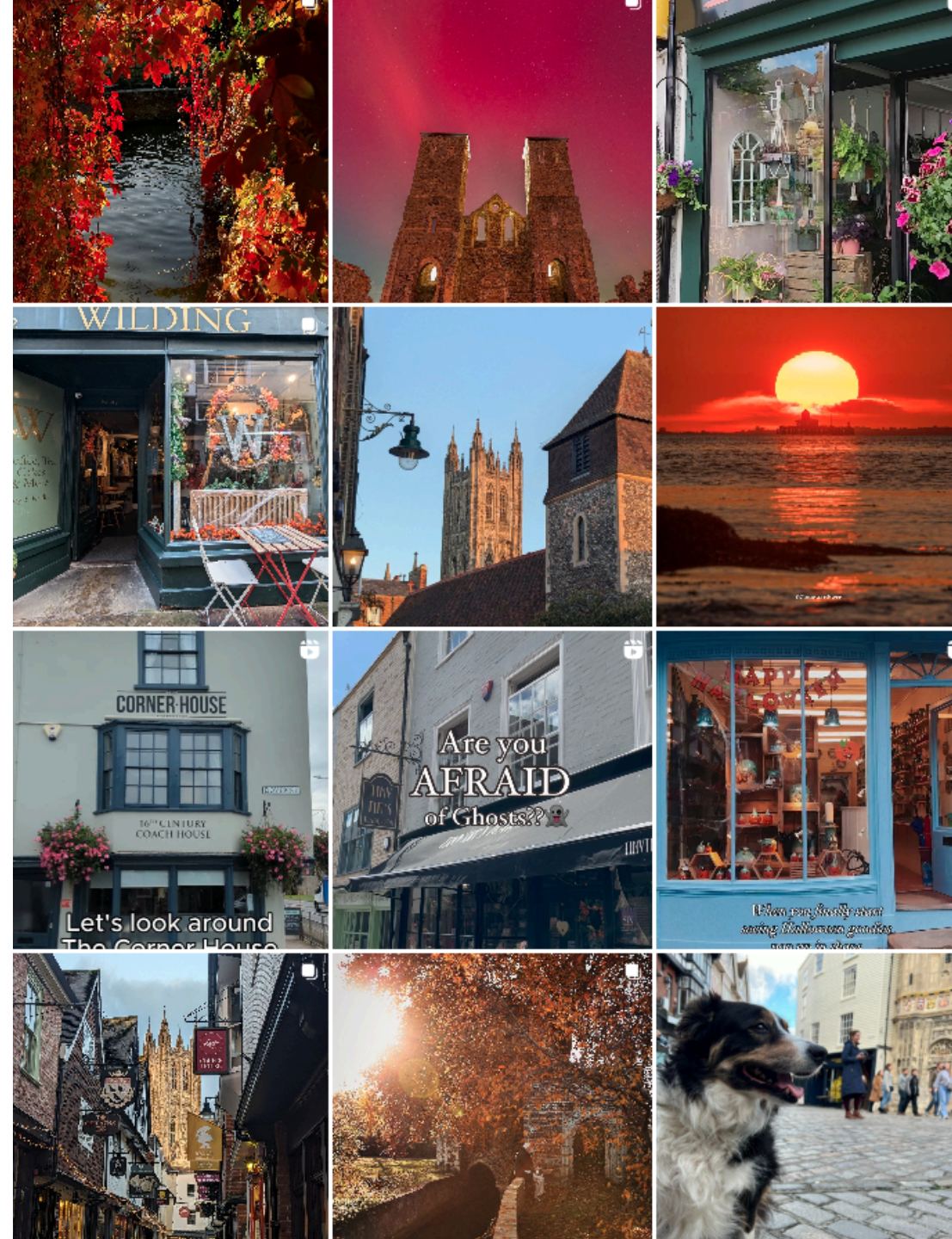


visit **CANTERBURY**

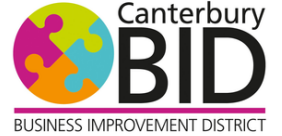
Ops Report June - Dec 2024

- Visit Canterbury Seasonal Review
- Visit Canterbury Impact Figures
- Whitstable and Tankerton Report
- Herne Bay Report
- Canterbury Christmas Campaign Impact Figures



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June - Dec 2024 in Review



Over the last year Visit Canterbury's website has seen organic visitors increase by 39%, Facebook followers increased by 604, Instagram followers by 2,049 and eNewsletter mailing list by 1,800.

Summer: Visit Canterbury launched a guest blog series with features written by local business owners describing their favourite things to do. This included content created by Happy & Glorious (retail in Canterbury), The Foundry (Canterbury), The West End (Finally) Canoe Wild (Grove Ferry) and Simpson Vinyard (Barham).

We continued to build collaborative posts with businesses and influencers and promoted lots of events through What's On pages with a particularly large number of Herne Bay events over the summer.

July saw the highest website traffic of the year (90k), with a huge spike in WiFi sign-ups indicating a large footfall in Canterbury. August had the 2nd highest organic traffic and searches to the site at 42,004 visits. Overall website traffic has gone up 80% YOY, and summer saw an average of 40,000 non-referral visitors a month (i.e. excluding the WiFi referrals).

The best performing posts on social media included a new reel on how to explore the city by boat (11k plays), a reposted reel on Canterbury as the perfect day trip from London, and aerial shots of the city. An image of the 'Drink Local' mural in Whitstable did very well on Facebook.

Autumn: Searches for 'Christmas market' shot up in autumn and entered the top 3 search terms and was in the top 5 page views. This confirms why having Christmas content on the website as early as August is beneficial to views.

Reels on Instagram had particularly high impact, with an atmospheric video of Canterbury in October scoring the highest views (21k) of the year for our own content, and a preview reel of The Ivy opening resulting in a spike in website visits.

For the Christmas period, Visit Canterbury switched its online profile to heavily promote Christmas events and atmosphere. Primary focus was the Christmas market and its new locations, the festive light switch on, the Bagpuss & Bear Window Trail and partner activities, as well as sharing information on the coast and countryside.

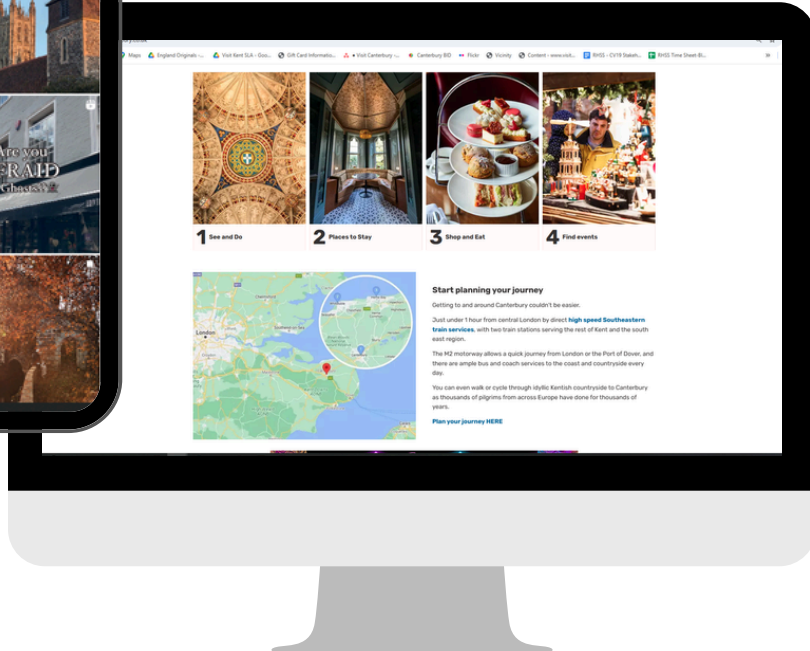
Website saw significant traffic with 129,155 visitors including 56,773 organic searches, a considerable rise on 2023 figures. Christmas Homepage views: 82,929. Visitors spiked on 15th Nov for the festive lights parade. The Christmas Market Page had 17,134 visits,

Throughout the 6 months we continued to find ways of increasing the **eNewsletter sign ups** by getting involved with Visit Kent Summer and Winter giveaways which have proven successful, increasing our mailing list from 6k to 7.8k subscribers receiving our monthly eNewsletters.

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Digital Platforms June - Dec 2024

Year on Year comparison for same period shown in brackets where available



Website Visitors

Total visitors: 529,191

Organic visitors: 218,428 (39%+ YoY)

90% in UK, then USA, Netherlands, France, Germany

Largest UK audience is London, then Canterbury, Milton Keynes, Wolverhampton, Norwich

Content views

923,316 page views (+33%)

(incl. 386,732 views of homepage)

Most Popular Pages

10 Things To Do Blog

Find events

See & Do

Foodie blog

Christmas Market Content

Instagram

Followers 21,237

Views/Impressions 673,104

Engagements 47,604

Facebook

Followers 10,633

Engagements 6,738

Reach 521,744

TikTok

1,066 followers

40k views

1,717 likes

99 comments

Visit Canterbury newsletter

Database: 7,804 subscribers

Av open rate: 23.5%

Click through rate: 3.2%

SEO - Top Google searches for Canterbury were things to do and Christmas Market.

Website Visitor Numbers for 2024

| January | February | March | April | May | June | July | August | Septemer | October | November | December |
|---------|----------|-------|-------|-------|-------|-------|--------|----------|---------|----------|----------|
| 42104 | 53195 | 69776 | 61617 | 83231 | 72623 | 90960 | 81034 | 76768 | 77083 | 75514 | 55209 |

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Reach - Over the last 6 months Visit Canterbury has received more than 2.1 million views and impressions across the website and social media. Views continue to grow.

Christmas 2024 - The Christmas market position in the Cathedral Precincts resulted in a big spike in visits to the website and high views for festive content. Searches for festive content began in September showing a key interested in building festive trips early autumn.

eNewsletter - summer competitions with Visit Kent and the increased Night Out Campaign, subscriptions have increased to 7,800+ over the last 6 months. A new schedule for visitor e-news is planned for 2025 with monthly outlooks and special content.

Accommodation - New offer to partners to create bespoke reels of their property and key rooms, with voiceover options and access to all raw footage.



Most successful social media content - June to Dec

REELS

- October of the city - 21,494 views
- The Ivy introduction - 17,403 views
- Explore Canterbury by Boat - 11,712 views
- Tour of ABode's Fabulous Suite - 10,580 views

IMAGES

- Xmas lights parade pics - 11,258 views
- Whitstable carousel winter evenings – 585 likes/10,716 views
- Reculver Tower sunset (user sub) - 9,315 views
- Buttermarket cosy pic - 513 likes FB
- Whitstable drink local mural - 167 likes FB

Inspirational Blog Series

- 24 hours in Canterbury
- Secret Gardens and Hidden Havens
- 7 Instagrammable Places
- Family fun & summer blogs for Whitstable and Herne Bay
- Community Kitchens focus
- Picnic Spots in the city and beyond
- Multiple Christmas Gift blogs for different businesses

Whitstable & Tankerton

Officer Report - Debbie Green

Content writing (blogs)

- Learn new skills with Workshops
- A weekend in Whitstable & Tankerton
- Family fun in Whitstable
- Cosy Cafes

Business Feedback

As always there are businesses doing well and those that are struggling, but on the whole the high street continues to renew and premises that have been empty for several years are now open as a new business or currently being developed. The businesses that have closed are all for retirement/health reasons or moving to new premises so Whitstable continues in a positive vein.

They are all very grateful for the connection with Visit Canterbury and the shares and promotions provided through Shop by the Sea Socials and the blogs and shares through to VC. The businesses that use the What's on Page to list their events have reached a wider area from their bookings but getting them to update is a constant part of my role to remind them. Whitstable Castle always make the most of the facility.

Parking fees continue to be the main concern for businesses especially in the evenings for hospitality. The free parking for the Christmas lights was much appreciated.

New Openings

Le Petit Cafe - formerly Whit Produce
Lazy Lobster formerly Prince Albert
Vinko - Wine Shop formerly Sal e Pepe
and Danu - formerly Duma
Amazing Grace - formerly Whit Lavender
The Pearl Shop - formerly Flory & Black
Empire - men's clothing
Rica's Bar & Kitchen



Whitstable & Tankerton Officer Report - Debbie Green

@Shopbythesea

Facebook Followers: 175 Reach 28.4K Visits 1.3K

Instagram Followers: 2.3k / 14K views 90 days

Whilst the Facebook followers are still low, the reach is extensive.

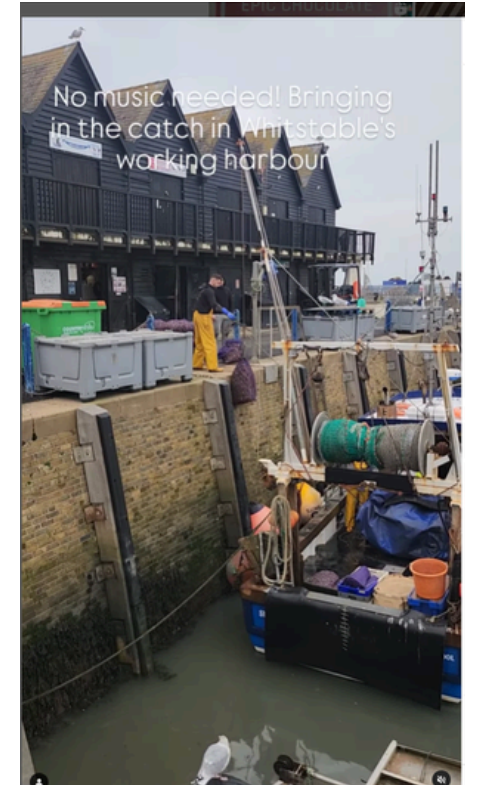


Activity Highlights

- Listings - focusing on pushing the businesses to increase their listings on VC
- Maintaining relationships with the stakeholders, these are the basis for what's the mood and needs in the towns
- Meeting the new businesses and their owners to explain VC & SBTS and answer questions and help put them in touch with other business owners in the town where they can collaborate
- Working on blog themes to promote all different aspects of the towns, then collecting content and creating to cover the widest range
- Meeting with our VC team for content ideas and support
- Covering the Christmas highlights and switch on

Business Concerns

Operating costs still rising , parking charges and reductions in public transport.



Popular reel of the harbour on SBTS

Herne Bay

Officer Report - Jo Wynn-Carter

Content Creation

Between June and December 2024 we built on the success of writing blogs and creating posts to promote local events and businesses, including the iconic Herne Bay Festival, Herne Bay Art Trail, Artists Open Houses, Half Term Fun in Herne Bay and our ever popular 24 Days of Christmas in the Bay which we have organised since 2019!

Business Support activities

- Liaison with new businesses in the Bay to support, encourage events to be added to Visit Canterbury and promote.
- Social Media support for the monthly Herne Bay Artisan Market that has continued to grow with their December market being the largest yet!
- Posts and reels and collaborations with East Kent Artists Open Houses and other Kent based organisations.
- Promotion of new business launches, anniversaries and other events and festivals.
- Promotion and collaboration with organisers of the Christmas Lights and shopping event
- Showcasing the amazing Christmas windows from the 1st-24th December through a daily post featuring a business.

Social Media



@buyintheBayhb

Instagram

Followers
2,883

View/Impressions

54,450k

Engagement

5,976

Facebook

Followers 3K
Likes 2.5K

Engagement

3,579

Reach

40,136



Herne Bay

Officer Report - Jo Wynn-Carter

Activity Highlights

- Jo continues to be part of the **Herne Bay business Community meetings** held at Kavanagh Cinema and attended by businesses and local community groups. The meetings allow her to discover what's on, liaise with businesses and encourage their input to Visit Canterbury and promotion of the platform.
- Jo has written a number of **blogs for Visit Canterbury** including 'Summer in the Bay' with inspiration for visits, 'Five Fab Things To Do in Herne Bay', 'October Half Term Fun', featuring ghostly themed adventures and spooktacular events.
- The success of **'24 Days of Christmas in the Bay'** and high engagement positively supported the town over the Christmas period, highlighting beautiful windows and product/services.

Business Feedback

Businesses continue to appreciate being part of Visit Canterbury and experience the direct benefit of promoting their events on the What's On page and the support they receive from the promotion of Herne Bay through the Visit Canterbury platform. I'm continuing to highlight events across social media to encourage more businesses to upload and raise awareness of their events to visitors. We have gained increased interaction with what we do. We regularly receive positive feedback and messages from businesses.

"The support we receive from BITB and VC is invaluable to us as a small independent business. Their engagement with our own social media substantially increases the reach and promotes our events, book launches and general news. It really makes a difference to us!" Thank -you.

Jacqui Delbaere, owner - Little Green Book Shop



Canterbury's Christmas Campaign

Reach in Numbers



Social Media

Visit Canterbury: **539,147**
MyCanterbury/BID: **340,879**
eNewsletters: **37,087**



Radio

Heart FM **1,665,000**
Smooth FM **949,000**
KMFM **34,210**



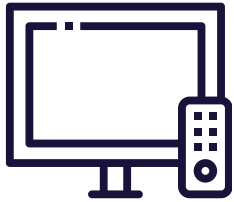
Website Page Visits

MyCanterbury / BID: **10,976**
Visit Canterbury: **221,428**



Print

Christmas Guide **72,000**
Christmas Flyers **4,000**



DAX

Digital Ad
368,439



Buses (estimate)

Stagecoach and
Park & Ride
4,996,662



Competitions:

Visit Kent:
27,742 entries
MyCanterbury:
657 entries



Bagpuss and Bear Trail

1526 prize sweets / **577** prize badges
75 competition entries
9,746 website impressions



Print Advertising

Kentish Gazette - **79,026**
'Cene - **26,573**
Marlowe Theatre - **51,055**
Muddy Stilettos - **247,830**
Canterbury Courier - **7,000**



Footfall

Canterbury received
9,016,163 visits between
Nov-Dec, a **6.5%**
increase on 2023

Total Reach: 31,447,561

(41% increase - 2023: 22,218,100)

Cost of campaign per impression: £0.00101

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