

Tourism Marketing Q1 results

Bournemouth and Poole Q1 results (January – March 2018)



Strategic Focus

- 1** Amplify the *Bournemouth and Poole* brands
- 2** Align marketing channels
- 3** Engage, delight and build advocacy
- 4** Innovative visitor experiences



Marketing Evaluation

Measurement	Source	Targets	Reporting
Visitor traffic/reach Engagement Social following	Google Analytics, New Mind CMS, Granicus Email Platform, Mailchimp, Facebook, Instagram, Google+, Twitter, YouTube	Website traffic: 900k Email reach: 20k Email engagement: 3% Social audience: 170k Social reach: 15m Social Engagement: 2m	Monthly Quarterly trade update
Media coverage/reach/value	Kantar Media Monitoring	Media coverage: 1800 items National newspaper volume: 180 items Blog volume: 9 items Total news value: £6m Total news reach: 60m	Monthly Quarterly trade update



Social Media

KPI

- Likes ↑35%
- Reach ↑ 55%
- Engagement 90%

Quarter One results

- **Facebook**
 - Likes 64,303 (1698%)
 - Reach 2,620,479 (23%)
 - Engagement 810,482 (178%)
- **Twitter**
 - New followers 8,007
 - Engagement .28%
- **Instagram**
 - Likes 43,766 (2053%)



TripAdvisor Travellers' Choice Best Beach

- Reach 910,000
- Video views 40,010
- Engagements 69,850



Email Marketing

KPI

- Reach 20%
- Engagement 3%

Quarter One results

- Average reach 9%
- Average Engagement 1%

Bournemouth
Discover. Experience. Be Inspired.



Love Bournemouth

We've noticed you're not loving our emails, so why not like us on Facebook instead? We'll keep you up to date with all the latest news, offers and holiday ideas with one quick click.

[#lovebournemouth](#)

Bournemouth
Discover. Experience. Be Inspired.

Hello,
We've noticed you've been
a little distant lately.

Need a little reminder on what we have to offer?
Here's a couple of great reasons to stay in touch.

1 Get the latest news on events and festivals in and around Bournemouth.

2 Handpicked offers and promotions from selected partners.

If you decide you don't want to stay in touch, we understand.
Maybe you prefer to be on social media instead.
Connect with us on Facebook, Instagram and Twitter for all the latest Bournemouth news and offers with one quick click.



Website

KPI

- Increase YoY traffic by 10%

Quarter One results

- Bournemouth traffic ↓ 6%
- Poole traffic ↓ 43%



WELCOME TO POOLE

WELCOME TO POOLE - a vibrant coastal town with a rich history and stunning views of the sea. Discover the best of Poole in our new website. From the historic Poole Harbour to the beautiful Poole Park, we have everything you need to know about this amazing town. Visit us today to find out more about the many things to see and do in Poole.

Read More



BLOG



Four-legged fun in a dog-friendly destination

Find out more about how Bournemouth welcomes dogs and their owners



Go wild with inhabitants at Hengistbury Head

We introduce you to some of the South Coast's rarest plants and animals



PR and Communications

KPI

- Total reach across all channels 60m
- Total media coverage 1800 items
- Total news value £6m

Quarter One results

- Media coverage 771 items (including 65 items in National press)
- Reach 42,540,000
- Media value £2,683,260



PR and Communications

Highlights

- Destination features/blogs – COAST, omotg.com, Mirror/Sunday Mirror, Northern Woman, abeautifulspace.co.uk, countryheartandhome.com, British Guild of Travel Writers blog, Dorset Magazine, lifebeyondbordersblog.com, minitravellers.co.uk, travellowdown.com
- TripAdvisor Best Beach – The Sun, Cosmopolitan, Independent, Red online, Daily Mail, Sky, Express, Mirror, Daily Star + more
- Russell-Cotes 'A Question of Guilt' – The Big Issue, Daily Echo, Daily Living, Coach Touring UK, Dorset Magazine
- Beach Lodges – familytraveller.com, Times on Twitter
- Bay Run – Daily Echo



Travel Trade

Quarter One results

- UK travel show including Excursions in London, British Travel & Tourism Show in Birmingham....Go Travel show (April 17th) Group Buyers Forum (April 30th)



Next 30/60 days



Marketing Projects

- Bournemouth and Poole content development
- Tourism partner support
- Social media
- GDPR (inactive subscribers clean up)
- Events – *Air Festival, Poole Maritime Festival, Christmas Tree Wonderland and Boat Show and Summertime in the South* programme.



Marketing Projects

- Summer campaigns – B Here and Poole Seasons
- Coast with the most
- Seafront marketing
- Press trips – New Business Magazine, National Geographic, Grazia, viestra, blogger – notwedordead.com
- Travel Trade – creating bespoke ‘high end’ and ‘hidden’ History & Heritage and Gardens itineraries for Group and Coach companies
- 2019 Tourism partnership scheme



Winter		Spring			
January	February	March	April	May	June
	03Feb-Pizza Day	Mothers Day	21Apr - National Tea Day	National Walking Month	17Jun - Fathers Day
Blue Monday	Shrove Tuesday/Pancake Day	World Book Day	23Apr -Intl Dance Day	03May -Sun Awareness Week	01Jun -Ntnl Fish and Chip Day
National Hug Day -21st Jan	14Feb-Valentines Day	St Patricks Day	Jazz Appreciation Month	14May - British Sandwich Week	08Jun -World Oceans Day
Burns Night - 25th Jan	15Feb-Singles Awareness Day	20Mar- Day of Happiness/Spring Equinox	21Apr -Intl Astronomy Day	28May - National BBQ Week	09Jun - Bike Week
27Jan-03Feb -Storytelling Wee	Chinese New Year	17Mar - Tourism Week	23Apr -World Book Night	National Walking Month	Drowning Prevention Week
		Sport Relief	25Apr- World Penguin Day	18May - Intl Museums Day	15Jun - National Picnic Week
		Easter	30Apr -Intl Jazz Day		21Jun - World Music Day
		International Day of Forests			16Jun -Intl Surfing Day
		National BED Month			Day
					27Jun - Intl Sunglasses Day
			Easter Bunny Hunt	Gin Festival	Jazz Festival
			Bay Run	Bournemouth 7s	Food & Drink Festival
			Beer Festival	Thundercat Racing	30Jun-01Jul - Shake n Stir
			Thai Food Festival	Mini Steam on the Quay	Poole Harbour Boat Show

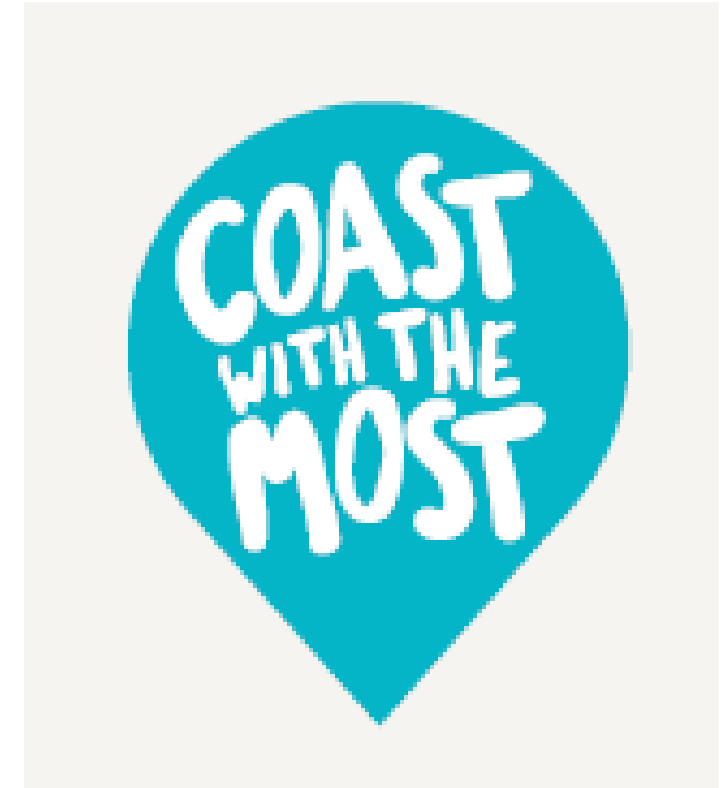


Summer			Autumn			Winter
June	July	August	September	October	November	December
17Jun - Fathers Day	29Jul - Natl Marine Week	Day	Rosald Dahl Day	Halloween	Vegan Month	Christmas
01Jun - Ntnl Fish and Chip Day	07Jul - World Chocolate Day	World Photo Day	National Doodle Day	The Big Draw	01Nov - Vegan Day	
08Jun - World Oceans Day	21Jul - Natl Fishing Month	14Aug - Afternoon Tea Week	British Food Fortnight	World Vegetarian Day	03Nov - Ntl Sandwich Day	
09Jun - Bike Week	National Parks Week		World Tourism Day	06Oct - World Smile Day	Guy Fawkes/Bonfire	
Drowning Prevention Week	30Jul - World Friendship Day		National Poetry Day	National Baking Week		
15Jun - National Picnic Week			15Sep - Grt British Beach Clean	National Spa Week		
21Jun - World Music Day				01Oct - Intl Coffee Day		
16Jun - Intl Surfing Day				01Oct - Vegetarian Day		
Day				03Oct - Chocolate Week		
27Jun - Intl Sunglasses Day				30Oct - Ntl Spa Week		
				Halloween		
Jazz Festival	Pier to Pier Swim	Friday night Fireworks	FitLiving UK	Marathon	Fireworks Poole	
Food & Drink Festival	13-15Jul - Bourne Free	Bournemouth Air Festival	Triathlon	Arts by the Sea	Christmas Tree Wonderland	
30Jun-01Jul - Shake n Stir	British Beach Polo Championships	BSO -Proms in the Park	Inside Out Dorset			Christmas Celebrations
Poole Harbour Boat Show	Poole Goes Vintage		Poole Blues Festival			



Coast with the Most

- Develop *Coast with the Most* as an overarching brand to provide an even stronger appeal for the visitor.
- Showcase the resorts USPs and create relevant content to appeal to target segments, group travel and travel media.



B Here / Poole Seasons

Summer Campaign

- Summer Fun Competition
- Photo competition
- Highlight summer events including the *Air Festival*, *Poole Maritime Festival* and *Boat Show* and *Summertime in the South* programme.



What are your projects?

