

Visit Essex

Lisa Bone

Visit Essex

- Hosted within Sustainable growth within ECC
- Destination management organisation
- Membership of 265
- Structure and board set up in 2010
- Promotion and development of tourism
- £3.6billion to economy
- 54 million visitors
- 65,000 people employed
- Work with partners including VisitEngland and VisitBritain

Aims and objectives

Aim

To raise the awareness of what Essex has to offer to enable business to recover and grow beyond pre-COVID by taking an advantages of opportunities.

Objectives

- Increase spend
- Encourage short breaks
- Extend season
- Challenge perceptions/raise awareness
- (increase traffic to web, and social activity)
- Prioritise value over volume

Latest statistics

Economic Impact of Tourism – Year on year comparisons

<u>Day Trips</u>	2019	2020	Annual variation
Day trips Volume	51,359,367	26,432,000	-49%
Day trips Value	£2,120,464,529	£963,555,000	-55%
<u>Overnight trips</u>			
Number of trip	2,335,000	1,009,000	-57%
Number of nights	8,014,000	3,274,000	-59%
Trip value	£431,617,000	£169,813,000	-61%
Total Value	£3,535,519,550	£1,598,163,843	-55%
Actual Jobs	69,054	44,596	-35%

Tourism Recovery Plan

- Understand our customers and deliver to their needs ensuring the product is consumer ready.
- Develop our digital infrastructure.
- Supporting our businesses to ensure their sustainability and success.
- Deliver stand out marketing campaigns to aid recovery and re-position Essex by creating awareness of assets.
- Position Essex as an important component in place making and place marketing.
- Building links and celebrating collaboration.

Audiences and messaging

Audience

- Locals/ domestic - families, empty nesters, young professionals, connoisseurs, fun and activity, slow pace, VFR

Key messages

- Close to London
- Lots of open space (no over tourism)
- Spend family time making new memories through experiences
- Re connect through nostalgia and familiarity
- Discover the real Essex a place of hidden gems/best kept secret (unexpected Essex, extraordinary places)
- We have availability (last minute offers)
- Something all year round
- Warm weather
- Protect and respect
- Know before you go and we're good to go

The Essex Coast

Launched 28 May

- Coastal Essex film
- Postcard distribution and competition
- Microsite www.theessexcoast.com
- Itineraries and bookability
- Links to other coastal campaigns and activities
- Social content
- Digital marketing
- PR campaign including
- Advertising
- Go Jauntly walking app
- NCTA activity
- Creative coast – installation, geocaching



Gourmet Garden Trails

- Part of national Escape the Everyday
- Microsite
- Travel trade
- New itineraries
- Bookable experiences
- Press trips



Break away from the crowds

Heart radio

London outdoor screens

London underground

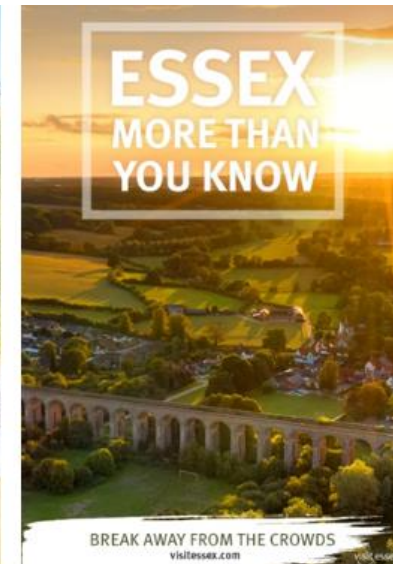
London planner

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



Marine Island



Audley End



Essex Outdoors

Go to
visit essex
.com

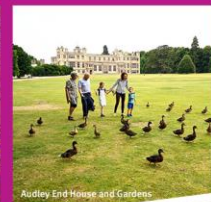
to inspire your special moments this summer

LOVE.
LOCAL

Make memories close to home



RHS Garden Hyde Hall



Audley End House and Gardens



Jump Street



visit **essex**

to inspire your special moments
this Autumn

LOVE.
LOCAL

What's next

2022 Activity

- Tourism strategy to maximise opportunities
- Research to understand changes in the market
- Plan for climate action response
- Domestic campaign including SKY TV ad, press and PR and digital activity
- Locals campaign including Big Weekend, media and PR, advertising
- Food and Drink campaign (film, trails, digital activity, website, focus on local produce use)
- Group travel

Marketing Essex

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- Workshops
- Building a narrative
- Supporting wider team on next steps

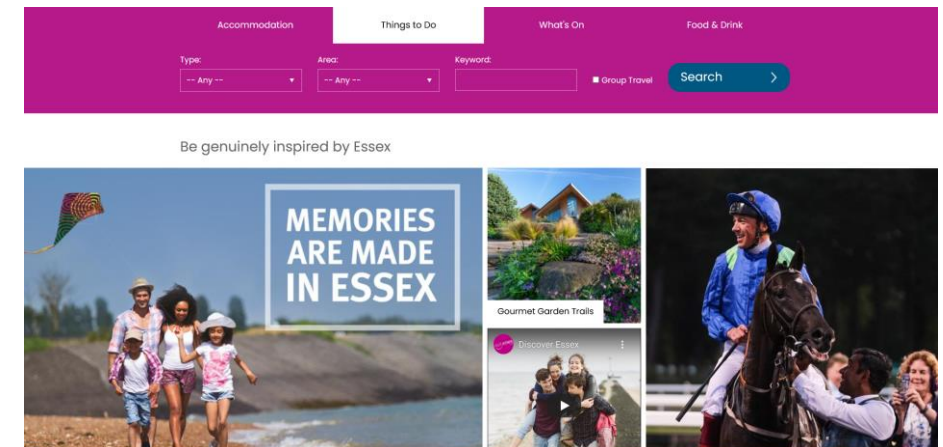
This is Essex

- Build on award winning campaign
- 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

Digital activity

- Website (TXGB, interactive map, itinerary builder)
- Social media and google ads
- Newsletter
- Blog
- Influencers
- Image library
- Spotify



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
- East of England Tourism awards
- Phone calls, emails, newsletters



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