking against other Destination Marketing Organisations, we are performing really well:

- Visit South Devon - 1,444 followers
- Visit Devon - 1,174 followers
- Visit Dorset - 1,190 followers
- Visit Cornwall - 711 followers
- Visit Bristol - 1,295 followers
- Visit Bath - 1,223 followers
- Visit North Devon - 1,104 followers
- Isle of Wight - 3,284 followers

# Social Benchmarking



We currently benchmark the English Riviera against other leading Destination Management Organisations (DMO's) which allows us to analyse their social media performance and identify opportunities for the English Riviera BID Company to grow its audience.

## Facebook

We have performed well and have achieved the number 3 spot for average growth in followers and public engagement competitor average of 67,832,(See graph)

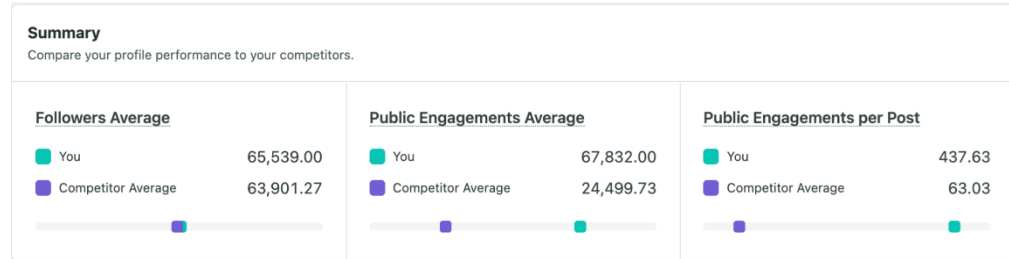
## Instagram

Many of our DMO competitors have a well-established Instagram profiles that have been active for much longer than ours. This means that due to their large following (E.g @ilovecornwalluk 129,000 followers vs @myriviera 8,233 followers) they will naturally perform better across all areas.

## Twitter

Our DMO competitor Twitter profiles that have a much larger following which means they naturally perform better across all areas.

**TikTok** - see TikTok Summary on previous slide (15).



Facebook Net Follower Growth

	Followers	Net Follower Growth	% Follower Growth
<b>Your Average</b>	<b>65,539.00</b>	<b>6,019.00</b>	<b>10.11%</b>
<b>Competitor Average</b>	<b>70,253.00</b>	<b>1,146.11</b>	<b>1.66%</b>
I love Cornwall	297,973	-3,149	-1.05%
Visit Isle of Wight	87,253	8,734	11.12%
The English Riviera	65,539	6,019	10.11%
Visit Bristol	59,462	390	0.66%
Visit Bath	57,231	837	1.48%
Visit-Dorset	42,337	764	1.84%
Visit Devon	39,584	423	1.08%
VisitWiltshire	25,370	1,307	5.43%
Visit Somerset	15,085	960	6.80%
Visit Bournemouth	7,982	49	0.62%



# Paid Digital Campaigns



Fourteen paid digital campaigns were undertaken throughout 2024, resulting in **22 million impressions and over 250,000 clicks at a cost of £69,000**. These were shown across a variety of platforms, including Facebook, Instagram and Google. The “at a glance” results of the campaigns are below.

	RESULTS							
	Budget	Clicks	Impressions	CTR	CPC	Bookings	New Followers	Leads (email addresses)
Always on Google campaign	£12,000	107,012	5,925,260	4.55%	£0.08			
Digital complementary for OOH Bristol	£5,000	5,677	1,231,632	0.46%	£0.53			
Crypto reactive campaign	£10,000	43,008	4,594,311	0.94%	£0.15			
Family Year Round digital	£10,000	24,807	2,109,000	5.04%	£0.17			
What's On campaign	£3,000	6,800	991,000	2.61%	£0.08			
Ready for...Nature	£3,000	5,967	922,000	7.37%	£0.20			
Ready for... Culture	£3,000	11,300	653,600	6.14%	£0.17			
Ready for...On the Water	£3,000	7,669	804,000	7.07%	£0.17			
Ready for...Food & Drink	£3,000	15,900	777,000	5.38%	£0.15			
Ready to... Relax	£3,000	5,931	698,000	7.10%	£0.20			
Walking Festival	£5,000	16,359	1,364,826	1.20%	£0.19	244	1,069	271
English Riviera Airshow	£3,000	9,400	949,000	4.41%	£2.85			
Seafood Feast	£3,000	9,874	445,200	7.90%	£0.19			
Bay of Lights	£3,000	14,200	463,524	3.06%	£0.11			
<b>TOTALS</b>	<b>£69,000</b>	<b>283,904</b>	<b>21,928,353</b>	<b>4.52%</b>	<b>£0.37</b>			



# Out Of Home Campaigns



From 22nd April - 5th May 2024, an Out of Home campaign was undertaken.

It was targeting the audiences of 'young actives' and 'cultural explorers' in Bristol.

- 7 large format digital roadside screens in central Bristol
- 34 D6 screens in central Bristol and Cabot Circus
- 4 D6 screens in Bristol Temple Meads Station

This campaign delivered an estimated **3.3 million impressions** by approximately 371,200 people - achieving a 67% coverage of the population of Bristol. The ads were seen on average 9 times.



# Photography



2024 saw many photoshoots throughout the year, including the major events Bay of Lights and English Riviera Airshow, a food-focused shoot in Brixham and a family focused shoot.

We have continued to support levy payers and media associates with image library queries and searches delivering a wide range of still and video assets for use by national and international publications both in print and online.



# Visitor Information Centre



The English Riviera Visitor Information Centre on Torquay Harbourside had over 25,000 people visiting the centre. The harbourside development works had a huge impact on our visitor throughput.

We were open 9.30am to 5pm Monday to Saturday & 10am to 4pm on Sunday between Easter to mid September, the hours reduced to 9.30am to 1.30pm, closing Sundays during the autumn/winter months.

We increased our retail sales by expanding the lovely range of Agatha Christie gifts and books.

We employed 1 full time Visitor Information Manager who was supported by 4 part-time members of staff.

	2023	2024	Comparison to last year
<b>No of visitors</b>	37,089	25,167	-32%
<b>No of phone calls</b>	3,529	3,341	-5%
<b>No of emails</b>	3,259	2,860	-12%
<b>Income</b>	£34,663	£32,556	-6%
<b>Net Income</b>	£11,048	£11,492	+4%

## Top FAQ's for 2024:

1. Public transport information, particularly the location of bus stops due to harbourside development.
2. Directions to toilets, attractions, town centre etc.
3. Walking, particularly the coastal path.
4. Places to visit and things to do on a budget.
5. Firework displays, Red Arrows and Bay of Lights.

# Visitor Guides



The ERBID produce a range of free publications:

- **The English Riviera Map (A2)** - In 2024 this included advertising on the reverse, helping to cover the cost of producing this popular item.
- We revised and updated the **Accommodation Directories**, producing two separate publications, one for serviced (hotels and guest houses) and one for un-serviced accommodation (self-catering, holiday parks etc). Splitting the accommodation across two guides allowed increased listing space for all businesses, and provided a more detailed service for potential visitors. Posted on request within the UK.
- **Things to Do Directory** - with 160 listings for attractions, entertainment, activities on land and sea, transport, beaches, parks and more. Over 100 BID levy-paying businesses are included. Also included are Annual Events and featured items including Dog Friendly, Agatha Christie, Year-Round and more.
- **Group Operators Directory** - to help attract, and rebuild, the Groups market post-Covid. The Groups Directory is aimed at group operators and tour organisers, providing helpful information and listings for 70+ hotels and attractions that welcome groups. A valuable marketing tool, particularly at exhibitions, the Directory has been distributed at the British Travel and Tourism Show 2024 and at DATA events and showcases. Also available online as a digital flipbook.
- **Food & Drink Directory** - available to visitors from the Visitor Information Centre or online.
- **Agatha Christie Mile...and more!** - fold-out map and guide for the self-guided Agatha Christie Mile walk around Torquay harbour and seafront. One of our most frequently requested items at the Visitor Information Centre and also available as a digital flipbook online.
- Directories and maps are free to levy payers on request or can be collected from the Visitor Information Centre.

	2024
<b>Number of Accommodation Directory requests</b>	415
<b>Number of Travel Directories online downloads</b>	160
<b>Number of Visitor Guide page views</b>	3,541

# Groups & Business Marketing



Based on levy-payers' feedback, a key target of ERBID marketing is to attract the Groups market. Some highlights of ERBID's work in this area in 2024 are:

- **Cruise English Riviera** - the ERBID is committed to working with the cruise industry to secure significantly more cruise ship visits and international visitors. ERBID, in partnership with Tor Bay Harbour Authority, are working with Cruise Business Development Advisor Glen Gardner to help build cruise ship visits to the English Riviera. Glen attended SeaTrade Cruise Global, Cruise Europe, and Seatrade Cruise Med in 2024, to represent and promote the Cruise English Riviera brand, and has secured new cruise ship business for 2025 and beyond. In 2024, we published a new Cruise English Riviera brochure, a valuable marketing tool to promote the resort. Several 'fam' visits were hosted for representatives of cruise lines.
- **British Travel and Tourism Exhibition, NEC Birmingham** - ERBID partnered with DATA (Devon Association of Tourist Attractions) on a prominent stand, with the team meeting many group operators and tour organisers across the two day event.
- **Riviera Connect EXPO** - an annual joint venture, uniting the annual exhibitions of ERBID and the Torbay Business Forum. Business, hospitality and tourism came together for an expo day with over 200 exhibitors, a packed schedule of talks and workshops and exciting networking opportunities for English Riviera businesses and organisations.
- ERBID also had exhibition spaces at events including **ERA Attractions Showcase, DATA Fam Attractions Showcase, Bridge Group Exhibition.**
- **Advertising** - ERBID invested in advertising opportunities aimed at Group organisers. These included:
  - Bespoke Guide to Devon for UK Groups
  - England's Coast promotional brochure produced by National Coastal Tourism Academy specifically for the Dutch Vakantiebeurs consumer travel show (Jan 2024)
  - Visit Devon Guide 2024
  - DATA Guide 2024

# Levy Payer Communications



## Email Communications

- Monthly e-newsletters.
- Monthly 'How's Business' survey requests and reminders.
- Forthcoming event information with marketing materials and how to get involved: Agatha Christie Festival, Walking Festival, Seafood FEAST, Bay of Lights.
- Updates on what's happening in the bay and issues affecting levy payers, including local funding and climate initiatives. The Cryptosporidium issue was a particular challenge in 2024.
- Tourism and hospitality Industry updates.
- Postal letters and emails were sent regarding outstanding BID levy payments which resulted in issues being rectified and increased debt collection levels.