

VISIT
GLOUCESTER

VISIT
CHELTENHAM
THE FESTIVAL
TOWN

Escape the Everyday Campaign Evaluation

15 May – 30 June 2022





Introduction

Visit Gloucester and Visit Cheltenham were successful in securing £80,000 of funding from Visit Britain as part of their Escape the Everyday DMO Fund Round 2.

The Escape the Everyday Campaign encouraged people to ‘escape to the unique, everyday’ and ‘inspire consumers to book a short break within the UK’ by showcasing the breadth of bookable experiences available for them to escape to.

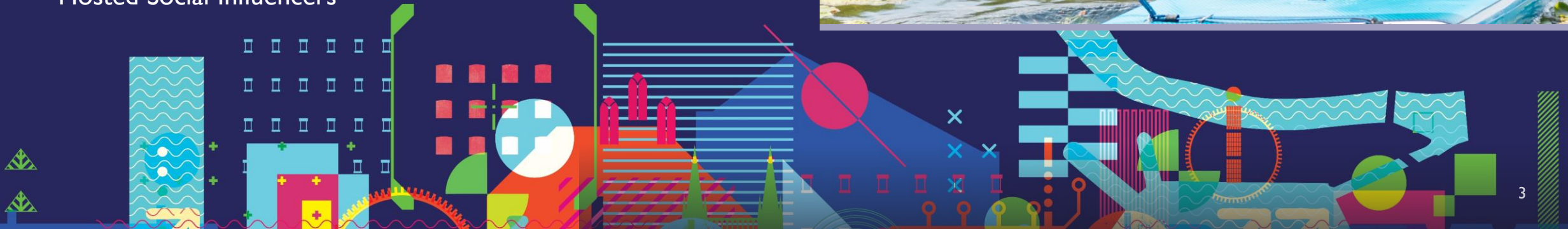
This round of funding was open to cities and urban areas. The joint bid allowed Gloucester and Cheltenham to create a campaign that promoted the two centers as complementary destinations for a staycation.



The Campaign

The Marketing Campaign was incredibly ambitious consisting of the following channels:

- Press and PR Campaign working with 10 Yetis and Encore PR
- Google Display
- YouTube Advertising
- Paid Social Media Advertising
- Digital Outdoor Media in Birmingham and Bristol
- Podcast host reads in the Spencer and Vogue podcast and the Never Have I Ever podcast
- Digital Audio Streaming (DAX)
- Spotify
- Hosted Social Influencers





Visit Gloucester's Ticket Sales

- Online Products Available 10
- Online Bookings 1,619
- Online Tickets Sold 4,78
- Value £25,972.50



Digital Marketing Results

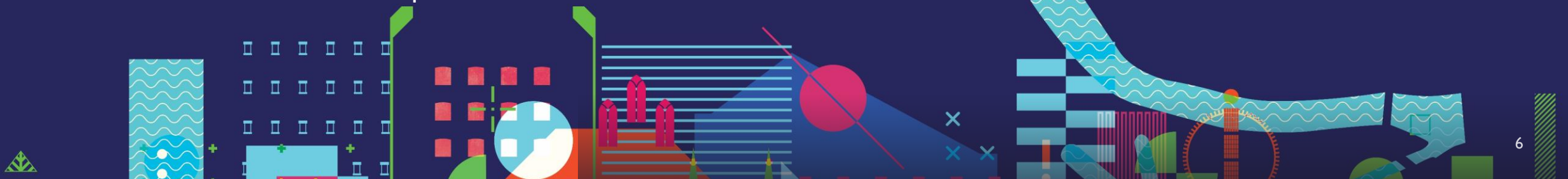
- Organic Social Media Impressions **242,909**
- Homepage Page Views **78,408**
- Visit Gloucester Campaign Page Views **22,283**
- Visit Gloucester Blog Content Page Views **4,671**
- Google Display Impressions **2.11M**, Clicks - **21,727**
- Facebook Advertising Impressions - **2.38M**, Clicks - **6,790**



Hosted Influencer Visits

Via Navigate agency we hosted four weekend press trips with four influencers/bloggers which incorporated both destinations. Some of the blogger content has only recently been published so we expect this to generate more interest in the destinations over the following months/years.

- Emily Luxton – who produced a highly search engine optimized SEO [blog post](#) and Instagram videos.
- Italian Trip Abroad – who produced [blog content](#) and Instagram videos
- [Sharon Yap](#) a digital creator with 137K followers who shared numerous videos to Instagram stories during her visit and [Instagram posts](#) enjoying paddleboarding and the Tall Ships Festival .
- You Could Travel – who produced three blog posts including [things to do in Cheltenham](#) and Gloucester plus [social media content](#).



Press and PR

We worked with two Press and PR Companies 10 Yetis and Encore PR who created the following press releases:

Celebrities who own local businesses,

Local breweries & distilleries you can visit

Hidden gems in Cheltenham & Gloucester

OTS (opportunity to see) **456,665**

AVE **£3,867**



Podcasters and Audio

Ou Media Buyer 26 Marketing secured hot read outs in the Spencer and Vogue Podcast and the Never Have I Ever Podcast for the last two weeks of May.

Alongside this we ran DAX streaming and Spotify alongside the podcast and outdoor media campaign.

Digital Audio

DAX (data for 16 May – 30 June 2022)

Impressions to date: 208,296

Av LTR to date: 96.8%

Clicks to date: 267

Spotify (16 May - 30 June 2022)

Total impressions: 348,917

Av LTR: 94.1%

Clicks: 955

Podcasts (data for 23 May - 19 June 2022)

Spencer & Vogue

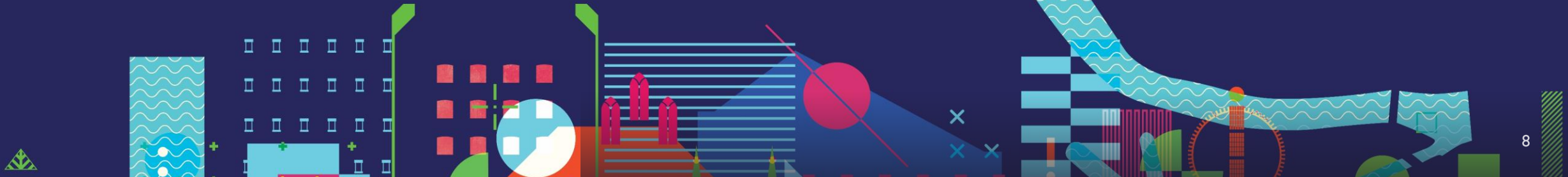
Total Impressions: 319,702

Av LTR: 97.5%

Never Have I

Total Impressions: 50,808

Av LTR: 99.7%





Thank You

ESCAPE

THE EVERYDAY