



**ENGLISH RIVIERA**

**BID COMPANY**

# Marketing Report

## April 2024



# Introduction



April was a busy month in many regards, supporting a number of ongoing projects including:

- Commitment to Last Minute ERBID Summer Marketing Campaign
- ERBID funding for SUP and the first Great British Championships
- Launch of the new Geopark Discovery Experiences funded by UKSPF
- Working with our new national PR Agency FOUR
- Follow up from Cruise English Riviera being represented at Seatrade Global
- Assisting final preparations for the 2024 English Riviera Walking Festival
- Assisting final preparations for the 2024 Air Show
- Launching the 2024 England's Seafood FEAST event
- Launch of the new Local Visitor Economy Partnership with Visit England

# Results Summary

In April 2024, the English Riviera brand was in front of potential visitors **almost 8 million times** through a variety of digital marketing activity.

This led to **over 86,000 website users**.

And **over 2,000 visitors helped** through the ERBID Company Visitor Information Centre.

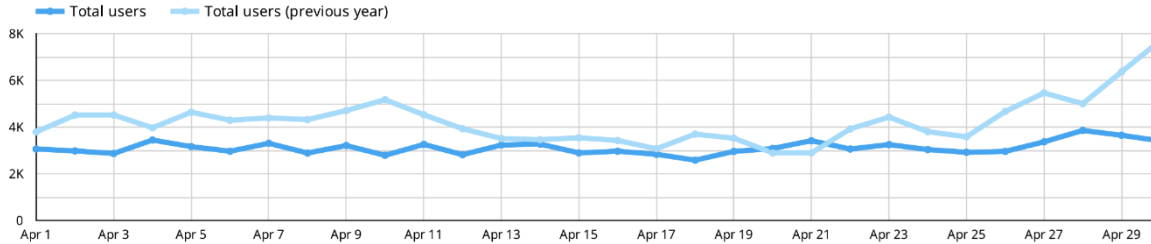
| Number of potential visitor impressions           |           |
|---|-----------|
| Newsletters (total emails)                        | 59,389    |
| Instagram   | 231,062   |
| Facebook  | 517,997   |
| Twitter   | 8,107     |
| TikTok  | 103,646   |
| English Riviera Walking Festival social media     | 610,290   |
| England's Seafood Feast social media              | 472       |
| Paid Digital Campaigns                            | 2,915,662 |
| Out Of Home Campaigns                             | 3,340,980 |
| <b>TOTAL: 7,787,605</b>                           |           |
| Number of website users                           |           |
| English Riviera website users                     | 80,266    |
| English Riviera Walking Festival website users    | 5,844     |
| <b>TOTAL: 86,110</b>                              |           |
| Number of visitors helped                         |           |
| Visitor Information Centre visitor footfall       | 1,822     |
| Visitor Information Centre phone calls            | 269       |
| Visitor Information Centre email enquiries        | 229       |
| Visitor Information Centre guide requests         | 49        |
| Visitor Information Centre online guide downloads | 9         |
| <b>TOTAL: 2,378</b>                               |           |



# Website Summary



## Website users in April 2024



In April 2024, the website had 80,266 total users, which was **down 29.9%** on April 2023. Traffic was down across the majority of pages compared to last year (apart from What's On pages), and in particular down in Torquay pages. Traffic was also down in the majority of traffic sources except Paid Social and Email.

## Historical yearly website users

| Year         | Users            |
|--------------|------------------|
| 2017         | 1,095,260        |
| 2018         | 813,911          |
| 2019         | 973,551          |
| 2020         | 846,054          |
| 2021         | 1,193,560        |
| 2022         | 1,150,402        |
| 2023         | 1,075,629        |
| <b>Total</b> | <b>7,148,367</b> |

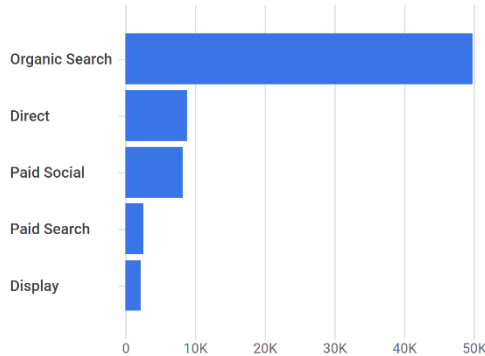
## Monthly website users 2024

| Month                     | Users          |
|---------------------------|----------------|
| January                   | 50,547         |
| February                  | 53,801         |
| March                     | 68,417         |
| April                     | 80,266         |
| <b>Total Year to Date</b> | <b>253,031</b> |

# 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 almost 50k users to the website.

## What are users typing into Google to arrive on our site by Organic Search?

### Query

- torquay
- brixham
- things to do in torquay
- paignton
- babbacombe
- things to do in paignton
- english riviera
- torquay webcam
- brixham pirate festival
- things to do in brixham

The above are the top 10 most searched terms that lead users to our site this month.

## What are users looking at?

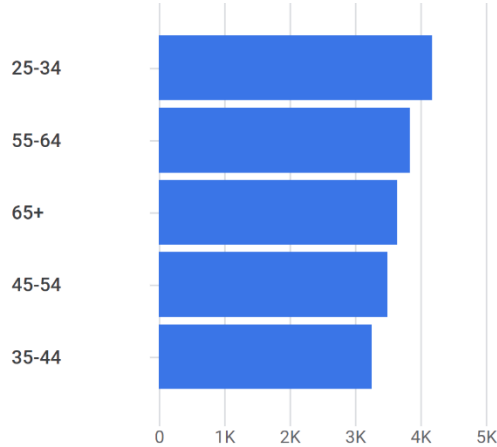
| Page   | Pageviews      |
|--|----------------|
| Visit the English Riviera in 2024 (Always On Campaign) | 8,767          |
| English Riviera Airshow                                | 8,241          |
| Things To Do in Torquay                                | 6,484          |
| Explore Torquay  | 4,685          |
| Home   | 4,663          |
| Ready for the Riviera (family campaign)                | 4,415          |
| Things To Do   | 3,655          |
| What's On  | 3,504          |
| What's On in Torquay                                   | 3,320          |
| English Riviera Webcams                                | 2,990          |
| <b>Total pageviews on website</b>                      | <b>222,802</b> |

The above are the top 10 viewed pages this month.

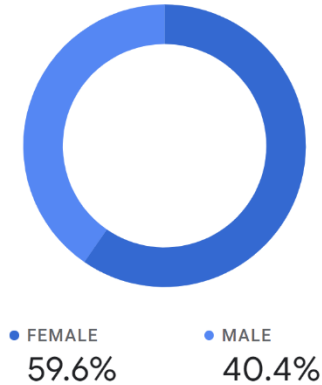
# Website Demographics



Website users by age:



Website users by gender:



Website users by location:

| City          | Users  |
|---------------|--------|
| London*       | 22,259 |
| (not set)     | 9,886  |
| Plymouth      | 4,954  |
| Torquay       | 3,707  |
| Paignton      | 2,632  |
| Birmingham    | 2,457  |
| Bristol       | 1,808  |
| Wolverhampton | 1,552  |
| Cardiff       | 1,469  |
| Milton Keynes | 1,370  |

We are now consistently seeing that the largest age demographic to use the website is 25-34 year olds in the early part of the year. However in 2023, over the summer period (June, July, August), they were slightly older (25-34 year olds). It will be interesting to see if 2024 follows the same pattern of 2023.

*\*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

Coastal UGC always achieves a high reach.

 **myriviera**  
Fri 4/19/2024 8:38 pm BST


Seafood and sunsets. 🍷🌅 ..... #brixham  
#seafood #alfresco #dining  
#englandsseafoodcoast #brixhamdevon...




Reach 2,776

## Highest Engagement

Nature and coastal UGC and local development posts always achieves a high engagement..

 **myriviera**  
Mon 4/22/2024 8:47 pm BST


WOW, the Italian Gardens on Torquay seafront are looking absolutely fantastic. 🌸🌿 The early morning low sun coupled with the 'golden hou...




Total Engagements 203

## Most Viewed Reel

POV: Spring views over the bay!

 **myriviera**  
Mon 4/15/2024 9:48 am PDT

POV: Embracing the beauty of spring, taking in views from Rock Walk overlooking the breathtaking English Riviera coastline. 🌸🌿...



Total Engagements 432

# Instagram Summary



Impressions and following during April 2024 have performed higher compared to April 2023 which is great to see. Engagements haven't performed as well and this is mainly due to some posts during April 2023 achieved more engagement including key events such as the kings Coronation and other UGC.

The most engaging posts have been based around beautiful user-generated content that we've been able to utilise through our CrowdRiff platform showcasing our nature and coast.

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 and will be actively seeking out influencers to collaborate with throughout 2024.

|   | April 2024 | April 2023 | Percentage change |
|---|------------|------------|-------------------|
| <b>Number of posts</b>  | 34         | 22         | +54%              |
| <b>Impressions (organic &amp; paid)</b>   | 231,062    | 52,933     | +336%             |
| <b>Organic Engagements</b>  | 2,260      | 2,505      | -9%               |
| <b>Engagement rate (organic &amp; paid)</b><br><small>The number of times users engaged with your content as a percentage of impressions.</small> | 1%         | 4.7%       | -78%              |
| <b>Followers Change</b>   | 200        | 106        | +88%              |



The average industry engagement rate for Instagram is between 1-5%.



# Facebook Top Posts



## Highest Reach

Received the highest reach due to this visually beautiful aerial shots over St Mary's Bay in Brixham.



**The English Riviera**  
Thu 4/18/2024 5:21 pm BST

🇬🇧 Check out these breathtaking aerial images over St Mary's Bay in Brixham! 🌈🌊 From high above, you can see the stunning turquoise...



Reach

72,138

## Highest Engagement

These beautiful UGC images of the art murals around Brixham received the highest engagement.



**The English Riviera**  
Mon 4/8/2024 7:36 pm BST

🌟 Mesmerising Art Murals in Brixham! 🌟

Brixham is home to some of the most captivating art murals you'll ever come across...



Total Engagements

3,475

# Facebook Summary



Our Impressions, engagements and followers are up during April 2024 compared with April 2023 which is really positive, and although our engagement rate is down, we are still within the average industry standard.

\*This is mainly due to heavy promotion of the ERWF and also Facebook have recently announced they are deprecating a number of Page-level metrics, both in their API for partners like Sprout (which is what we use for reporting) as well as in their native reporting. As they are now collecting and calculating engagement metrics differently, this will impact the comparability of data year over year.

<https://support.sproutsocial.com/hc/en-us/articles/24902968566413-Facebook-Metric-Deprecations-April-2024>

Facebook Reels are performing really well. The best performing reel during April is over Fishcombe Cove and has achieved over 45k views to date.

The most engaging posts have been based around our featured key events for 2024. As well as this, we have been pushing Easter, Spring, Summer, coast, nature and also some beautiful UGC showcasing the best that the English Riviera has to offer.

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.

|   | April 2024 | April 2023 | Percentage change            |
|---|------------|------------|------------------------------|
| <b>Number of posts</b>  | 16         | 12         | +33%                         |
| <b>Organic Impressions</b>  | 517,997    | 416,161    | +24%                         |
| <b>Organic Engagements</b>  | 20,316     | 16,178     | +25%                         |
| <b>Engagement rate (organic &amp; paid)</b><br><small>The number of times users engaged with your content as a percentage of impressions.</small> | 1.6%       | 5.1%       | -68% (more info in summary*) |
| <b>Followers Change</b>   | 494        | 157        | +214%                        |



The average industry engagement rate for Facebook is between 1-5%.

# X (Twitter) Top Posts



## Highest Reach



X @EnglishRiviera

Tue 4/30/2024 9:34 pm BST

Exploring the hidden treasures of Brixham - where the charm of the harbour comes alive at low tide. 🚤 🌈 #spring #brixham...



## Highest Engagement



X @EnglishRiviera

Mon 4/15/2024 7:32 pm BST

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



Total Engagements

59

# X (Twitter) Summary



Our organic X/Twitter activity is up across most areas during April 2024 compared to April 2023.

The most engaging posts have been posts based around our coast with the use of beautiful user-generated content that we've been able to utilise through our CrowdRiff platform.

As well as this, I continue to retweet any important useful key messaging from our BID Levy businesses.

|                         | April 2024 | April 2023 | Percentage Change |
|-------------------------|------------|------------|-------------------|
| <b>Number of posts</b>  | 13         | 12         | +8%               |
| <b>Impressions</b>      | 8,107      | 8,941      | -9%               |
| <b>Engagement rate</b>  | 5.4%       | 3.8%       | +42%              |
| <b>Followers Change</b> | 19         | 35         | -45%              |



The average industry engagement rate for Twitter/X is between 1-5%.

# TikTok Summary



We are up across all areas during April 2024 compared to April 2023.

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.

The app is heavily used as a research tool and plan to create more posts highlighting the best we have to offer, targeting young actives as our main audience is 18-24 years old.

Our most viewed TikTok video during April was a nice view over Brixham harbour and has received 59k views to date.

We are still lacking in more good video content and will be contacting a 'wishlist' of businesses to encourage them to upload their content onto CrowdRiff so that we can use for future destination marketing.

|                         | April 2024 | April 2023 | Percentage Change |
|-------------------------|------------|------------|-------------------|
| <b>Number of posts</b>  | 9          | 5          | +80%              |
| <b>Reach</b>            | 103,646    | 3,268      | +3071%            |
| <b>Engagement</b>       | 1,085      | 102        | +963%             |
| <b>Followers Change</b> | 122        | 27         | +351%             |

# Paid Digital Campaigns



Six paid digital campaigns were undertaken in April 2024. The results listed here are for **this month only**.

| ADS PLAN                                |                        |  |                               |  | MONTHLY RESULTS |        |             |
|---|------------------------|--|-------------------------------|--|-----------------|--------|-------------|
| Campaign                                | Dates                  | Aim  | Platform                      | Target Audiences   | Spend           | Clicks | Impressions |
| <b>Always On</b>                        | 12th Jan - 31st Dec    | To boost website traffic to those interested in the English Riviera          | Google Search, Google Display | Those within relevant affinity audiences or search terms | £720            | 9,185  | 552,179     |
| <b>English Riviera Walking Festival</b> | 1st March - 3rd May    | To increase bookings for the event, and raise awareness of walking on the ER | Facebook                      | Those with relevant interests within a 3 hour drivetime  | C £1,000        | 5,622  | 459,219     |
| <b>Family Summer</b>                    | 11th March - 15th July | To boost awareness of the ER for family summer holidays                      | Meta, Google Performance Max  | Birmingham, Wolverhampton, Coventry                      | C. £1,400       | 10,605 | 504,878     |
| <b>What's On</b>                        | 10th April - 30th Sept | To highlight the ER as a major events hub.                                   | Meta                          | Bristol, Cardiff, Herts & Bucks                          | C. £300         | 3,467  | 88,278      |
| <b>ER Airshow</b>                       | 11th Apr - 1st June    | To raise awareness of the Airshow  | Meta                          | Bristol, Cardiff, Taunton, Cornwall                      | C. £700         | 17,178 | 342,855     |
| <b>Bristol Actives/Culture digital</b>  | 22nd Apr - 6th May     | To complement the OOH campaign in Bristol                                    | Meta                          | Bristol  | C. £500         | 934    | 207,903     |

# OOH Campaigns



The Bristol OOH Campaigns targeting Young Actives and Cultural Explorers went live on 22nd April and ran until 6th May. The number of impacts for this entire campaign is estimated at **3.3million**.



# Visitor Information Centre



The income in April 2024 came from A1,A4 poster sales and Stagecoach Torbay Weekly tickets.

Additional Income: 3 Voluntary Contributions were received.

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

Our team consists of Katrine, Maria, Rachel, Fee and Karen.

Our VIC front window promoted the English Riviera Walking Festival and Brixham Pirate Festival, inside the office our display areas and alleyway side window promoted the sale of Agatha Christie merchandise.

The roadworks on the harbourside had an impact on our visitor footfall, we displayed updates received from Montel and Stagecoach.

|                         | April 2024 | April 2023 | Comparison to last year |
|-------------------------|------------|------------|-------------------------|
| No VIC visitor footfall | 1822       | 2468       | -50%                    |
| No of phone calls       | 269        | 338        | -20%                    |
| No of emails            | 229        | 361        | -36%                    |
| Income                  | £2,207.44  | £1,582.16  | +39%                    |
| Net Income              | £565.42    | £637.27    | -11%                    |

## Top FAQ's for April 2024:

1. Do you have map?
2. Where are the bus stops (harbourside development)?
3. How do I get to Greenway House?
4. Can we have a copy of the Agatha Christie Mile?
5. Are there extra boats and buses running for the Pirate Festival? 16



# ERBID Visitor Guides



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

## UPDATED FOR 2024:

**Accommodation Directories** - We now have two Accommodation Directories, with a dedicated publication for Hotels, Guest Houses and B&Bs, and another for Self Catering and Holiday Parks.

**Hot off the press! Things to Do Directory** with 160+ listings for attractions, entertainment, activities on land and sea, transport, beaches and parks. There's also information on annual events, Agatha Christie, the UNESCO Geopark, year-round attractions, and more. With the 'Things to Do' pages of the English Riviera website being some of the busiest, this directory helps meet a demand for ideas and inspiration.

**English Riviera A2 map** - an update has just gone to print and will be available soon.

## Other English Riviera publications:

- The Agatha Christie Mile...and More - self-guided walking trail and leaflet.
- English Riviera Group Operators Directory - A5 brochure for group operators and tour organisers.
- Writers on the Riviera - produced in conjunction with Torbay Culture.

|   |            |
|---|------------|
|   | April 2024 |
| Number of Accommodation Directory requests    | 49         |
| Number of Travel Directories online downloads | 9          |



These free publications are available from the English Riviera Visitor Information Centre, to help BID partners promote the area and support their business.



## Emails to businesses in April included:

- ERBID Monthly Business E-Newsletter:  
*New Visitor Economy Partnership, new PR company for English Riviera, Invitation to ERBID Destination Marketing Update 2024, Events, Advertising opportunities, Torbay Disability Hotel, Wetwheels Torbay, subscriber newsletters, Tripadvisor Best of the Best Awards 2024*
- Trade invitations: DATA showcase, Model Village, ERA showcase, Cantina
- ERBID invitation: Destination Marketing Update 2024
- How was Easter?
- 'Consumer' newsletter and the 30k subscribers to englishriviera.co.uk
- Marketing Toolkits: Walking Festival and Airshow - images, logos, social media templates, press releases.
- New LVEP
- How's Business March 2024 survey link and Jan/Feb results
- Torbay Weekly Awards 2024 - enter now
- Join the Airshow crew