

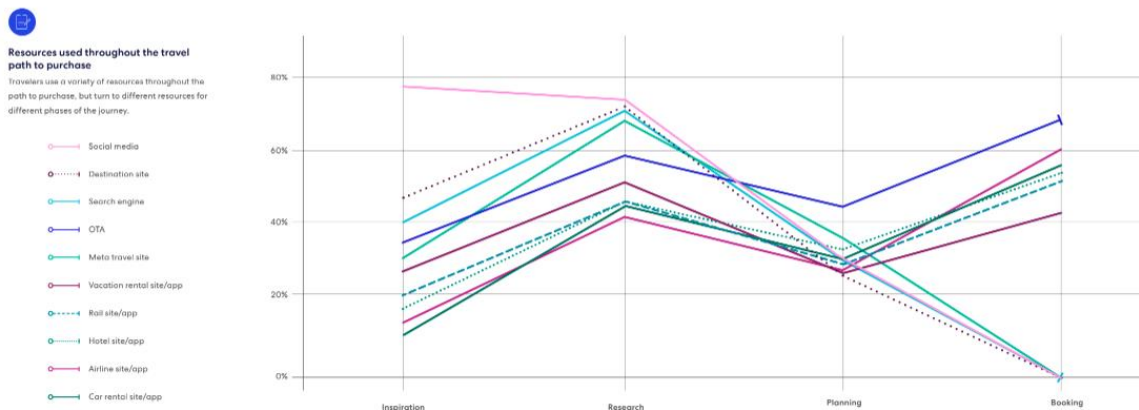
Sidmouth Town Council  
September 2024  
T&E Meeting

Visit Sidmouth update

The summer season has been tough for many businesses. The weather has been bad and therefore people have been travelling for day trips rather than overnight stays. The reports across Devon and Cornwall are that the sector was between 15 and 20% down.

People have little money and are bringing picnics, so they do not have to eat out and save money.

The average trip consideration window is now only 71 days, 2.5 months. Users spend 33 days on inspiration to travel and 38 days on research and planning to booking.



- Source Expedia Group

**Website in 2024**

The Visit Sidmouth website is continuing to change and evolve, and we have added a new content and updated functionality.

The webcams are continuing to perform well and to drive traffic to the rest of the pages across the site.

Membership is hard as business are strapped for cash and we added an update to the website in January to add a additional clickable link to members websites from the initial product search, this has seen an increase in referral traffic to members of 11.9% so far this year, as seen in the stats reports.

We have been discussing a Shop Local proposal with Hilary and we hope t be able to launch this across all 5 Coast and Country sites by Christmas 2024.

## **Town Map**

The 2024 Town Map is as popular as ever and we are well into selling the 2025 edition. We have some ideas on changes for next year and will be discussing these thoughts at our next TAG meeting.

## **Social Media**

I have attached a separate document for social media based on year on year growth across Facebook and Instagram. The Visit Sidmouth TikTok channel is growing rapidly with 504 likes and in excess of 3000 views on many videos added.

## **Summer campaign**

After struggling to get a video created for our Summer campaign we decided to keep costs low and produce a video using footage and a series of reels across social media channels. The budget was £500 and the campaign reached 94,831 impressions and 5096 clicks, meaning the cost per click was only 10p in comparison to the average £1.52 on Google Ad Words.

## **Budget Friendly Things to do campaign**

This tied into the above campaign also but we created a page on Visit Sidmouth which showcased to 72 things you can do in and Around Sidmouth for less than £10. We created a QR code for the page and sent it to all local Schools and nurseries and requested that they include it in their newsletters to parents to give them ideas for things to do locally. This was very well received. The page had 32,120 views over the Summer period.