



ENGLISH RIVIERA

BID COMPANY

Marketing Report May 2024



Introduction



May was a busy month in many regards including:

- Managing the ERBID's immediate response to the Crypto Outbreak and launching an emergency marketing campaign
- Staging the ERBID Marketing Update Meeting with over 70 attendees
- Working on 2024 England's Seafood FEAST Programme
- Supporting the English Riviera Airshow

Results Summary

In May 2024, the English Riviera brand was in front of potential visitors **almost 6 million times** through a variety of digital marketing activity.

This led to **over 125,000 website users**.

And **over 2,500 visitors helped** through the ERBID Company Visitor Information Centre.

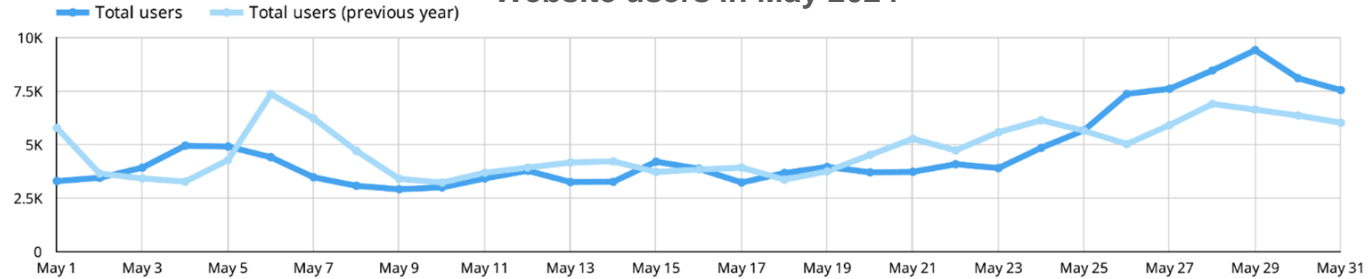
Number of potential visitor impressions	
Newsletters (total emails)	29,587
Instagram	288,529
Facebook	1,259,629
Twitter	11,265
TikTok	54,874
English Riviera Walking Festival social media	75,538
England's Seafood Feast social media	7,864
Paid Digital Campaigns	5,864,886
Out Of Home Campaigns	0
TOTAL: 7,592,172	
Number of website users	
English Riviera website users	123,807
English Riviera Walking Festival website users	1,340
TOTAL: 125,147	
Number of visitors helped	
Visitor Information Centre visitor footfall	2,089
Visitor Information Centre phone calls	283
Visitor Information Centre email enquiries	215
Visitor Information Centre guide requests	19
Visitor Information Centre online guide downloads	39
TOTAL: 2,645	



Website Summary



Website users in May 2024



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
Total	7,148,367

Monthly website users 2024

Month	Users
January	50,547
February	53,801
March	68,417
April	80,266
May	123,807
Total Year to Date	376,838

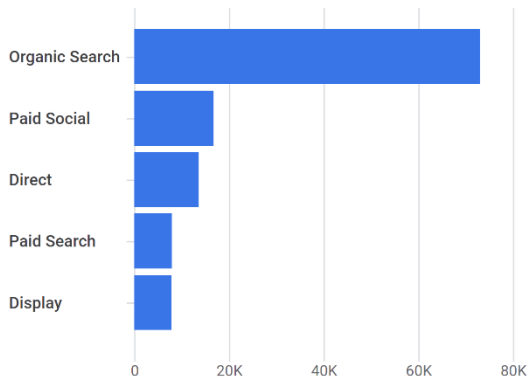
In May 2024, the website had 123,807 total users, which was **up 0.8%** on May 2023.

74% of users visited the site via mobile, 19% via desktop and 7% via tablet. There were 320,616 pageviews in May.

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 over 70k users to the website.

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

Query
torquay
things to do in torquay
brixham
paignton
babbacombe
things to do in paignton
torbay airshow 2024
torquay webcam
things to do in brixham
english riviera

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

What are users looking at?

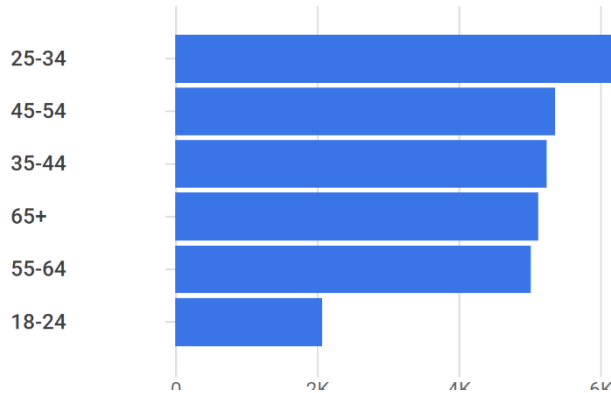
Page	Pageviews
Home (Crypto campaign)	30,518
English Riviera Airshow	14,354
Things To Do in Torquay	8,705
Visit the English Riviera in 2024 (Always On Campaign)	8,593
Explore Torquay	6,443
Ready for the Riviera (family campaign)	5,327
What's On	4,956
Things To Do	4,901
English Riviera Webcams	4,504
What's On in Torquay	4,511
Total pageviews on website	320,616

The above are the top 10 viewed pages this month.

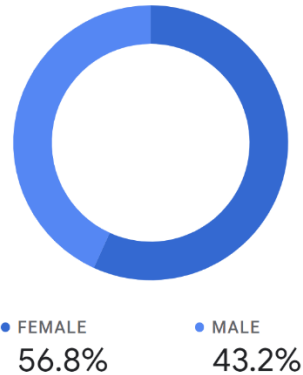
Website Demographics



Website users by age:



Website users by gender:



Website users by location:

City	Users
London*	34,009
(not set)	14,824
Plymouth	8,636
Torquay	5,422
Bristol	4,456
Birmingham	3,914
Paignton	3,804
Cardiff	2,749
Wolverhampton	2,238
Milton Keynes	1,929

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

Key featured events tend to achieve a high reach.



[myriviera](#)

Wed 5/29/2024 4:44 pm BST

➔ Are you attending the @englishrivieraairshow 2024 this weekend? ➔ !! To avoid any disappointment, we highly recommend readin...



Reach

4,754

Highest Engagement

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



[myriviera](#)

Mon 5/27/2024 6:53 pm BST

🌊 Ten beaches on the English Riviera given coveted Blue Flag Award. 🏖️🌊💙 Breakwater Beach 💙 Broadsands Beach 💙 Meadfoot Beac...



Total Engagements

276

Most Viewed Reel

POV: Steam train view



Instagram Summary



Impressions and following during May 2024 have performed higher compared to May 2023 which is great to see.

Engagements haven't performed as well and this is mainly due to some posts during May 2023 achieved more engagement including an aerial image over torquay.

The most engaging posts have been the promotion of english Riviera Airshow 2024 and 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.

	May 2024	May 2023	Percentage change
Number of posts	16	14	+14%
Impressions (organic & paid)	288,529	62,614	+360%
Organic Engagements	2,256	2,662	-15%
Engagement rate (organic & paid) <small>The number of times users engaged with your content as a percentage of impressions.</small>	1.8%	4.3%	-58%
Followers Change	146	108	+35%



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

Facebook Top Posts



Highest Reach

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



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

643,824

Highest Engagement

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



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

17,588

Facebook Summary



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

Facebook Reels are performing really well. The best performing reel during May was views from Rock Walk over the bay and has achieved over 117k views to date - this is our most viewed reel to date.

The most engaging posts have been based around our featured key events for English Riviera Airshow 2024. The final line up organic post reached over 643,000.

As well as this, we have been pushing 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.

	May 2024	May 2023	Percentage change
Number of posts	15	13	+15%
Organic Impressions	1,259,629	669,054	+88%
Organic Engagements	43,979	24,846	+77%
Engagement rate (organic & paid) <small>The number of times users engaged with your content as a percentage of impressions.</small>	5.3%	5.6%	-5%
Followers Change	799	143	+458%



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

X (Twitter) Top Posts



Highest Reach

🏖️ Ten beaches on the English Riviera given coveted Blue Flag Award. 🏆🏆🏆 This award is for the best beaches in England and celebrate...



Reach

N/A

Highest Engagement



X @EnglishRiviera

Wed 5/29/2024 8:11 am BST

→ Are you attending the [#englishrivieraairshow](#) this weekend? ✈️👉✈️
Getting here: bit.ly/3KjQSTn 🚗 Book Parking:...



Total Engagements

201

X (Twitter) Summary



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

The most engaging posts have been posts based around our key featured events such as the English Riviera Airshow, plus good industry news including our Blue Flag beach status for 2024.

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

	May 2024	May 2023	Percentage Change
Number of posts	13	11	+18%
Impressions	11,265	10,530	+6%
Engagement rate	7.1%	4.2%	+69%
Followers Change	27	38	-28%



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

TikTok Summary



We are up across most areas during May 2024 compared to May 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 May was a nice view over Brixham harbour and has received 44.3k views to date.

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

	May 2024	May 2023	Percentage Change
Number of posts	8	4	+100%
Reach	54,874	2,895	+1795%
Engagement	648	125	+418%
Followers Change	30	35	-14%

Paid Digital Campaigns



Seven paid digital campaigns were undertaken in May 2024, resulting in 5.8million impressions and 79k clicks. The results listed here are for **this month only**.

ADS PLAN					MONTHLY RESULTS		
Campaign	Dates	Aim	Platform	Target Audiences	Spend	Clicks	Impressions
Always On	12th Jan - 31st Dec	To boost website traffic to those interested in the English Riviera	Google Search, Display	Those within relevant affinity audiences or search terms	£720	8,672	531,558
Family Summer	11th March - 15th July	To boost awareness of the ER for family summer holidays	Meta, Google Performance Max	Birmingham, Wolverhampton, Coventry	C. £1,700	11,262	612,624
What's On	10th April - 30th Sept	To highlight the ER as a major events hub.	Meta	Bristol, Cardiff, Herts & Bucks	C. £450	2,618	78,298
ER Airshow	11th Apr - 1st June	To raise awareness of the Airshow	Meta	Bristol, Cardiff, Taunton, Cornwall	C. £700	20,899	521,335
Bristol Actives/Culture digital	22nd Apr - 6th May	To complement the OOH campaign in Bristol	Meta	Bristol	C. £500	3,873	852,558
Ready to...Relax	15th May - 15th July	To reposition the ER	Meta	Bristol, Cardiff, Herts & Bucks	C. £400	1,346	150,729
Crypto Recovery	22nd May - 2nd June	To aid the immediate reputational recovery over half-term	Google Display, Meta	Split into Day Trippers & Over Nighters	C. £7,000	30,324	3,117,784

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 May 2024 came from A1, A4 poster sales and Half Moon/Agatha Christie gifts.

Additional Income: 2 Voluntary Contributions were received.

The VIC was open 9.30am to 5pm Monday to Saturday and 10 am to 4 pm Sundays.

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

Our VIC front window promoted the English Riviera Walking Festival and English Riviera Airshow, 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.

	May 2024	May 2023	Comparison to last year
No VIC visitor footfall	2089	3126	-49%
No of phone calls	283	314	-10%
No of emails	215	354	-64%
Income	£1,706.96	£2,567.54	-50%
Net Income	£825.91	£723.01	+12%

Top FAQ's for May 2024:

1. What time are the Red Arrows and other displays?
2. Where are the bus stops (harbourside development)?
3. How do I get to Dartmouth, train, bus or boat?
4. Where can I get a coffee?
5. How do I get to Greenway House?

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.

Things to Do Directory - 2nd edition hit the shelves for the start of May. Contains 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 - stocks of an updated map arrived in May. The new map features paid advertising on the reverse.

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.

	May 2024
Number of Accommodation Directory requests	19
Number of Travel Directories online downloads	39



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

Levy Payer Communications



Emails to businesses in May included:

- ERBID Monthly Business E-Newsletter:
Cryptosporidium - marketing plans, Cryptosporidium - help for businesses, ERBID Destination Marketing Update 2024, Airshow time! Events coming up, English Riviera Walking Festival puts its feet up, Award-winning English Riviera beaches
- Multiple comms from 14th May onwards throughout the Cryptosporidium outbreak - updates, sharing statements from Health Agency, Council, South West Water, request for business feedback, destination marketing reactive and recovery plans.
- Free government training
- ERA showcase
- Shared: Cantina invitation to businesses
- How's Business April 2024 survey link
- Destination Marketing meeting parking info
- Airshow Toolkit - new info
- Geopark Festival - new Discovery Experiences
- Question to businesses - how was your Bank Holiday weekend?