

Visit Essex

Lisa Bone



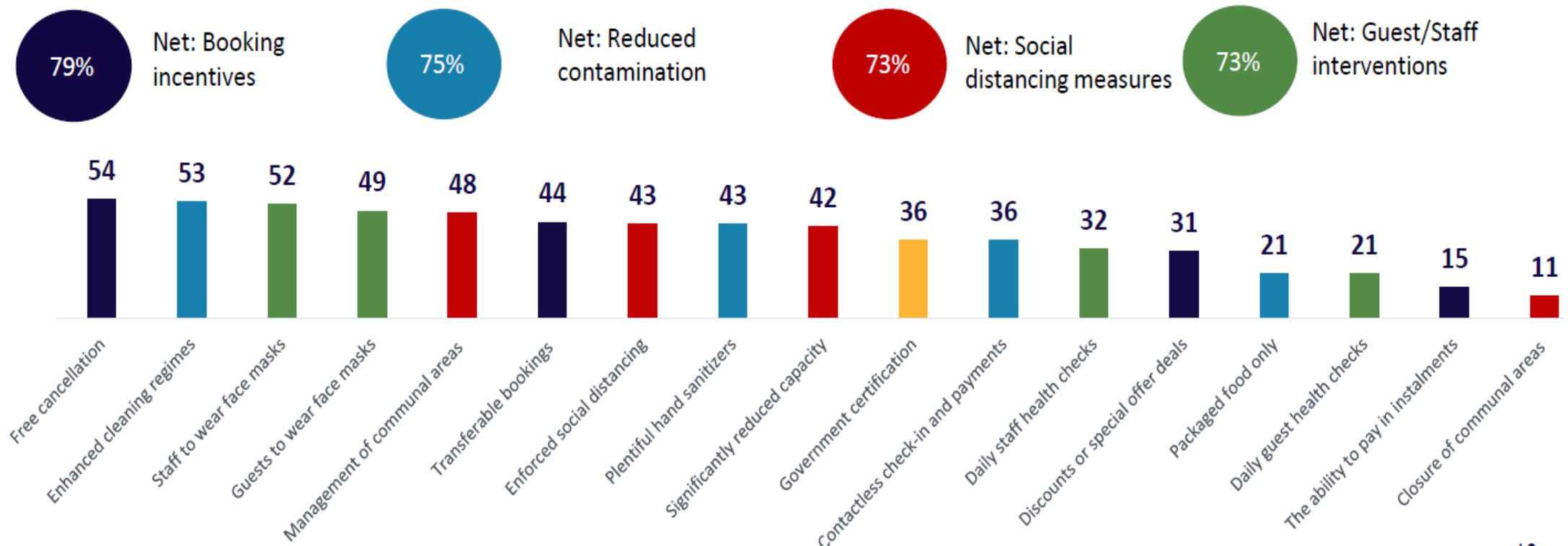
Latest research

- Average mood is declining and the lowest it has been since May
- 61% believe the worst is still to come down from 37% in June and only 5% think the worst is over
- 38% think life will return to normal by July
- 15% took a break over Autumn however 20% had intended to
- Confidence in overnight stays doesn't pick up until April
- 37% do not intend on taking any breaks, 30% in the spring/ summer
- Countryside or village remains top place to visit and hotels/motels/Inns

Conditions essential to stay in accommodation in next few months

- At an overall level, 'booking incentives' receive the highest share of mentions, driven by 'free cancellation' being the leading single condition considered essential for accommodation providers to have in place.
- As might be expected, cleaning and hygiene factors also feature strongly, while the wearing of masks (for both guests and staff) are becoming more frequently cited compared to earlier waves of this study.

Conditions that are essential for a stay in accommodation, Percentage and Net Percentages Wave 18, UK



Consumer trends

- Healthy lifestyle
- Online videos
- Online shopping
- Nostalgia
- Familiarity
- Support local
- Virtual everything



Recent activity

- Sector support funding
- EasyJet promotion
- Press trips
- This is Essex campaign
- Great Days out, close to home campaign



THIS IS ESSEX
EXTRAORDINARY PEOPLE

visit **essex**
.com



easyJet TRAVELLER

Inspirations All destinations

easyJet

Have a Experience the unexpected in Essex.

Experience the unexpected in Essex

IF YOU'RE LOOKING FOR A SHORT BREAK AWAY FROM THE EVERYDAY THAT'S ALSO JUST A SHORT HOP FROM LONDON, LOOK NO FURTHER THAN THIS COLOURFUL COUNTY. HERE'S A FEW REASONS WHY ESSEX APPEALS.

✈ Book flights

🌟 Book holidays

A large photograph of a coastal scene at sunset. A lighthouse sits atop a cliff on the right, with waves crashing at the base. The sky is a mix of orange, pink, and blue.

Why Essex should be your next UK holiday

UK ► UK politics Education Media Society Law Scotland Wales Northern Ireland

Essex

This article is more than 1 month old

Essex stars help tourist board challenge stereotype

Visit Essex makes light of television narrative to focus on nature reserves and seal watching

Caroline Davies

Wed 19 Oct 2020 14:11 GMT

69



Eat Your Way Around Essex

Rojo is your cat and take in the sights, sounds and tastes of Essex

Written by Emma Kennedy

The reputation of Essex is long and varied, and it should be to your advantage. There's no doubt that Essex is a county with a rich history, and it's one that's been well-served by its coastal location. It's a county that's been well-served by its coastal location. It's a county that's been well-served by its coastal location.

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If you're looking for a holiday with a difference, Essex is the place for you. It's a county that's been well-served by its coastal location. It's a county that's been well-served by its coastal location. It's a county that's been well-served by its coastal location.

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NATIONAL GEOGRAPHIC

The global spread of the coronavirus has disrupted travel. Stay up to date on the science behind the outbreak →



TRAVEL | BEST OF THE WORLD

Destinations on the rise for 2021

25 amazing places to inspire future journeys and remind us why we love to travel



Can you really keep travelling with a child in tow?

HOME JOURNALIST HOW TO DO IT PARAPHERALLIA CONTACT ME

WEEKEND IN ESSEX WITH KIDS – EXPLORING SAFFRON WALDEN

8th October 2020

Your email address

What would you like to receive

Travel > UK

Maritime madness, seal watching and Mayflower connections: Why Harwich is so much more than the gateway to Holland

As the plucky Essex town gears up for the Mayflower400 celebrations, it's worth shouting about its own unique history, says **Martin Dunford**

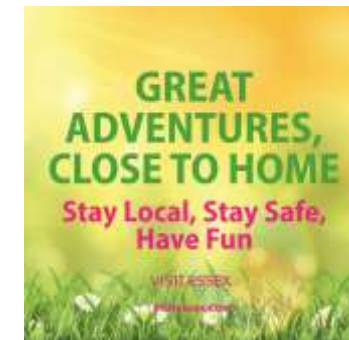


December activity

- 10 years of Visit Essex/ 10 days Christmas giveaway



- Great days out close to home



December content

- **TIER 3/lockdown**

- Gift ideas/ online sales (vouchers, wine)
- Food recipes/ film demos
- Online activities- pantos
- Online Christmas parties
- Winter walks places to get a take-away

- **TIER 2**

- Places to eat outside with facilities – groups of friends
- Family meals and days out
- Shop in town centres, Christmas markets
- Places to go for Christmas activity with own household

- **TIER 1**

- Christmas events and activities
- Restaurants to meet up with friends
- Night away in new year

New Year Content

Jan

What's new

New year resolutions

Winter walks

Things you can only do at this time of year

Blue Monday

Feb

Valentines

Half term

March

Mothers day

Easter



Discover the unexpected

Audience: Locals- families, empty nesters (great days out)
London – families (activity seekers, wild lovers)
Young professionals (conessiuers, trend setters, activity lovers)
Slow pacers

Tactics: films, photography, digital, advertising, PR, content & itineraries, ambassadors)

Big weekend

Training, toolkit



Key messages

- Challenging perceptions (awareness raising)
 - There is more to Essex than you think
 - County of hidden gems, discover the unexpected
 - Discover the real Essex
- Explore, **experience** and enjoy
- All year round destination
- Visit for a short break
- Plenty of open space and things to do outdoors, keep away from crowds
- Protect, respect and enjoy
- Support local
- On your doorstep



The Essex coast, Experience the unexpected

The Essex coast: experience the unexpected

Explore, Experience, Enjoy

- Explore the endless landscapes
- Experience the wild side of Essex (experiences in natural environments)
- Enjoy the flavours of the sea

Audience: London, locals – (family, history, luxury, wildlife and activity)

Messages: There is much more to the Essex coast than you thought

- It doesn't have to be summer to enjoy the Essex coastline
- We have one of longest and most diverse coastlines

Tactics: Themed itineraries/trails, video, photography, digital marketing, press and buying, hoppla buses, PR



VisitEngland

- Escape the Everyday – Festive fun, learn more, food and drink
- Virtual experiences
- Virtual classes
- We're good to go

- Sign up to their webinars
- Business support hub

COVID-19 Business Support

Visit the Business
Advice Hub

[CLICK HERE](#)

VisitEngland 

Use research and feedback

- -Do research and listen to your customers
- Use twitter and google trends
- Highlight positive reviews
- Use research to understand touch points and match them
- Test concepts with existing customers
- Use VisitEngland's research



Helpful tips

- Make sure you are agile and flexible
 - Stay authentic
 - Use people to tell your story/give your business a face
 - Make sure you have a clear call to action and develop a distribution plan
 - Create content with others, that provides solutions and answers
 - Ensure channels showcase measures in place
 - Keep online presence up
-
- Provide content to Visit Essex and VisitEngland
 - Update your website entry, review imagery
 - Sign up to TXGB

Ways to adapt

Could you:

- Try new things, consider new audiences, adapt product
- Offer online festive experiences e.g. make your own kits, virtual cookery classes
- Could you collaborate with other businesses e.g. takeaway food with local brewery
- Offer Christmas gift suggestions for post lockdown
- Can you offer virtual ways to experience your attraction/business

Sources of information

- Visit Essex newsletter, Facebook group and linked in
- VisitEngland, newsletter and business hub
- Essex county council, website and COVID 19 response team
- VisitEngland FREE webinars
- BEST business briefing 25 Nov

