



Visit Essex Member event

Lisa Bone

Latest research

- 26% think the worst has passed (decreasing with each wave)
- Only 30% expect any sense of normality March 22 –timeline keeps shifting back
- Reasons impacting confidence -38% personal finances –now top answer
- 21% have booked trip, 16% don't know but would like to, 29% no plans –rest planning for September onwards
- Net 19% booking closer to travel date than normal for autumn break
- 31% of autumn bookings are transferred from previous break
- Seaside town third choice for autumn break and rural coast 4th choice –City and Countryside top choices
- 11% of adults planning a domestic overnight business trip before the end of the year –most popular option meetings 6+
- Day trip confidence relatively steady

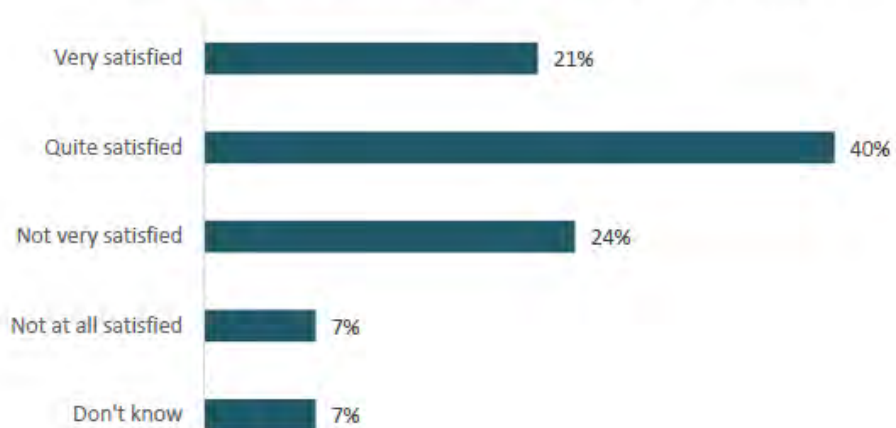
Visitor perception

- Evidence suggests there might be a perceived problem with transport links and connectivity
- There has been a shift in the composition of visitors. Young families are dominant in recent visitors. (previously older couples)
- The results showed that London residents were most likely to visit cultural venues and museums, attend events and participate in walking and cycling
- Need to promote there is lots to do in Essex
- Previous visitors are most likely to use social media and non visitors most likely to use search engines, review sites and tourism websites
- 64% of non visitors would consider Essex as a destination
- Once someone visits Essex they are converted

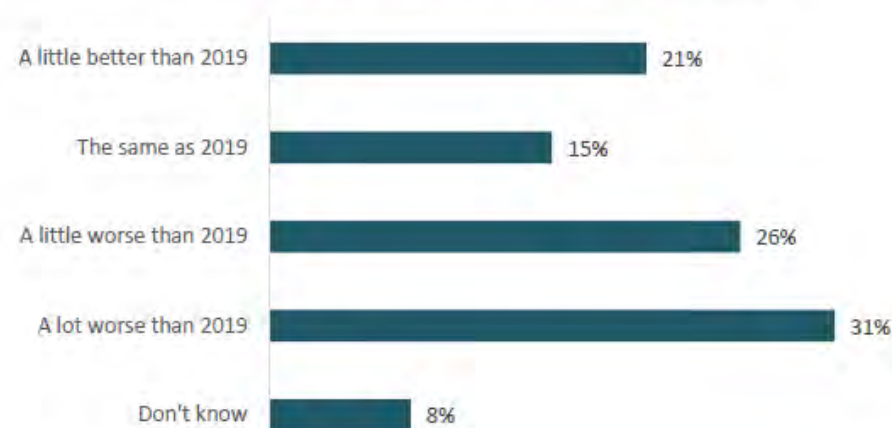
Business barometer

- The effects of COVID meant that 21% of businesses endured losses of up to 20%, 46% of businesses received a loss of 60%, 21% suffered losses of 80% or over.
- Until may only 38% were satisfied with trading with 18% not very satisfied and 46% not satisfied at all
- Looking at the recent summer trade 61% said they were satisfied with performance, and 31% were not satisfied
- 21% said that they have done better then they did in 2019, 41% said they wil be about the same as 2019 and 31% said they will be a lot worse that they were in 2019.

Satisfaction with business performance so far this year



Predictions for 2021 - Business performance to be...



What we have been up to

- Launched coastal, GGT, domestic, Locals and Big weekend campaigns
- 350 press articles
- Hosted 3 Online member events and 8 training events
- Helped tourism businesses access funding
- Was part of the COVID recovery board
- Hosted 16 Press trips
- Developed a new website and increased traffic b 63%
- Increased social media following by 12% since April
- Retained 97% of our members
- Weekly slot on BBC Essex
- Won three awards for the This is Essex campaign
- Launched tourism awards
- Featured on This Morning, BBC Breakfast



written by Rupert Parker | Jul 20, 2021



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But you can trust Exchange and Mart to help you find your next one.

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Celebrate the wonders of our Essex coastline

Campaign aims to get people challenging their image of county

By George King

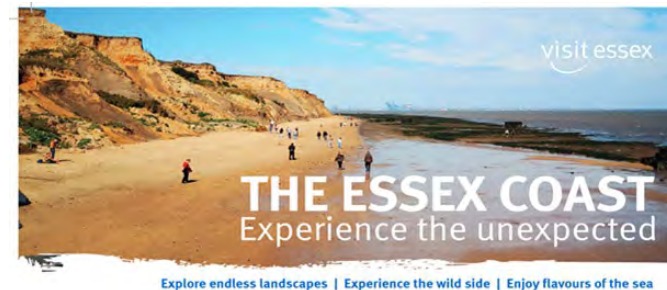
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Pubs behind the bank holiday boost

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The Essex Coast

- Launch event on TV
- Microsite
- Competitions
- **Film**
- Digital marketing
- Print advertising
- Press and PR
- Go Jauntly app



Gourmet Garden Trails

- Microsite
- Travel trade
- New itineraries
- Bookable experiences
- Press trips



Break away from the crowds

Heart radio

London outdoor screens

London underground

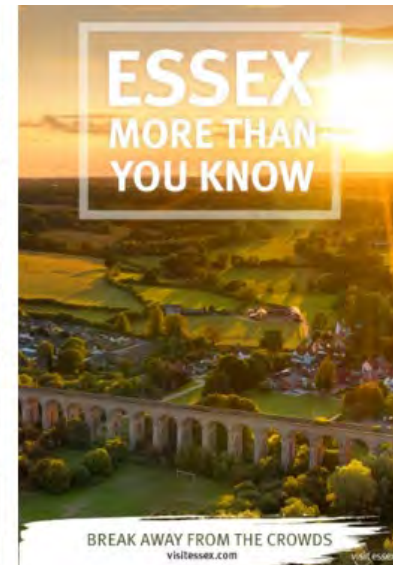
London planner

Press and pr campaign

influencers

Digital campaign

Greater Anglian TV ad



Make memories close to home

Heart radio

Radio Essex

Weekly slot on BBC Essex

Primary Times

Digital campaign

Bus streetliners

Foodie Festival

Big weekend



ESSEX
BIGGER WEEKEND™

18th September to 17th October 2021

Make memories close to home



Harlow Island



Audley End



Essex Outdoors

Go to
visit essex
.com

to inspire your special moments this summer

LOVE.
LOCAL

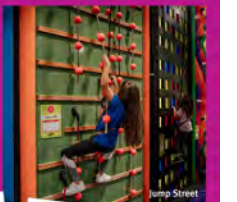
Make memories close to home



Walsingham Hall



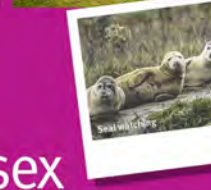
Audley End House and Gardens



Jump Street



Small Woodhouse



Essex Outdoors

visit **essex**
.com

to inspire your special moments
this Autumn

LOVE.
LOCAL

What's next

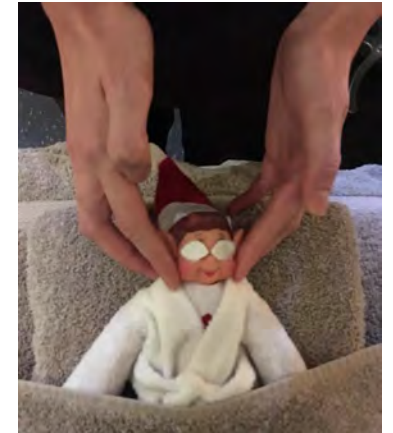
Autumn/Winter 2021

- Digital marketing campaign
- Autumn/winter photography
- Christmas 12 days
- Christmas, Elf on shelf
- Press and PR activity
- Website
- Newsletter



What we need

- Photos
- Competition prizes
- Elf photos
- Information on:
 - Christmas parties
 - Christmas events
 - Christmas lunches/meals
 - Christmas shopping
 - Treat yourself
 - Winter walks



2022 campaigns

- Domestic
- Locals
- This is Essex (marketing Essex)
- Food and Drink
- Group travel



Escape to Essex

Make memories
Find yourself
There's more than you think

Activity

- Sky TV ad
- Digital campaign
- Website, itineraries, competition, blog and newsletter
- Press and influencers (pr and press trips)
- London underground advertising

Get involved

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

Make memories close to home

- Digital campaign
- Influencers
- Press and PR
- BBC Essex
- Digital screen advertising
- Third parties
- Big weekend

Get involved

- Update event listings
- Big weekend
- Share messaging

Essex Food and drink

- New film
- Digital campaign
- Press and PR
- Food festivals
- National afternoon tea day
- English Wine week
- Website- itineraries, newsletter
- Local produce initiative (training workshops and
- Virtual tours
- Help Essex buy local
- Click it local

Get involved

- Work with local producers
- Promote your local produce credentials
- Engage with influencers
- Send us images and content



This is Essex

- New logos
- Secret Essex Instagram campaign
- In the footsteps of a local
- Section on website
- Vox pops and quotes
- Digital marketing



THIS IS ESSEX
EXTRAORDINARY PEOPLE

Group travel

- Excursions
- Press releases
- Familiarisation trips
- Incentive offers

EXCURSIONSTM
— 2022



Digital activity

- Website
 - Social media and google ads
 - Newsletter
 - Blog
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- Update your entry on website
 - Share our socials
 - Share videos
 - Welcome influencers
 - Use third party sites like viator and Air bnb experiences
 - TXGB booking platform
 - Photos with people in

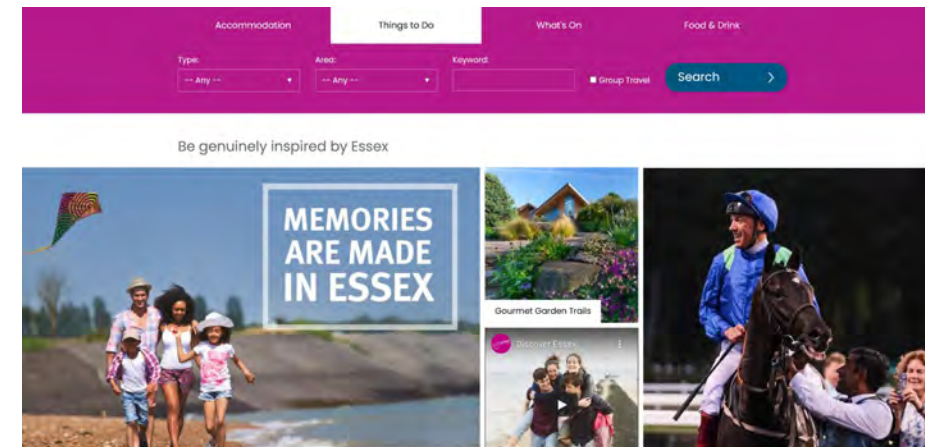


Photo examples



Photo examples



VisitEngland PR requests

- What's new (openings, experiences, events)
- Key anniversaries
- Events - Queens jubilee, easter, mothers day etc (particularly bookable products and experiences)
- Sustainable tourism stories
- New film and TV tie ins and links to high profiles people
- National days and calendar days

Current trends



Business support

- Business barometer and research requests
- Training courses
- Certificate, sticker and Visit Essex logo
- Facebook and linked in
- Essex tourism knowledge hub
- Revive funding



Revi-VE

Revive the Visitor Economy Fund

What is the fund?

- A programme of grant funding will inject small visitor economy businesses with the financial investment they need to innovate and adapt to the changed market conditions and build resilience in the sector.
- Funding of between £1,000 – £3,000 per project (1 per business) providing grants for 22 businesses in Essex
- The grants will cover 100% of the costs and no match funding is required.
- Part of a wider package of COVID-19 Recovery programmes, funded by the South East Local Enterprise Partnership (SELEP), investing directly in those areas across the South East most affected by the pandemic.
- Application process opens Thursday 21st October 10am until Friday 22nd October 5pm, first come first served basis

Revi-VE

Revive the Visitor Economy Fund

What can be funded?

- Online booking software
- Equipment or investment needed to deliver a new visitor experience that responds to a new trend
- Investment in outdoor spaces to increase capacity or offer all-weather areas
- Technology for contactless check-in
- Equipment to deliver hybrid events
- Creation of virtual tours or venue show-rounds

A final reminder

- **Update your website entries and photos**
- **Add events to website**
- **Tell us what you are up to**
- Support our campaigns on social media, newsletters
- Take part in accommodation survey and business barometer
- Send us your photos with people
- Excursions
- Revive Funding
- Sign up to Essex knowhow

The Visit Essex team

- Lisa Bone Tourism and Place Marketing Manager
- Catherine Harrison Marketing Officer
- Suzanne Rose Digital Marketing Officer
- Cheryl Owen Membership Officer
- Anna Boon Tourism officer

Visit Essex Member Event

Lisa Bone