

Visit Essex Member event Lisa Bone

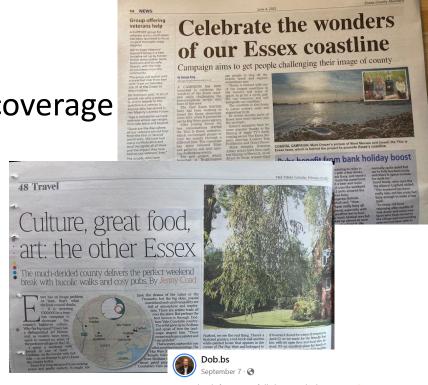


visit essex .com

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
- 20Press 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 a dream location. A Scandinavian inspired wooden cabin in the midof 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 racin 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





Explore, experience and enjoy



Locals campaign

- Digital marketing
- Advertising
- Press and PR





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



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 an 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 10th 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





What's new

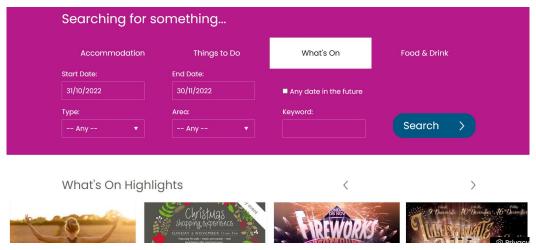
- Resource hub
- Visitor map
- Group travel, shows and fam trip
- Destination management plan
- 2 member fam trip
- Film office
- New partnerships
- Hotelier meeting
- Member events and training





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





Helpful resources

- 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



