

Visit Colchester

Scrutiny Panel

March 2018

Visit Colchester

Core Tourism Provision

- Visitor Information Service Centre
- www.visitcolchester.com
- Social Media
- Visit Colchester Guide
- Discover Leaflet
- Excursions Group Travel Show
- 24 Hour a day service



2016-2018

Funding Boost to core tourism marketing

Dedicated Tourism Business Partner role created

Additional funds of £100k Yr 1 to plan and implement tourism campaign

Yr 2 awarded a further £70k



Key Objectives

Increase Visitors & Overnight Stays

Promote Colchester as a key destination in the East

Develop relationships with Visit Britain, Visit Essex, local businesses and stakeholders

Increase Group Travel

Making Colchester Proud

Promote tourism offering across the whole Borough



Relationships

At the heart of the campaign from the beginning

Legacy Building

Positive Reactions to Campaign

Collaborative approach with VIC

In kind support

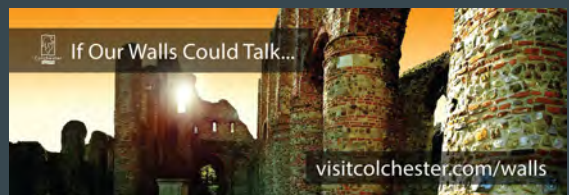


www.visitcolchester.com/walls

Timeline



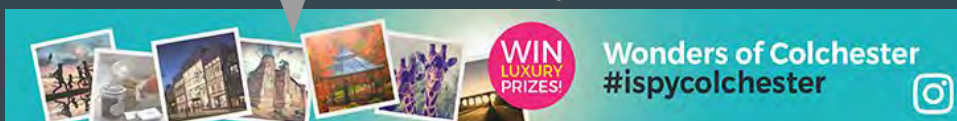
Comms Plan
Created



2016

2017

2018



2016-2017 Highlights

Outdoor - Reach of 1.7 million →

Radio - reach of 424,000 →

Video - 53,378 views

Competitions - 4,247 entries →

Print - Reach of 1.4 million

heart

LondonCalling
Your Essential Cultural Edit



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2017-2018 Overview...

Continuation of campaign - additional resource / ambitious

New Opportunities

Targeted Audience

Varied Marketing Mix

New Digital Strand - TV

Maintain & build on momentum



2017-2018 so far

Outdoor - 818,265 to date

Competitions - 6,358 entrants to date (3,554 e-mails added)

Print - reach of 1.6 million to date

TV- June, July, August



Digital - Video

Identifying key markets

Family

Girls Weekend (The younger tourist, friends)

Weekend Retreat (eg couples, empty nesters)

Hidden Treasures (exploring the whole Borough)

Group Travel

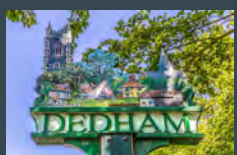
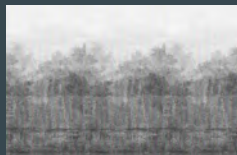
Visit Colchester (24 hour tourism provision)

Series of 6 video shorts

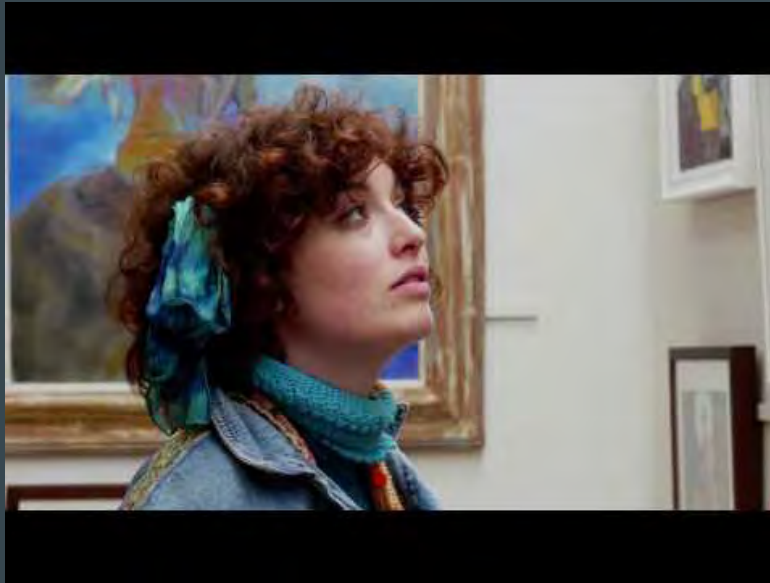
60 seconds long

Produced for social media

Segment the tourism market



Digital - Hidden Treasures



Group Travel

Group Leisure and Travel Show
NEW Coach Drop off in the heart of the town centre
Database creation
E-Newsletters
Partnership working
Visit Essex Group Familiarisation Trip April 2018
Video created specifically for this market



Sign up to
our newsletter

Visit
Colchester

Digital - Group Travel



TV

Take the campaign to the next level

Mass Media

Ability to target demographically / geographically

Attract positive attention

Raise awareness and challenge perceptions of Colchester, promote Colchester as a key tourism destination in the East of England

Create a 30 second advert

Legacy building for the future

Other destinations are confidently using Sky Adsmart



Sky AdSmart: How it works

Create Advert

Send to individuals Sky box and held

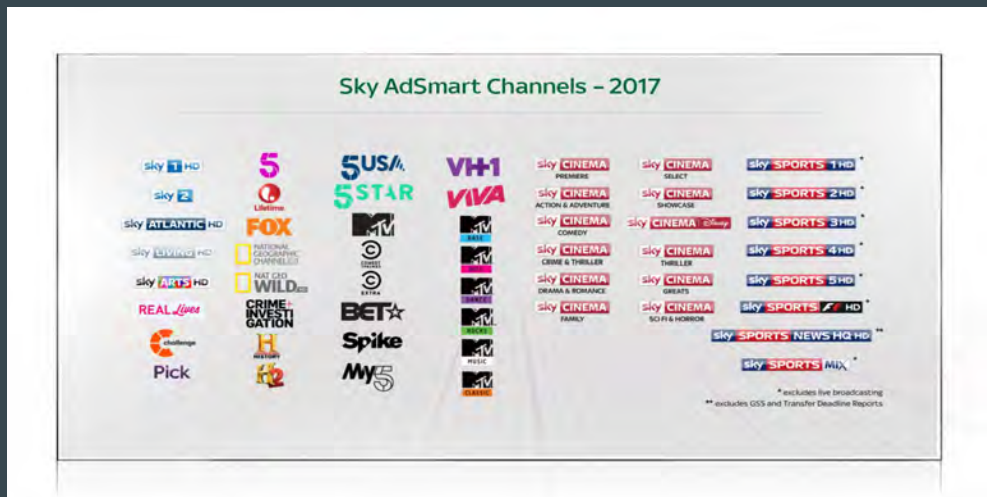


Served to correct segment

Only counts as a view (impression) once it has been watched 75% of the way through and applies only to live TV. It can tell if paused or recorded. No wastage with our spend.

www.visitcolchester.com/walls

What Channels?



In Summary

Social Media: increase across all accounts

E-Newsletters: 23 sent with 88,408 opens

Video Views: 64,123

Group Travel: Most successful month October 2017 VIC website

Wivenhoe House Occupancy Rate - Risen above industry average

Competitions: 11 undertaken, 6,358 emails added to database

Visitor numbers & web traffic showing positive impact

Time Lag in results

2017 Website traffic up 22% from 2016

Est reach 7.9 million since the start of campaign to date

