



ESCAPE THE EVERYDAY CAMPAIGN SUMMARY

June 2021



Executive Summary

The Escape the Everyday Spring / Summer campaign was launched on the 1st March 2021 with the primary objective to encourage stay and day visitors into the English Riviera.

The campaign targeted a range of audience segments including families, couples and the over 55's across traditional stay visitor areas such as the Midlands, Liverpool and Manchester and emerging locations such as Bournemouth, Reading and London across Facebook, Instagram, Google and the Google Display Network.

When the campaign ended on the 30th June, the adverts had received 22 million impressions and generated over 140,000 visitors to the English Riviera at a total cost of £33,010.88 with an average cost per click of £0.27 (which is significantly lower than the industry average of £0.65) and an average frequency of 3.24 (this means that each person saw the ads on 3.24 occasions - helping to enhance brand awareness and increase engagement with our target audience).

Visitor numbers to the website during the period 1st March - 30th June 2021 compared to the same period in 2019 increased by 27.09% with 82.50% visiting the English Riviera website for the first time.

There was an increase in 25-34 year olds (+52.22%), 35-44 year olds (+19.37%) and 45-54 year olds (+24.62%) during the campaign period with visitor locations such as London (+42.46%), Birmingham (+103.17%), Manchester (+91.35%), Slough (+557.30%), Cardiff (+95.05%) and Sheffield (+99.47) all showing significant increases during the period in which the campaign was live (compared to the same period in 2019).

To summarise, the Escape the Everyday campaign performed exceptionally well and our decision to launch the campaign on the 1st March (before many other destinations) has had a hugely positive impact on visitors to the English Riviera website, awareness of the English Riviera amongst new audiences and stay and day visitors into the destination.