

Wight BID Report - 6 Month Report - 1st November 2023 - 30th April 2024

THEME ONE: Attracting Visitors for Life £289,400.00

Marketing: Marketing the Isle of Wight off Island with an aim to attract visitors for life. The Isle of Wight was positioned across several digital and print platforms during this period, based on a wide reaching and interest-based audience.

Placements included Sainsburys Magazine (online, social and print); Life title magazine, Greatest Hits Radio easter campaign (online and on air), Silver Surfers, Take A Break Magazine competitions (print), as well as organic social media, social media ads and Google display and search ads.

Key marketing themes for this 6-month period have included: 2024 A Coast for All, Fishing holidays, Golfing breaks, Food & Drink, Weddings & Mini-Moons, Easter holidays, Summer breaks, running, cycling and walking with the messaging focused around the "Say Yes" theme. Straplines included: "Tee off in paradise", "Hop, skip and set sail this Easter", "Escape to paradise this May half term" and "Your Spring getaway is waiting".



A key campaign during this period included a Twixmas campaign. The theme for the creative was to play on how the Island is often mistaken for far flung shores, but that you don't need a passport to visit it. The campaign consisted of Sky Adsmart, Digital out of home (DOOH), Youtube, Social media and Google Display Network advertising. VIOW utilised cutting edge DOOH technology with Skyrise and targeted audiences with detailed location data from their mobile phone.

Read the full Twixmas report here: www.bit.ly/twixmas-iow or scan the QR code.

Google network - Throughout the period spanning 1st November 2023 to 30th April 2024, the Google Ads campaigns have remained active, encompassing Search, Display and Video formats, including remarketing initiatives and ads on YouTube. VIOW have seen a consistent increase in vital metrics, surpassing previous performance. These advertising endeavours have generated an impressive 21,035,472 impressions, 188,909 views on YouTube and 212,937 clicks to the Visit Isle of Wight website over the past six months.

Over the past half-year, the campaigns have shown remarkable performance, particularly when targeting audiences within a 45-mile radius of the Isle of Wight, where clicks have soared. When it comes to broader promotion of the Isle of Wight to diverse audiences, London and Bristol stand out, boasting the highest click counts. Notably, these are closely trailed by key areas in the Midlands, including Birmingham and Manchester in the North.

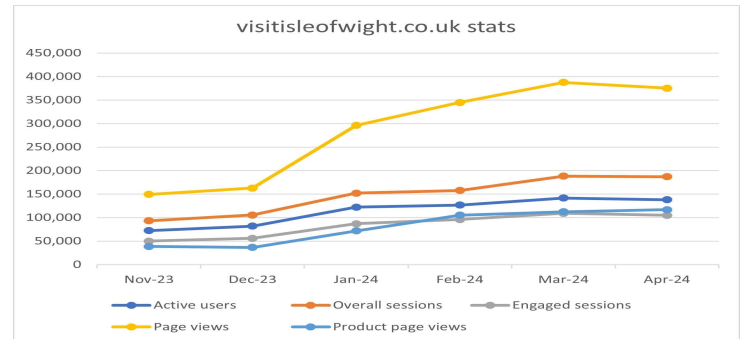
Furthermore, pivotal user engagement metrics such as click-through rates and average cost per click continue to surpass industry averages. This reaffirms the efficacy of the targeted advertising strategies in captivating the interest of the audiences and driving meaningful interactions. As the campaigns continue to outperform industry benchmarks, VIOW remain committed to refining the approach and optimising performance to ensure sustained growth, delivering tangible benefits for the Visit Isle of Wight initiative.



PR and Travel Media: PR and Travel Media: In February VIOW attended the IMM TravMedia 'meet the media' event, talking with over 40 writers about the Island. Working with local businesses and using images & information only available as a result of the Wight BID, VIOW have helped to generate over 80 national press articles and worked with national & international TV and radio productions including BBC Radio Solent, ITV, and a Dutch broadcaster. The press office has helped to generate AVE of approximately £5.8 million pounds worth of broadcast, print and online editorial coverage locally, nationally and internationally over the last 6 months.



visitisleofwight.co.uk: VIOW continue to operate, search engine optimise, develop and maintain the top-ranking Island tourism consumer website. Between the 1st November 2023 and 30th April 2024 the website had 683,147 active users plus 883,556 overall sessions, 502,905 engaged sessions, 56.5% average engagement rate and 1,716,482 page views. Product web pages have had 481,287 page views on the website; that includes levy payer and voluntary contributor pages as well as all events and other product pages.



Visitor e-newsletters: VIOW send the visitor e-newsletter programme to a list of over 40,000 subscribers. Between November 2023 and April 2024, 25 e-newsletters have been sent with an average open rate of 33.1% and an average click through rate of 2.3%, which is above industry norms.

Social Media Activity: The social media accounts grew from 1 November 2023 to 30 April 2024 with 4,616,506 accounts reached, 179,021 post engagements and 46,892 link clicks on Facebook. Instagram saw 2,620,633 reached, 111,841 likes and 2,551 comments. Twitter saw 551,000 impressions, 6,513 likes and 1,342 retweets.

VIOW continued to share informative and 'saveable' content including blogs, reels, Island events, local business promotion, event attendance, competitions and key social media dates including English Tourism Week. VIOW also worked with influencers by inviting them to the Island and working with local businesses to support with the trip. In some cases, this included the influencer sharing their creative (video and photos) with VIOW, which was then shared with the audience (including use in VIOW reels). In May, VIOW hit a milestone with the Instagram account reaching 40,000 followers.

Over the 'Twixmas' period, VIOW launched a campaign alongside the Sky Adsmart TV campaign. This included organic and paid social media content targeting families and over 50s - encouraging viewers to book a 2024 trip. One of the campaign objectives for this (through paid advertising) was 'thruplays', widening the reach of the video content which will then be used for retargeting from May 2024 onwards.

This period saw a number of digital adverts promoted across both Facebook and Instagram including: Christmas, food & drink, outdoor activities, 2024 bookings, golfing holidays, a Twixmas campaign, weddings, romantic breaks, towns & villages, February half term, Easter, Spring bookings, running, cycling, IW Walking Festival Spring event, Summer holidays, fishing holidays and May Half Term. Over this period VIOW paused retargeting to focus on a different form of targeting (over a three month period). VIOW individually targeted 40 geographic regions throughout the UK within the 2024 Bookings & Summer campaigns to gain a better understanding of the audience and their interests. This will help with future marketing and digital advertising, to ensure VIOW are targeting a more engaged audience.

THEME TWO: Delivering the Experience £11,400.00

Walking Festival: In December the Isle of Wight Walking Festival won Gold for Best Tourism Event at the Beautiful South Awards. This year, celebrating its 25th anniversary, the Spring Walking Festival is off to a great start. In the first few weeks of the launch, a new marketing strategy was introduced resulting in a 30% increase in the number of mainland and overseas visitors.

Accessibility Support: During this period VIOW have engaged with Isle Access to gather relevant information for use in the developing on-line Isle of Wight Accessible Visitor guide. This project is continuing and should be completed in early June 2024. In addition to this VIOW have committed (monetarily) to support the development, installation and management of an accessible beach in Ryde. Work has also been carried out in the national development of both industry and destination accessibility publications with Visit England.

THEME THREE: Working Together & BID Administration £29,900.00

Communications to the industry: This includes maintaining and updating the industry website (visitwightpro.com) and communicating with Wight BID Levy payers by post and e-newsletter (please send a contact email to avoid unnecessary printing and postage costs).

Ensuring Wight BID operations, VIOW campaigns and opportunities for levy payers are communicated in a variety of ways including local media, e-newsletter, print communications and social media. VIOW has sent 27 industry e-newsletters to Wight BID Levy payers and Voluntary Contributors, highlighting opportunities and potential issues to local businesses, as well as celebrating successes – the open-up rate averages 59.5%, which is way above industry norms.

The 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, appeals and setting up Levy payer web pages. They also deal with other Wight BID administration including managing Visit Isle of Wight's role in all the operating processes with their collection agency.

The Financial Controller is employed to manage expenditure and income receipts, make electronic payments and record all Wight BID financial activities over the course of the BID. Financial records and management accounts are scrutinised quarterly by the Finance & Remuneration board sub-committee.



Exhibition Partnership: The Exhibitions Partnership continues to promote the Island at major trade and consumer shows. In this period the following shows were attended; Vakantiebeurs in The Netherlands, Excursions at Wembley Stadium, the Caravan and Camping Show, British Travel & Tourism and the National Outdoor Show all held at the NEC in Birmingham. New exhibitions for 2024 included Britain & Ireland Marketplace (BIM) at the O2 InterContinental London and the Coach Tourism Association Annual Conference in Newcastle. A new partnership leaflet has been created with 3,000 printed, which lists all Island attractions and general information on travel, where to stay, things to do and food & drink.

Event Support: The Event support fund continues to be on offer as a “seed fund” for new and developing events that will attract visitors to the Island primarily during shoulder season, during this period funds were delivered to The Isle of Wight Story Telling Festival and the West Wight Chilly Hilly running event.

THEME FOUR: Sustainability £2,400.00

VIOW received the Gold Green Impact Award in February 2024 for its continued efforts in sustainable practices. VIOW has been selected as one of 10 destinations across Europe to work alongside The Travel Foundation and Expedia to take part in the Destination Climate Champions Program.

New cycling and walking maps were launched in spring, which were well received by visitors at various exhibitions. These have been distributed to interested BID Levy payers too. 12 new walks have been added to the OutdoorActive online mapping platform on the VIOW website. Maps on this platform received 248,031 impressions resulting in 6,612 clicks.

The IOW Green Tourism Award continues to promote sustainable best practices from BID levy payers, with 23 signed up.

RESEARCH: £15,100.00

Since the recommencement (post pandemic) of the quarterly research activity, there are now 5 full quarterly periods of research to understand and the dashboards can be found at visitwightpro.com. Currently the figures for the are showing an overall slight decrease in visitor numbers, for 2023 -v- 2019 (pre-pandemic) but that the visitor spend metrics, both for day visits and staying visitors are higher by £4 millions on the 2019 figure although during 2023 the increased inflation will have an impact on that number. Currently the short breaks and holiday segment equates to 38.4% of visitors, Day visits 18% and VFR (visiting friends and relatives) at almost 18%. The validity of the research model has been “peer reviewed” by senior academics at Bournemouth University and continues to be robust and is certainly value for money.

Income and Expenditure	
Income	
BID Levy Income	£241,500.00
Expenditure (for this period)	
Theme One -	£340,200.00
Theme Two -	£289,400.00
Theme Three -	£ 11,400.00
Theme Four -	£ 29,900.00
Theme Four -	£ 2,400.00
Research -	£ 15,100.00

Wight BID Opportunities

As part of the Wight BID, Levy payers are entitled to a standard web page on the Visit Isle of Wight website, www.visitisleofwight.co.uk. Please contact the Wight BID Administrator for further details: email amanda@visitwight.org or call 01983 554954.

If you're wondering what opportunities there are to get YOUR business seen by a wider audience, or tips and advice from industry professionals, send us your email address to receive our industry newsletter. It arrives in your mailbox weekly with news and information that could help your business grow even more... email amanda@visitwight.org

In order for Visit Isle of Wight to avoid unnecessary costs which could be better used to continue to market the Isle of Wight off-Island, please send a contact email address to bid@visitwight.org so we can send future BID reports and information via email, which saves on printing and postage costs.