

Wight BID Report – End of Year 4 - 1st May 2025 to 31st October 2025

THEME ONE: Attracting Visitors for Life £403,798.00

Marketing - The strategic objective for this period was to promote the Isle of Wight across the UK, attracting long-term visitors through wide-reaching digital and print marketing. To attract long-term visitors and foster lasting engagement, a range of digital and print platforms targeting a broad and interest-based audience are used to ensure maximum reach and impact.

From 1 May, VIOW rolled out the new branding with the main campaign, 'We can't wait to show you', supported by taglines such as 'Our island doesn't do boring', 'Our island is full of surprises', 'Our island will make your pulse race', and 'Our island will blow your socks off'.

Key activity included campaigns across TripAdvisor, Sky AdSmart, Bauer Digital Audio, YouTube, social media, and the Google Ads. The campaign targeted shifting booking patterns, encouraging visits during the pre-Summer, Summer, and Autumn seasons.

TripAdvisor - This campaign was part of a wider digital marketing approach to increase brand awareness of the Isle of Wight to the domestic UK market. With a £10,000 investment, it generated an estimated £64,822 economic impact (Return on Investment 1:6.48) and at least a 168% rise in direct bookings. Final ROI figures will be confirmed 90 days post-campaign.

Sky Adsmart - From 10 October VIOW ran a digital campaign on Sky Media's Short Form VOD, targeting households 25+ and domestic holiday makers, in the following locations: Birmingham, Oxford, Bath, Bristol, Cardiff, Cambridge, Brighton, Exeter and Central London. It achieved 489,396 impressions with an average viewing rate of 79.54%. It delivered 1,960 clicks, with a 0.40% Click Through Rate (CTR).

Bauer Digital Audio - The campaign targeted families within a 3-mile radius of London Waterloo and Victoria, running 5 May–15 June across Absolute, Greatest Hits, and Hits Radio. It delivered 235,015 impressions from 36,305 unique listeners with a 98.93% Listen Through Rate (LTR). Top performers were Absolute and Greatest Hits, with 81% desktop/mobile listeners.



YouTube - In this period our YouTube videos have reached 858,849 impressions, resulting in 437 clicks. VIOW swapped from the main 2026 campaign video to the Autumn/Winter 2025/26 video at the beginning of October.

Google Ads - During this period, our Google Ads campaigns continued to run across the Search, Display and Video networks, including ongoing remarketing activity and YouTube placements.

During this period, campaigns delivered 19.9 million impressions and 282,925 clicks to the Visit Isle of Wight website. YouTube performed strongly with 443,310 TrueView views, 126,337 public views, and over 18.6 million seconds of watch time, confirming strong audience engagement. Search CTR rose to 16.64%, while Display CTR held at 1.35%, both above industry benchmarks. Cost efficiency improved with a Search CPC of £0.22 and Display CPC of £0.03, maximising reach within budget. Geographically, London performed best for holiday campaigns, closely followed by the 45-mile radius around the Island, where day-trip campaigns achieved excellent engagement.

Independent online feature - VIOW ran an 8-week online campaign promoting the Isle of Wight as a top destination, featuring a 120-word listing and three banners. It delivered 1 million traffic drivers, generating 12,762 page views with a 1:01 average dwell time.

BBC Countryfile - This campaign took place in September and consisted of a printed advertorial (with 301,021 total monthly UK readership) and a Solus newsletter to over 36,000 recipients.

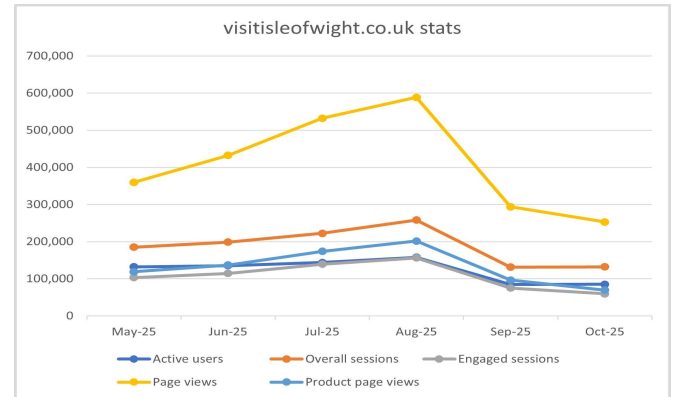
Other ad activities - Placements and advertorial during the period also included Escapism Magazine (supported by online banner ads), Wanderlust Magazine (supported by newsletter banner ad), Mail on Sunday Best of Travel, Sunday Times Best of Travel Supplement, Cowes Week programme and the Rydabus programme.

Competitions

Take a Break Magazine – Full page advert competition ran in the May edition with partners. Circulation: 149,886. Shelf life: 4 weeks. Competition entries 22,750

VIOW - Win a 3-night sustainable stay
Total number of entries – 11,933
Total number of signups to third-party prize partners e-newsletter – 4,037
Website competition page received 35,657 views

VIOW - Win a 2-night walking escape
Total number of entrants to the competition - 6,162
Total number of signups to third party prize partners e-newsletter – 2,411
Website page view stats – 20,035



visitisleofwight.co.uk – VIOW continue to operate, search engine optimise, develop and maintain the official Island tourism visitor website. Between the 1 May 2025 and 31 October 2025 the website had 739,320 active users (1,367,446 in total this BID year) plus 1,128,634 overall sessions (1,964,629 in total this BID year), 648,208 engaged sessions (1,091,354 in total this BID year), 56.45% average engagement rate (54.75% over the BID year) and 2,459,595 page views (3,988,813 in total this BID year). Product web pages have had 797,465 page views (1,212,491 in total this BID year) 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 40,100 subscribers. Between May 2025 and October 2025, 24 e-newsletters have been sent with an average open rate of 31.1% (above industry norms) and an average click through rate of 1.6% (47 sent in total for this BID year).

Social Media Activity - The VIOW Facebook and Instagram platforms continue to perform strongly. 3,350,204 Facebook accounts were reached, generating 74,102 organic post interactions and 55,927 link clicks (paid and organic). Instagram continues to grow, reaching 2,454,097 accounts (paid and organic), with 127,702 organic likes and 5,119 organic comments. X (formerly Twitter) saw a slight increase in overall performance with 300,300 total impressions, 3,756 likes, and 936 reposts. VIOW is also building content on TikTok, Bluesky, and YouTube Shorts to reach new audiences.

Across Instagram and Facebook, we collaborated with 178 businesses (up from 98 in the previous period), alongside visitors and residents, all showcasing the very best of our Island.

Top-performing posts for the period included: The Quirky Teapot reel, 5 Breakfast Spots reel, POV: You weren't sad, you just needed a few days on the Isle of Wight reel, The Financial Times' How to Spend It feature, the Cafes and Beach Shacks with a Beach View blog, and information about the Nao Santa Maria ship in Cowes.

We continued to promote key themes including Summer, Autumn, October Half Term, the IW Walking Festival, camping trips, eating out, events, day trips, Halloween, and more.

Win! AN ISLE OF WIGHT TRIP FOR TWO

How to enter: Visit www.visitisleofwight.co.uk and complete the online entry form. Entries close on 31st October 2025. Winner announced on 15th November 2025. Prize includes a 3-night stay in a luxury holiday home, breakfast for two, and a day trip to the South Coast. Winner must be a UK resident aged 18+ at the time of entry. Full terms and conditions apply.

our island is full of surprises

we can't wait to show you

visitisleofwight.co.uk

PR and Travel Media - Working together with local businesses and using images & information only available as a result of the Wight BID, VIOW has helped to generate national press articles, facilitated journalists from publications including The Telegraph, Wanderlust, Family Traveller, Best magazine and many more, worked with national & international TV and radio productions including BBC Radio Solent, Capital Radio, BBC TV, Channel 4 and a national German broadcaster.

THEME TWO: Delivering the Experience - £29,012.00

The Isle of Wight Walking Festival - continues to bring visitors to our island in the quieter periods and has had another successful year.

- The Spring festival had 958 walkers over 73 walks. 70% of these walkers were visiting from off-island to take part.
- The Autumn festival hosted 85 walks for 1204 walkers with 65% visiting from off-island.

Dickens Trail - Visit Isle of Wight worked with the Isle of Wight Ramblers, Southern Vectis Buses and the Island-based direct descendant of Charles Dickens to research and develop this Heritage trail around the Bonchurch and Ventnor area showcasing the rich literary products that can be easily accessed using sustainable transport and walking. A leaflet was produced and circulated with various QR codes woven in, which link directly to Dickens' living descendants voice notes about the trail. This added that additional reason to travel year-round.



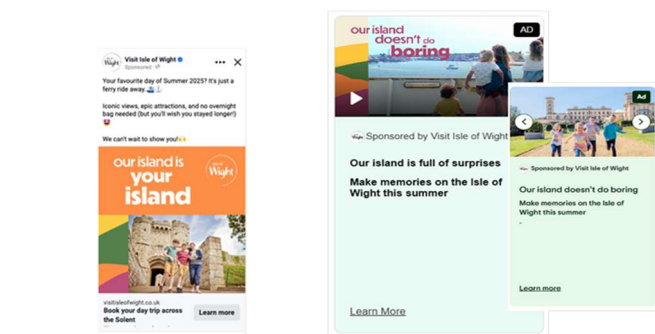
THEME THREE: Working Together & BID Administration - £41,566.00

Communications to the industry - Ensuring Wight BID operations, VIOW campaigns and opportunities for Levy payers are communicated in a variety of ways including local media, newsletter, print communications and social media. VIOW has sent 50 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 56%, which is way above industry average of 15%. The BID Administrator is employed to monitor and update the Wight BID Levy payer database. They are the VIOW point of contact for enquiries, appeals and setting up Levy payer web pages. They also deal with other Wight BID administration including managing VIOW'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 sub-committee.

Accessibility Support - Visit Isle of Wight is currently working with VisitEngland and AccessAble to develop a subsidised Isle of Wight location guide for potential visitors with accessibility needs, this will link to a national portal which welcomes 6.2 million unique visitors each year. In addition to that the continued promotion and content creation for this market has been created.

National VisitEngland LVEP status - Visit Isle of Wight is 1 of only 40 national accredited LVEP's (Local Visitor Economy Partnership) in England, this ensures that the Isle of Wight input into national visitor strategy with VisitEngland and DCMS alongside regional interactions, it also gives access to any national government funding that becomes available. During 2025, the Chair of VisitEngland, Lady Victoria Borwick was welcomed to the Island and interacted with numerous Island businesses, thus showcasing the Island at a national level.



Income and Expenditure

Income and Expenditure		
Income	BID Levy Income	£475,000.00
Expenditure	Theme One	£403,798.00
	Theme Two	£29,012.00
	Theme Three	£41,566.00
	Theme Four	£2,111.00
	Research	£30,222.00
	Total BID Expenditure	£506,711.00

Without the funding Wight BID brings, the vast majority of this activity throughout the year would not take place

Event Support - As part of Wight BID, there is an allocation of funding to primarily support shoulder and low season events to allow them to develop and market off-island to encourage visitors to attend out of the main season. The events supported during 2025 were Cowes Fringe, Harp on Wight, IOW International Chess Tournament, IW Story Telling Festival, Steam Punk Festival, IOW Pride, Ventnor Fringe, West Wight Festival of Running and IW Literary Festival. Events on the Isle of Wight are an important part of the Visitor Economy and are a major driver in attracting visitors, primarily out of season.

Exhibition Partnership - The Exhibitions Partnership has had a successful year promoting our island, off-island. In the last 12 months the following shows were attended: Vakantiebeurs in The Netherlands, Excursions at Wembley Stadium, Britian & Ireland Marketplace (BIM) at the O2 InterContinental London, The Caravan and Camping Show, British Travel & Tourism Show (BTTS), the National Outdoor and Cycling Show all at the NEC in Brimingham, the Royal Isle of Wight County Show, Southampton International Boat Show and the Group Leisure and Travel Show in Milton Keynes.

VIOW has also attended the Coach Tourism Association Conference in Stratford-upon-Avon, and AGM in Norwich, as well as the UKInbound Spring Meeting in Brighton and Inspire B2B networking event in Woolwich.

Exhibitions material (large flags, pull-up banners, vinyl banners and deckchair material) was updated to be bought in line with the new branding and a new funding level was introduced for visual and literature representation at all shows at £1750+VAT.

Our island was nominated for 2 awards this year, the Group Leisure and Travel (GLT) award for Best UK Destination and the Group Travel World (GTW) award for Best Collective Destination. Unfortunately, we did not win the GLT award for the 3rd year in a row and we have to wait until 27th November 2025 to find out if we have the GTW award.

THEME FOUR: Sustainability - £2,111.00

VIOW received the Gold Green Impact Award for the 2nd year in a row for its continued efforts in sustainable practices and our application is underway for 2026.

There has been a lot of work to add content to our **outdooractive** platform which now hosts 65 routes and 67 businesses as points of interest. 12 running routes of different lengths and terrains have been added to encourage more outdoor exercise on our island.

A review of the IOW Green Tourism Award is ongoing, with a new level of recognition and new rewards for businesses and visitors being added. Working with Southern Vectis, the Green Tourism bus pass has saved over 211kg of CO2 since 1/1/2024, the equivalent of 1550km of driving.

RESEARCH: - £30,222.00

Visit Isle of Wight has commissioned the quarterly Island Visitor research since 2012, which shows the numbers and value of tourism across the periods, visitor origination, types of accommodation used and location of accommodation used, it also shows trends around day visitors. It is based on 15,000 face-to-face interviews that take place across ferry and hovercraft network and on actual total cumulative ferry crossings. The 2025 year-to-date figures (1st Jan to 30th Sept) shows a decrease in overall visitors of 4.6% vs the same period in 2024, whilst the total visitor spend of £232.6 million is a 6.3% increase year on year. The national picture shows a slightly worse picture at the end of Q2 2025 with overnight stays down by 18% against the same 2024 period and day visits down by 1%.

This research continues to show the value of tourism on the Island and the outcomes drive and inform the future marketing efforts of Visit Isle of Wight.

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. Also head over to VisitWightPro.com for tourism industry news and information.

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.