

6 month report

Sept 17 - Feb 18

THEME ONE: Advertising – Attracting Visitors For Life £148,410.82

- ✓ Advertising the Isle of Wight brand to overseas and mainland audience via print and digital media. This included adverts with Tourism South East, Style of Wight Weddings Guide, The Sun holiday guide insert, Great British Life. VIOW was represented at World Travel Market, London.
- ✓ The Press Office and press trips created £2,046,834.72 worth of broadcast, print and online editorial content in regional, national and international media. Of this, £1,103,911.71 was Victoria's Island coverage). We attended the VisitEngland PR Conference & Media Event, VisitBritain PR ViBE, TSE Meet the Media.
- ✓ The Exhibition Partnership takes the Isle of Wight to major national and international exhibitions and trade shows across the year. Between September and March, the shows attended included Vakantiebeurs in Holland, Excursions, Destinations and Telegraph Travel Show in London and the Camping and Caravan Show in Birmingham. The VIOW stand has had re-design to fit with the Visit Isle of Wight branding and these shows attract well over 100,000 visitors.
- ✓ During the period September 2017 to February 2018 VIOW provided financial support for Isle of Wight events that operate throughout 2018. These include the Isle of Wight Walking Festival (28th April to 13th May), IW Festival of Running (1st to 3rd June), Isle of Wight Pride (21st July), Beer, Buses and Walks (13th to 14th Oct), Hullabaloo, Sandown (12th - 13th May), Isle of Wight Children's Literary Festival (20th - 21st Oct).
- ✓ Social media activity. We continue to build upon our social media presence. From September 2017 to March 2018 Facebook page likes have increased by 4.2% and Twitter



and Instagram followers by 6.5% and 16% respectively. Our Facebook posts had a reach of 2,062,053 in this period.

The Isle of Wight's social media was awarded 'Top County' in the English tourism social media index in Jan 2018.

- ✓ visitisleofwight.co.uk. We continue to host, SEO optimise, develop and maintain the top-ranking consumer website. Over the past 6 months, 868,116 thousand people viewed the consumer website and 2,321,129 individual levy payer and voluntary contribution product pages and events were read. We fund the consumer e-newsletter programme to a list of over 54,000 addresses. The VIOW newsletter click through rate is 3.3%, industry average is 1.6%.
 - ✓ Twixmas campaign. The Twixmas campaign launched on Boxing Day. This included a print postcard (featuring a competition to win an IW holiday worth over £2000) distributed to 772,000 targeted postal addresses. E-newsletters were sent to over 200,000 email addresses. Paid for and targeted Facebook advertising had a reach over 15,8712 and Twitter advertising 180,384 impressions.
- A 'run of network' digital advertising campaign delivered over 6 million impressions. CTA 'book by the end of January'. The competition has had over 15,000 entries to date

Other campaigns

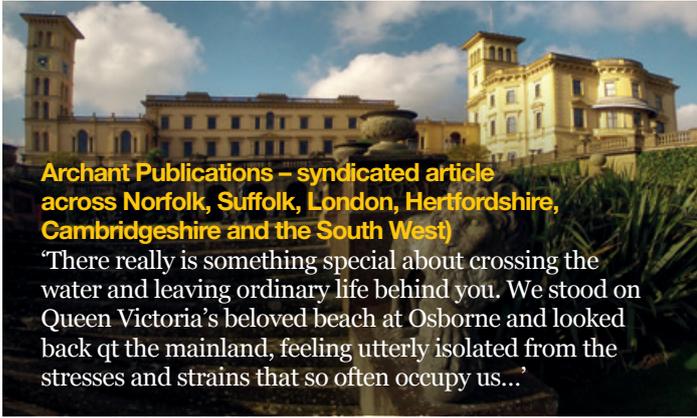
- ✓ Victoria's Island ran until 31st October 2018. The campaign included ad lifts (advertising posters on shopping centre lift doors) at cinema sites seen by 8.1 million people, posters on GWR and SWR lines seen by 994,487 people, print ads in Coast magazine (Oct, Nov and Dec issues). A digital advertising campaign linked to target markets on Saga and RHS websites, Daily Mail Online and Daily Telegraph online that delivered 850,00 impressions, run of network ads that delivered 500,000 ad impressions. A paid for Facebook advertising campaign delivered 26,409 reach.
- ✓ The Literary Heroes Trail was launched 5th September 2017 at Farringford and attended by Dennis Wormwell, Chair of the Visit Britain Advisory Board. We created, printed and distributed 20,000 trail leaflets. www.visitisleofwight.co.uk was updated with an interactive webpage about the trail including video content.
- ✓ October Half Term: Print advertising in Primary Times, paid Facebook advertising with a reach of 11,164, 'run of network' digital ad delivered 4,000,000 impressions.

Continued overleaf...

BID Income and Expenditure

Year 2 BID Levy Income received to end of Feb 2018

Income		
BID Levy income	£	376,561.00
TOTAL	£	376,561.00
Expenditure		
Theme 1: Marketing / Visitors for life	£	148,410.82
Theme 2: Delivering the Experience	£	£31,596.89
Theme 3: Working Together	£	£21,078.64
Research	£	£5,375.00



Archant Publications – syndicated article across Norfolk, Suffolk, London, Hertfordshire, Cambridgeshire and the South West

‘There really is something special about crossing the water and leaving ordinary life behind you. We stood on Queen Victoria’s beloved beach at Osborne and looked back at the mainland, feeling utterly isolated from the stresses and strains that so often occupy us...’

THEME TWO: Product Development – £31,596.89

- ✔ We have built a successful relationship with Walker Books and Lupus Films. This enables us to use the images and branding from ‘We’re Going on a Bear Hunt’ film to enhance our own brand, content and campaigns.

We are working with the National Trust to bring ‘Bear Hunt Adventure Weekends’ to the Island.

- ✔ The Isle of Wight Walking Festival. Investment has meant that we continue to develop the festival. We have created (and manage) a brand new, stand-alone website www.isleofwightwalkingfestival.co.uk. For the first time, walkers can reserve their walk online.

The marketing campaign is focussed off Island with print ads, targeted paid for social media posts, ‘digital run of network’ ads booked. A PR campaign has been launched to the travel media. A toolkit is available for the industry to use on visitwightpro.com.

We secured sponsorship of the 2018 walking festival from Warner Leisure Hotels.

- ✔ The Literary Heroes Trail leaflet was researched and produced in September 2017 to highlight the wide variety of literary highlights the Isle of Wight has.
- ✔ Chamber of Commerce Accommodation Guide: Visit Isle of Wight provided marketing & editorial support to ensure this publication reflected our brand. Print run 100,000.
- ✔ The Isle of Wight Camping and Caravanning Guide. 30,000 copies distributed in Practical Caravan magazine and Practical Motorhome with a combined readership of over 100,000.
- ✔ Guide to the Isle of Wight for Groups. Print run of 5000. Distributed to UK coach operators running a tour programme as well as 3000 hand-picked group travel organisers.



Yours magazine - December 2017

‘With its golden sands, stunning scenery and peaceful tranquillity, it’s no wonder the Isle of Wight has been a source of inspiration for some of the world’s biggest literary giants.’

THEME THREE: Working together & BID Administration £21,078.64

VIOW has provided a voice for the industry over the past 6 months including work with AONB, reviewing The Island Plan, working with the Travel Infrastructure Task Force, The Economic Development Board, the LEP as well as co-ordinating the levy payer marketing, events and Access panel meetings.

- ✔ Communications to the industry. This includes running and updating the industry website (visitwightpro.com) communicating with Wight BID levy payers by post and email newsletters. Ensuring Wight BID operations, VIOW campaigns and opportunities for levy payers are communicated in a variety of ways including via local media, e-newsletter, print communications and Twitter.
- ✔ In Autumn 2017 we organised and chaired Wight BID levy payer discussions groups at locations across the Island. The information collated from these discussion groups guided how the 2018 Wight BID levy fund should be spent in 2018 to achieve optimum results for every investor and sector.
- ✔ In February 2018 we organised and attended drop in sessions for Wight BID levy payers. These were held in five locations; West Wight, Newport, Ventnor, Ryde and Sandown over five days. Wight BID levy payers were invited to meet the team and discuss how to maximise their return on their investment.
- ✔ A finance clerk is employed to manage expenditure and income receipts, make electronic payments and record all Wight BID financial activities over the course of the last six months.
- ✔ A BID Administrator is employed to monitor and update the Wight BID levy payer database. They are the Visit Isle of Wight point of contact for enquiries and appeals. They also deal with other Wight BID administration including managing Visit Isle of Wight’s role in the court process.

Marketing plans for the next six months

The pre-Easter ‘Family Adventure’ Campaign has started with the Isle of Wight promoted on billboards in the Midlands and South London areas and on ad lifts in targeted locations across the south. We are also running paid for social media advertising and a price led campaign of ‘run of network’ ads. A toolkit will be available for the industry to use.

The post Easter ‘Family Adventure and Wellness’ campaign launches at the end of April with digital and print posters at Waterloo railway/underground station, ad lifts in shopping centres and posters at targeted motorway service stations.

We are running a paid for social media advertising and a campaign of ‘run of network’ digital ads.

From May onwards, the focus will be on increasing shareable digital content on our website. This will include specific content to promote eating out on the Island.

We will continue to maintain and update visitisleofwight.co.uk to ensure that it remains the leading consumer website for Isle of Wight tourism. This will be backed up by run of network digital ads and paid for, targeted social media advertising to support 2018 campaign and events.