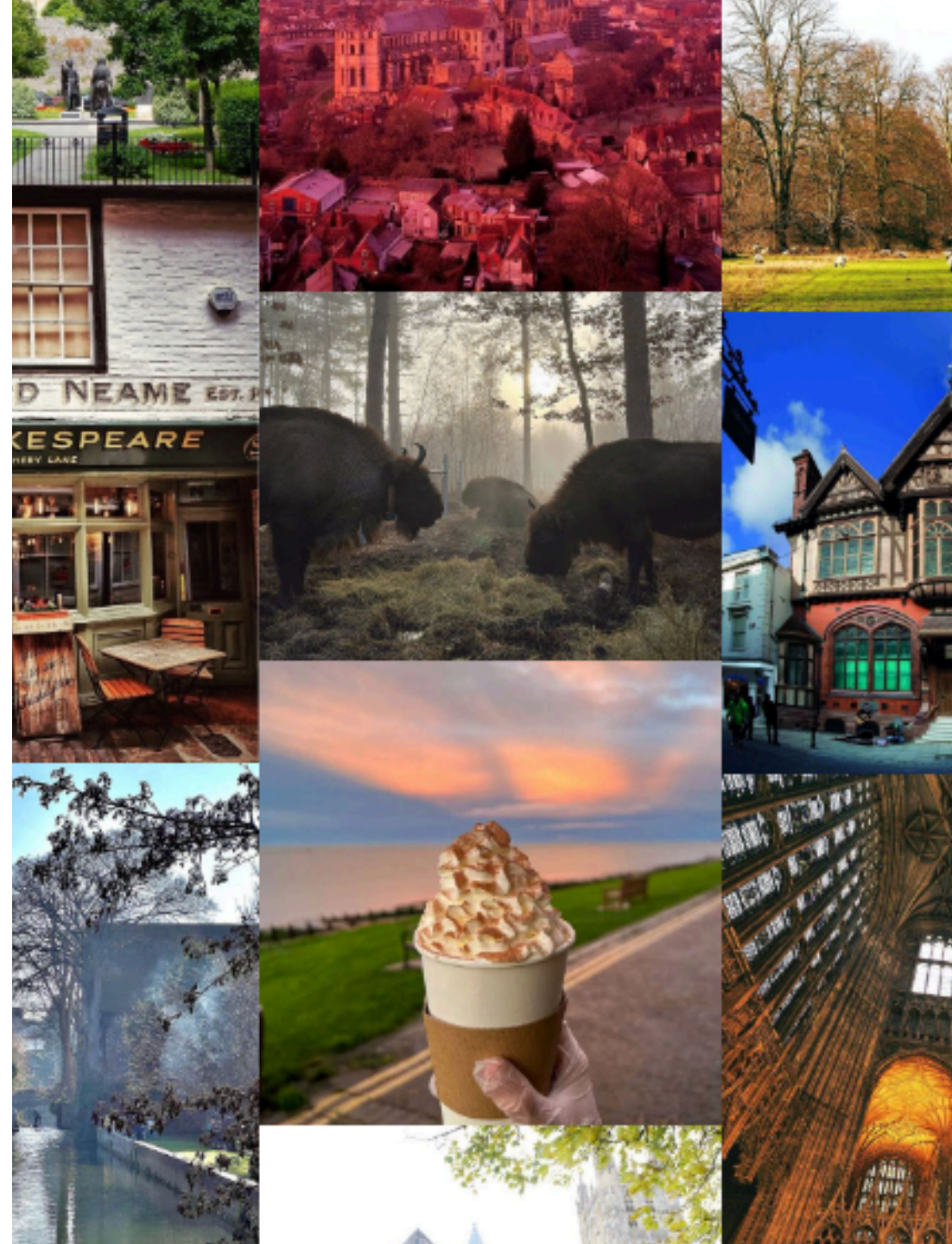


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Ops Report 2023

- Year 1 Summary
- Visit Canterbury Website figures
- It's In Our Nature Campaign summary
- Christmas Campaign summary
- Coastal Towns: Content Creators Roles
- Whitstable and Tankerton Report
- Herne Bay Report



visit CANTERBURY

2023 in Review



The new model for delivering Visit Canterbury brings together the local knowledge of Canterbury BID, the destination management expertise of Visit Kent and the support of Canterbury City Council as a founding partner.

Visit Canterbury is managed by Canterbury BID with oversight from a new Consortium which also includes Canterbury Cathedral, Canterbury Christ Church University, The Marlowe, Stagecoach, Southeastern and the University of Kent. We intend to grow the Consortium over the next year to include representatives from across the District. The new platform launched in November 2022 and the consortium first met in March 2023.

Visit Canterbury provides a dedicated presence for Canterbury, Whitstable, Herne Bay and the villages and rural areas across the district, improving the appeal of our district among visitors, students, investors and residents. By using a Visit Kent web platform and working with them on campaigns, we are also able to inspire wider audiences through county-wide activity and by amplifying messages through press and travel trade channels.

The Canterbury Consortium met three times in 2023, to work on Visit Canterbury's new strategy, terms of reference, campaigns, reporting and more: 30 March 2023 | 17 July 2023 | 22 November 2023.



Visit Canterbury website traffic

Jan: 9,300 organic visitors pm (33,000 with referrals)

Dec: 29,436 organic visitors pm (48,267 with referrals)

SEO - Google searches, and organic search results continue to rise. Aug & Sept were the best months for traffic.

Bounce Rate - Overall bounce rate has dropped from 70% to 56%.

Events submissions - Increased significantly, and this section remains one of the most popular pages on the website.

Social Media - Significant rise across channels in 2023 including +3,900 Instagram more followers (19,000 followers total) and launching a fledgling TikTok account that is also driving more visitors to the website.

eNewsletter Launch - We have grown our own e-newsletter audience to more than 4,000 subscribers.



International Trade - Visit Canterbury has attended seminars with Visit Kent, with 2 new tour operators pursuing new packages to include Canterbury with the VK trade team.

Press - Canterbury has appeared in The Guardian, The Sun, Muddy Stilettos, Readers Digest, Secret London, British Heritage Travel as a great place to visit.

Map Pads - 50+ printed black and white map pads have been circulated to accommodation providers.

Accommodation Provider Meetings - have been reinstated and will continue at least twice per year

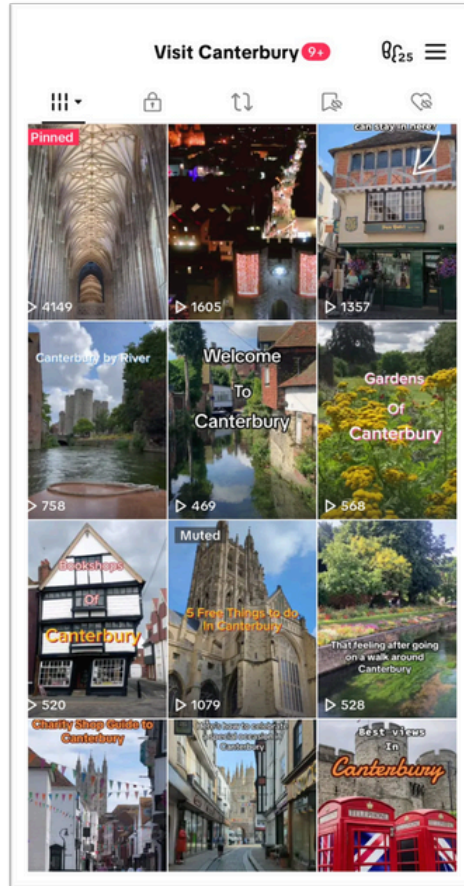
Visit Canterbury Posters - installed in Park and Ride waiting areas and the poster site at Canterbury Coach Park

Invested in summer and Christmas campaigns - full reports are available further through this document.

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Digital Platforms

2023



Website Visitors

Organic visitors: 254,933
(additional referral visitors: 518,018)

90% in UK, then USA, Germany, France,
Netherlands, Canada, Belgium.

France longest dwell time (2.27min),
then Canada, Germany, Belgium.

Largest UK audience is London (approx.
40% with 1m dwell) then Canterbury
(1.26min dwell) Birmingham, and
Wolverhampton.

Content views

1,031,883 page views
(incl. 433,141 page views of
homepage)

Most Popular Pages

See and do
Find events

Instagram

Followers 18,894
Reach 239,893
Impressions 1,272,256
Engagements 85,458

TikTok

373 followers
17 videos, 933 likes
Top video 4,149 views

Facebook

Followers 10,027
Engagements 12,890
Reach 284,714

Visit Canterbury newsletter

Database: 3,287 subscribers
Av open rate: 26%
Click through rate: 5.2%

It's in our Nature

Visit Kent Campaign 2023



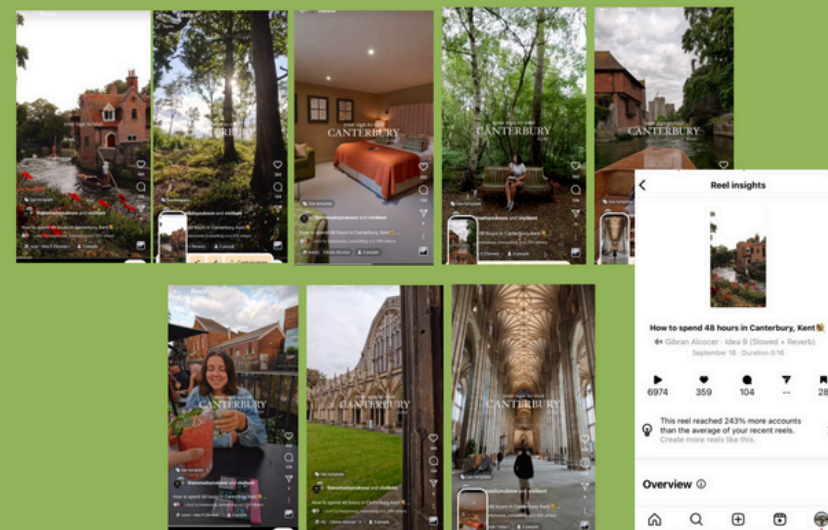
Visit Kent Digital Campaign

Clicks: **89,274**
Impressions: **1.45m**
Link Clicks: **32,363**



Nomads You Know

Summer Visit
Instagram: 7,459 plays
TikTok: 25.1k plays
Mathilde Winter Visit
TBC



Dedicated Canterbury Digital Campaign

Clicks: **8,013**
Impressions: **137,676**
Reach: **76,738**
IION dedicated page for Canterbury: **3,477**



IION Competition

Entries **20,990**
Emails: **3,598**
Webpage views: **21k**



Additional Activities

- District Photoshoot
- LeShuttle Website Blog
- LeShuttle Competiton
- UKinbound Newsletter
- IFTM TopResa representation
- Visit Britain Sales Webinar
- VK Trade eNewsletter



Canterbury's Christmas campaign



Social Media

Visit Canterbury: **281,717**
MyCanterbury/BID: **250,452**
eNewsletters: **44,926**



Heart FM
1,812,000
Smooth FM
863,000



Website Page Visits

MyCanterbury / BID: **34,328**
Visit Canterbury: **192,141**



Christmas Guide
& Trail Map
24,000
Digital Guide
1,727



DAX

Digital
advertising
241,741



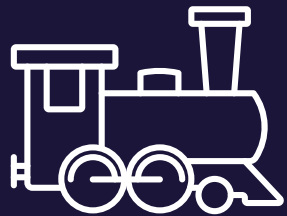
Buses

Stagecoach and
Park & Ride
Super Side
Bus Rear
4,996,662



Visit Kent

Influencer Visit
29,000
Digital Comp.
28,845



Hornby Trail

1,300 prizes collected
equating to **6,500**
trail visits



Advertising

Kentish Gazette - **87,627**
'Cene - **7,573**
Marlowe Theatre - **5,000**
Muddy Stiletto: **21,000**



Footfall

Increased by
7.3% compared to 2022

Total Reach: 22,008,441

117% increase on 2022

Cost of campaign per impression: **£0.001**

Southeastern

53 posters x in
48 locations
13,244,779
& solus email
88,969

Coastal Content Coordinators

Herne Bay - Jo Wynn-Carter | Whitstable & Tankerson - Debbie Green
Reporting to - Rachel Pilard and Sinead Hanna



Responsibilities:

The Coastal Content Coordinators ensure Visit Canterbury's content is marketing Whitstable, Tankerton and Herne Bay to their full potential with fresh materials. They are the main point of contact for businesses and assist them in feeding through content to inform the website's 'What's On' section, business listings, travel details, and news from the district.

They also continue to populate the local Facebook and Instagram pages: Buy on the Bay and Shop by the Sea. This helps increase engagement with the businesses and provides additional marketing support. The Coordinators use direct-to-site forms for content uploads and meet the Content Manager monthly to share intel. They spend one day per month in the towns in order to do the following:

1. **To scope new businesses**, speak to the owner to find out their plans, aims and story, take images to use for the uploads and also to use on social media and to forward to Visit Canterbury.
2. **To find out what issues businesses are having**, to listen and give support, to sign-post where possible and to bring businesses together, to ensure businesses are aware of Visit Canterbury and the benefits
3. **To capture seasonal photographs** and videos of the towns and events
4. **To ensure continued relationships** with key stakeholders from the RHSS and Welcome Back Fund project.
5. **To get ideas for blogs** and then capture the images and details to ensure the most up to date and correct content.
6. To ensure that the businesses have the **link to upload their events to Visit Canterbury.**

Whitstable & Tankerton 2023

Officer Report - Debbie Green

Content writing (blogs)

Autumn & Winter staycations
Winter warmers in Whitstable
VC Blogs also shared within the traders WhatsApp groups and on social channels.

Business Feedback

*There was disappointment from the town when the Welcome Back fund contract ended that they would lose the connection with Canterbury as a district. Although we remained as a link for a further year this was purely as a separate entity to work on the social media so **the connection back with Visit Canterbury and the BID team since March 23 has been incredibly fruitful bringing the district back together.** The Blogs championing the towns are really appreciated and working as a team again helps us all to share issues, good news and discuss opportunities to celebrate the district through Visit Canterbury.*

Website Business Listings

Uploaded 84 Shopping and Eating businesses to Visit Canterbury in 2023.



New Openings in 2023

- Morelli's Gelato
- Alleyway Espresso
- No 1 Whitstable
- The Pantry
- Ark Music & Coffee
- Carol's Wines of Whitstable
- The English Wine Room
- Fuchsia Green – new premises into High St
- Nip & Cluck
- Dre's Caribbean Kitchen
- Whitstable Café
- Bears Ice Cream Imaginarium
- The Kitchen Whitstable – new owners
- 35 Tankerton Circus



Whitstable & Tankerton 2023

Officer Report - Debbie Green

Social Media

@shopbythesea

Facebook Followers: 2.8k

Instagram Followers: 2.2k



Activity Highlights

Small Business Saturday - Whitstable was chosen as one of the towns to include on their roadshow. This included many businesses being interviewed. Debbie was also interviewed about her role supporting the town, this was shared on The Small Biz Instagram page.

The Artisan Markets in Tankerton have been growing thanks to the gazebos provided through the Welcome Back Fund. Debbie continues to promote them through social media

Whitstable Castle received funding in 2022 to light up the castle for Christmas, and thanks to Debbie's support, decided to repeat for 2023. From the same funding pot via Canterbury City Council she was also able to assist with the organisation of **Christmas Lights** in Tankerton & Whitstable. Debbie still remains involved with the **Talk of Tankerton** with any issues that she can provide support for.

Business Feedback

Issues for year ahead: Parking Charge increase / Restrictions in bus service / Train Strikes / Sewage

Opportunities: *The most amazing aspect of Whitstable is the rise of new businesses and the resilience of the existing businesses that have suffered through the pandemic and current economic pressures. I have on more than one occasion been the shoulder when a business owner has been on the verge of giving up but we have talked through options and I am proud to say they have come through, with changes that have worked.*



Herne Bay 2023

Officer Report - Jo Wynn-Carter



Website Event Listings

Jo has uploaded 60+ events to Visit Canterbury in 2023.

Business Support activities

- Promotion of new business in the Bay
- Weekends in Herne Bay - A Reel to promote what Herne Bay has to offer
- Promotion of Herne Bay Christmas Light Switch on, the 9 November 2023
- Reel created to promote County Clothes Herne Bay opening in Herne Bay, generating over 2,000 views
- Blog created for Visit Canterbury collating all the Christmas Activities and events in Herne Bay and gift buying inspiration
- Reel created to promote the arrival of Herne Bay Deli, generating 4,000 view.

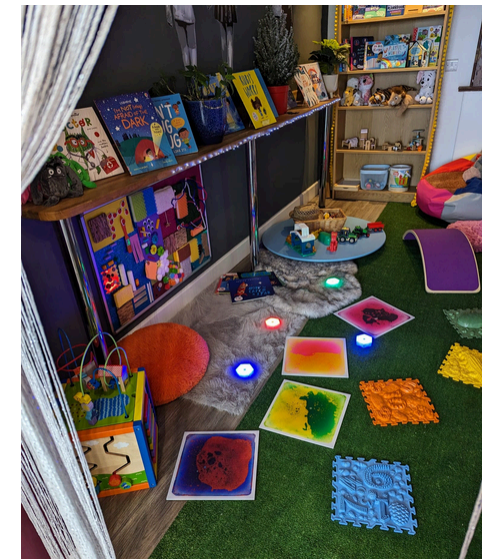
Social Media @buyinthebay

Facebook Followers: 2.9k (gained 264 in 2023)

Instagram Followers: 2.7k (gained 210 in 2023)

New Openings in 2023

- Crystal Mays Gift Shop
- The Yard, Sea Street
- The Book House, William Street
- County Clothes, Menswear, William Street
- Herne Bay Deli, High Street
- Zest Homes, High Street



Herne Bay 2023

Officer Report - Jo Wynn-Carter

Activity Highlights

- Jo regularly attends the Herne Bay business meetings each month at Kavanagh Cinema attended by businesses and community groups. The meetings allow her to discover events and liaise with businesses.
- Jo supported Sinead Hanna to organise a press trip to Herne Bay.
- Jo attended the Herne Bay Christmas Lights switch on to promote the event and visit businesses.

Business Feedback

Businesses have appreciated being part of VC and seeing the direct benefit of promoting their events on the what's on page. I'm continuing to promote this across social media to encourage businesses to upload and where they are not and I see the opportunity I am uploading for them to show for the next time. I am also adding the link to social media stories and on the main social media links.

Message from The Pier Ceylon in December

"Thank you for all your help, support and sharing too - an asset to Herne Bay businesses."



visit CANTERBURY

Thank you to the consortium for your continued support.

