

Year Three achievements

THEME ONE: Advertising – Attracting Visitors for Life £350,000

- ✓ The Visit Isle of Wight Press Office generated over £3.6 million pounds worth of broadcast, print and online editorial content in regional, national and international media. Coverage included The Times, The Telegraph, The Sun, Coast magazine, Metro, Hampshire Life and more with an estimated reach of approximately 60 million people.
 - ✓ We do this by liaising with the UK's leading travel writers, arranging press trips. We enjoy a very good relationship with VisitEngland and VisitBritain press offices in the UK and worldwide. We have also continued to build relationships with social media influencers and bloggers. We attended the VisitEngland PR Conference & Media Event, VisitBritain PR ViBE, TSE Meet the Media.
 - ✓ We took the Island to major national and international exhibitions and trade shows. These included Vakantiebeurs, Excursions, Camping and Caravan Show, Sussex Brochure Exchange, NFTA Leaflet Exchange, Go Travel Show, BBC Gardeners' World and Good Food Show, The New Forest Show, Countryfile Show. Total estimated visitors – 500,000.
- We supported Isle of Wight events. This included the management and marketing of the Isle of Wight Walking Festival which attracted over 2000 walkers, 55% of these were visitors. Other visitor attractor events that were supported financially and with additional marketing and advertising include: Isle of Wight Pride, Jack up the 80s (Autumn event), The Great Wonderfest, Ventnor Fringe (10th anniversary), Isle of Wight Festival of Running, Isle of Wight Speed Trials, Gothic Circus, Harp on Wight.
- ✓ Social media activity. We continue to build upon our social media presence. From September 2018 to Aug 2019 Facebook page likes have increased by 20.2% and Twitter and Instagram followers by 8.5% and 74% respectively. Our Facebook posts had a reach of 2,719,155 from September 2018 to August 2019. We regularly promote popular posts on Facebook to increase our visibility. We use Twitter to engage and share industry events and news.
- We have invested time in building our Instagram feed over the past year with User Generated Content. It's an excellent way to show off the beauty of the Island and it encourages more people to become part of our community.
- ✓ visitisleofwight.co.uk. We continue to host, SEO optimise, develop and maintain the top-ranking consumer website. Over the past 12 months, 1,182,794 million people viewed the consumer website and ????????Jill to find figure individual levy payer and voluntary contribution product pages and events were read. We send e-newsletters (once a fortnight) to a list of over 21,804 consumer (GDPR compliant) email addresses. The VIOW newsletter click through rate is 7.6%, industry average is 1.6%.
 - ✓ Advertising the Isle of Wight brand to overseas and mainland audience via print and digital media. This included adverts with Discover Britain, Primary Times, Tourism South East 'England's South Coast Map and Guide, Style of Wight Weddings Guide, The Sun holiday guide insert, Great British Life. VIOW was represented at World Travel Market, London.
 - ✓ Twixmas campaign: The Twixmas campaign - launched on Boxing Day. This included a print postcard (featuring a competition to win an IW holiday worth over £2500) distributed to 340,000 targeted postal addresses. E-newsletters were sent to over 100,000 email



addresses. Paid for, targeted Facebook advertising had a reach of over 578,496 on Facebook, Instagram and Facebook Messenger and Twitter advertising 29,607 impressions.

A 'run of network' digital display advertising campaign delivered over 6 million impressions. CTA 'book by the end of January/Early Bird offers'. There was a 30% increase in visits to our website visitisleofwight.co.uk compared to the same period in 2018.

- ✓ Pre-Easter Campaign: This campaign was made up of 50 National Rail (South Western Railway) 6-Sheet Posters, 6 Waterloo Underground Booking Hall 6-Sheet Posters, 2,200 London Underground Tube Card Panels. This mix of media provided the campaign with 12,500,000 opportunities-to-see.

The campaign also included 16,973,557 'run-of-network' digital display advertising impressions and 37,915 email newsletters.

In comparison to the 2018 pre-Easter campaign, overall website visits were up 21%, organic website visits were up 12%, the run-of-network digital ads provided 20,023 clicks throughs and e-newsletters provided 2,856 clicks.

Paid for, targeted Facebook advertising had a reach of over 56,655 on Facebook, Instagram and Facebook Messenger and Twitter advertising 169,733 impressions.

- ✓ Post-Easter campaign. The post Easter campaign ran 20th May to 30th June. It was made up of 50 National Rail (South Western Railway) 6-Sheet Posters, 272 National Rail 6-Sheet Digital Screens (3 South Western Railway Stations & 15 Southern Railway Stations), 6 Waterloo Underground Booking Hall 6-Sheet Posters, 154 South Western Railway smaller posters, 28 Waterloo

BID Income and Expenditure Year 3

Year 3 BID Levy Income received

Income		
BID Levy income	£	483,000
Expenditure		
Theme 1: Marketing / Visitors for life	£	350,000
Theme 2: Delivering the Experience	£	40,000
Theme 3: Working Together	£	58,000
Research	£	35,000
TOTAL	£	483,000

Underground Escalator Panels and 22 Motorway Services 6-Sheet Posters - combined this media mix provided the campaign with 15,000,000 opportunities-to-see.

The campaign also included 9,667,661 'run-of-network' digital display advertising impressions and 61,512 email newsletters.

Compared to the 2018 post-Easter Campaign, overall website visits were up 11%, organic website visits were up 4%, the run-of-network digital ads provided 14,433 clicks throughs, e-newsletters provided 5,358 clicks.

During this campaign 6 partners invested in 8,101,987 co-branded 'run-of-network' digital display advertising impressions, providing 9,353 click throughs to their individual websites.

Paid for, targeted Facebook advertising had a reach of over 164,102 on Facebook, Instagram and Facebook Messenger advertising 341,741 impressions.

- ✓ Summer events, Autumn breaks, October half term, and romantic short breaks were promoted using digital run of network ads (6,327,356 impressions) and paid for Facebook and Instagram advertising (reach of 31,410).

THEME TWO: Product Development – Delivering the Experience £40,000

- ✓ Sponsorship from Warner Leisure Hotels secured the continued success of the Isle of Wight Walking Festival in 2019. www.isleofwightwalkingfestival.co.uk. Over 100 walks took place, with 55% of walkers visiting the Island. 95.46% of people rated the Walking Festival good, very good or excellent.

The Walking Festival marketing campaign was focussed off Island using print ads (BBC Countryfile Magazine and walk – the magazine of The Ramblers), leaflets, targeted paid for social media posts, on board TV, e-newsletters and 'digital run of network' ads. A PR campaign launched to travel media and 6 press/blogger secured. An industry toolkit was also available.

- ✓ Chamber of Commerce Pure Island Happiness Accommodation Guide. Visit Isle of Wight supported the production of the guide financially and with in-kind editorial support. Print run of 65,000. These are distributed on request by post, at mainland exhibitions and via a targeted off Island campaign.
- ✓ England's Coast. We are taking part in the England's Coast marketing campaign. This is run by the National Coastal Tourism Academy and funded by national government. It is focussed on near European visitors in the shoulder season. A brand-new video highlighting the Island has been created. Travel trade can have their products linked to the itineraries that accompany the video.
- ✓ Slow Travel Guide to Wight. www.slowwighttravelguide.co.uk. Funded by the Isle of Wight Council's Access Fund, this digital guide has had match funding from Visit Isle of Wight. The guide was launched 1st April 2019 and has received press coverage in Countryfile Magazine and The Telegraph, we are using social media, run of network digital ads and a printed DL flyer to promote the guide.



THEME THREE: Working together & BID Administration £58,000

- ✓ Communications to the industry. This includes running and updating the industry website (visitwightpro.com) communicating with Wight BID levy payers by post and weekly 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 2018 we organised and chaired Wight BID levy payer drop in sessions at locations across the Island. These sessions were open to all Wight BID levy payers where staff from Visit Isle of Wight were on hand to answer any questions regarding the BID and marketing programme for year 3.
- ✓ A Finance Officer has been employed to manage expenditure and income receipts, make electronic payments and record all Wight BID financial activities over the course of the BID.
- ✓ 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. They are also responsible for uploading and updating the BID levy payers product records to the website www.visitisleofwight.co.uk.

Research and Brand Development: Solent Traffic and Spending research £35,000

- ✓ Investment in the Solent Traffic research which records the total number of visitors, where they travelled from and to, how much they spent whilst on the Island, what type of accommodation and attractions they used whilst on the Island and if they were new "first-time" visitors to the Island. This research is carried out on board all of the transport providers vessels en-route to the Island during the year, which equates to over 10,000 individual interviews offering a highly robust sample of visitors and highly robust results.

Wight BID Levy payers are entitled to a webpage on the Visit Isle of Wight website www.visitisleofwight.co.uk. Please contact the Wight BID Administrator for further details. amanda@visitwight.org 01983 554954.

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