

**ENGLISH RIVIERA BID COMPANY LTD**  
**MANAGEMENT ACCOUNTS FOR THE PERIOD TO 30 JUNE 2019**  
**2019 DESTINATION MARKETING ACTIVITY**

	Year to Date			Full Year Forecast			
	TOTAL EXPENDITURE	INCOME CONTRIBUTION	ERBID CONTRIBUTION	BUDGET TOTAL EXPENDITURE	TOTAL EXPENDITURE	INCOME CONTRIBUTION	ERBID CONTRIBUTION
<b>International Marketing</b>	-		-		5,000		5,000
<b>National Marketing</b>			-				
TV Campaign	46,757	42,975	3,782		46,757	42,975	3,782
London Waterloo Station	53,800		53,800		53,800		53,800
<b>Sector Specific</b>							
Groups Marketing	4,755		4,755		5,000		5,000
Food & Drink	9,303		9,303		10,000		10,000
Business Tourism Promotion	5,000		5,000		5,000		5,000
<b>Regional Marketing</b>							
Visit Devon Membership	6,000		6,000		6,000		6,000
<b>Website &amp; Social Media</b>							
Website Operations & Promotion	7,828	2,775	5,053		40,000	3,000	37,000
Digital & Social Media	41,044		41,044		75,000		75,000
<b>Destination Guide</b>	119,183	87,401	31,782		119,183	87,401	31,782
<b>Visitor Information</b>	30,921	12,815	18,106		59,000	14,700	44,300
<b>Event Development</b>	15,514	2,000	13,514		30,000	2,000	28,000
<b>Press &amp; PR</b>	726		726		7,500		7,500
<b>Research</b>	7,488		7,488		10,500		10,500
<b>Photography &amp; Filming</b>	3,125		3,125		5,000		5,000
<b>2020 Marketing Campaign</b>					5,000		5,000
<b>Communications Budget</b>	2,813		2,813		6,500		6,500
<b>Reactive Marketing Budget</b>	2,505		2,505		73,485		73,485
<b>Commercial Income cfwd</b>					10,000		10,000
	<u>356,762</u>	<u>147,966</u>	<u>208,796</u>	<u>465,000</u>	<u>572,725</u>	<u>150,076</u>	<u>412,649</u>