

ENGLISH RIVIERA BID COMPANY LTD
MANAGEMENT ACCOUNTS FOR THE PERIOD TO 31 JANUARY 2018
2018 DESTINATION MARKETING ACTIVITY

	Year to Date			Full Year Forecast			
	TOTAL EXPENDITURE	INCOME CONTRIBUTION	ERBID CONTRIBUTION	BUDGET TOTAL EXPENDITURE	TOTAL EXPENDITURE	INCOME CONTRIBUTION	ERBID CONTRIBUTION
International Marketing					10,000		10,000
National Marketing							
TV Campaign	7,560	62,204	(54,644)		105,625	62,204	43,421
Sector Specific							
Groups Marketing					10,000		10,000
Food & Drink	1,030		1,030		10,000		10,000
Business Tourism Promotion					10,000		10,000
Regional Marketing							
Day Visitor Campaign	1,100		1,100		50,243		50,243
Visit Devon Membership					6,000		6,000
Website & Social Media							
Website Operations & Promotion	5,688	350	5,338		52,650	7,200	45,450
Digital & Social Media (3 campaigns)	300		300		69,370		69,370
Consumer E-Newsletters	2,710		2,710		12,000	800	11,200
Destination Guide	39,464	82,150	(42,686)		114,115	82,150	31,965
Visitor Information	4,007	2,860	1,147		59,000	22,500	36,500
Press & PR					6,000		6,000
Research	2,800		2,800		5,600		5,600
Photography & Filming	3,000		3,000		30,060		30,060
Communications Budget					2,500		2,500
Reactive Marketing Budget	788		788		27,389		27,389
	<u>68,447</u>	<u>147,564</u>	<u>(79,117)</u>	<u>465,000</u>	<u>580,552</u>	<u>174,854</u>	<u>405,698</u>