



# **Visit Essex Member event**

## **Lisa Bone**

# The past year

- Staycation campaign with SKY TV ad with national coverage
- CIPR Marketing award
- Food and drink campaign
- Locals campaign
- 260 Press and PR articles
- 20 Press trips
- 58 Businesses supported via the Re-Vive campaign
- 95% Retained members
- Increased website traffic by 91%
- Increased social media



We're back from two full days exploring Essex 🏡🍷

We stayed overnight at the [Malting Farm](#) cabins, and this is my idea of a dream location. A Scandinavian inspired wooden cabin in the middle of the countryside.

There's space for the bike, a crystal clear night sky, and a jacuzzi- all surrounded by 100s of acres of farm with hares and pheasants racing around 🐇

It... [See more](#)



# Latest research

- 4 in 5 are concerned about cost of living crisis expecting the worst to come, retirees most effected.
- Families and pre –nesters most likely to have an overnight trip.
- Social grade AB' s are most likely to visit
- Weather is third barrier
- People will find cheaper accommodation, spend less eating out or look for free things to do
- 27% will take fewer day trips, 22% will visit places closer to home
- Motivations for most are to spend time with family or partner or to get away from it all.
- Top 2 intended activities are trying local food and drink or walking
- Most important conditions are free cancellation, contactless payment and check ins, and transferrable bookings
- Those with pets looking to visit East of England



# Trends and opportunities

- Outdoors
- Booking habits – last minute, make it easy
- Audience - Multi generational groups, family re-connection, dog owners
- Experiences, wellness and volunteering
- Instagram moments
- Workations/bleisure
- Localism, storytelling
- Sustainability
- Accessibility



# Audiences and messaging

## Audience

- Locals/ domestic - families, empty nesters, young professionals, connoisseurs, fun and activity, slow pace, VFR

## Key messages

- Close to London
- Lots of open space
- Spend family time making new memories through experiences
- Re connect through nostalgia and familiarity
- Discover the real Essex a place of hidden gems/best kept secret (unexpected Essex, extraordinary places)
- Something all year round
- Warm weather

# This is Essex make it yours

- Press and pr
- Digital marketing
- Five new films
- Advertising OOH and print
- Resource platform
- Toolkit



# Locals campaign

- Digital marketing
- Advertising
- Press and PR

- Digital
- Radio
- Advertising and Partnerships with local press
- Press and PR
- Local influencers
- shows

The first thing you'll notice when you visit is the vibrant, free things for all the family. Events include pumpkins, games, food, and more. There's also a special 'Pete's Pet' area for children to meet and pet.

**SAY YOU SAW IT IN primary**

**New Hall School Open Morning**  
New Hall School is open for all the family. The school is a great place to visit and see the children's work. There's also a special 'Pete's Pet' area for children to meet and pet.

**Year 2 Discovery Evening**  
Year 2 Discovery Evening is a special event for children to learn about the world around them. There's also a special 'Pete's Pet' area for children to meet and pet.

**Year 3 Open Evening**  
Year 3 Open Evening is a special event for children to learn about the world around them. There's also a special 'Pete's Pet' area for children to meet and pet.

**Year 4 Open Evening**  
Year 4 Open Evening is a special event for children to learn about the world around them. There's also a special 'Pete's Pet' area for children to meet and pet.

**Year 5 Open Evening**  
Year 5 Open Evening is a special event for children to learn about the world around them. There's also a special 'Pete's Pet' area for children to meet and pet.

**Year 6 Open Evening**  
Year 6 Open Evening is a special event for children to learn about the world around them. There's also a special 'Pete's Pet' area for children to meet and pet.

**PETEY SAYS**  
Pete's Pet is a special area for children to meet and pet. There's also a special 'Pete's Pet' area for children to meet and pet.

**Make memories in Essex**

Go to **visit essex**.com to inspire your special moments

LOVE ESSEX

**CULTURE - HALLOWEEN**

**EXPLORE TRICK OR TREAT FUN AT MARSH FARM**  
For some spooky fun this autumn, head down to Marsh Farm. The whole family can get involved and wear their favourite Halloween costumes. There's also a special 'Pete's Pet' area for children to meet and pet.

**ENJOY HALLOWEEN THRILLS AT ADVENTURE ISLAND**  
Trick-or-treaters will love 'Spookyville' at Adventure Island. The cartoon-themed ride takes you through a haunted house, where you will encounter a variety of monsters and other spooky creatures. There's also a special 'Pete's Pet' area for children to meet and pet.

**GET SPOOKY AT AUDLEY END MINIATURE RAILWAY**  
All aboard the eerie Halloween train, an Audley End Miniature Railway. The train is a special 'Pete's Pet' area for children to meet and pet.

**Spookyville**  
Spookyville is a special area for children to meet and pet. There's also a special 'Pete's Pet' area for children to meet and pet.

**You will encounter a variety of monsters and other spooky creatures**

To discover more, go to **visit essex**.com



# Staycation

- Digital
- Film
- Shows
- Website, itineraries, competition, blog and newsletter
- Press and influencers (pr and press trips)
- Advertising

## Get involved

- Offers page
- Show film on socials
- Create and use itineraries
- Press releases
- Toolkit





# Secret Essex

- Instagram campaign focusing on millennials
- Highlighting hidden gems
- Insiders guides
- Focusing on lesser know locations
- Storytelling
- Online campaign with press support

# Group travel

- Excursions
- Press releases
- Familiarisation trips
- Incentive offers



# We need your help

- Support our campaigns
- Take part in research and questionnaires
- Enter awards
- Collaborate with each other
- Promote your membership (Link to our website, certificate, logo)
- Share our posts
- Let us know what's going on/ Share knowledge
- Update your website entry
- Host press and fam trips
- Provide content

# Content – what's needed and why

## What we need

- Images with correct permissions
- Press releases
- Films
- Upload events
- Upload special offers
- Responses to content call outs

## Why we need it

- Newsletters
- Journalist enquiries
- Blog content e.g. dog friendly
- Press releases
- Magazine articles
- To inform press and influencer trips
- Social content
- Radio round ups



# Current content needed

- Black Friday
- Christmas and new year
- Last minute winter escapes
- Free or inexpensive
- What's new in 2023 (events, openings, anniversaries)
- Valentines, half term
- Mothers day
- Dog friendly
- National days



# VisitEngland

- Nick de Bois is new Chair of BTA
- Visitor attractions survey
- Year of the coast
- Tourism superstar – 10<sup>th</sup> November
- English Tourism Week 18 – 27 March
- Consumer sentiment tracker
- Priorities: sustainable, inclusive
- Content
  - What's new in 2023
  - Key anniversaries
  - Major events
  - Sustainable product



# Strategy

- National re-structure
- Destination Management plan
- Marketing Essex

## The Destination Management Cycle

By Maura Gast, FCDME

If you build a place  
people want  
to visit, you build  
a place where  
people want to live.

And if you build  
a place where business  
has to be, you'll build  
a place where people  
have to visit



If you build a place  
where people want  
to live, you'll build  
a place where people  
want to work.

If you build a place  
where people want  
to work, you'll build  
a place where  
business needs to be.

# What's new

- Resource hub
- Visitor map
- Group travel, shows and fam trip
- Destination management plan
- 2 member fam trip
- Film office
- New partnerships
- Hotelier meeting
- Member events and training





# My Top 5 tips

- Update your events on the website
- National dates
- Talk to your neighbours
- Use third party sites like viator and Air bnb experiences
- Take time to get to know your customers

Searching for something...

Accommodation

Things to Do

What's On

Food & Drink

Start Date:

End Date:

☐ Any date in the future





Type:

Area:

Keyword:

>

What's On Highlights

# Helpful resources

- [www.visitbritain.org](http://www.visitbritain.org)
- Visit Essex newsletter
- Follow us on member pages (FBA and linked-in)
- <https://www.visitessex.com/industry-and-press/members-area>
- <https://backingessexbusiness.co.uk/>
- <https://southeastbusiness.org.uk/essex-southend-thurrock/>



## **New: Accessible & Inclusive Marketing Toolkit**

Your guide to marketing to disabled people with case studies and lists of popular channels to reach the accessible tourism market.



**Make your business sustainable**

