

VISIT GLOUCESTER

Gloucester Goes Retro - Immediate Impact Report



EVENT OVERVIEW

This year's Retro was bigger than ever, and very well attended despite the weather.

2

Live music stages

5

Festival events

6

Street performance acts

6

Events in Kings Square

11

Events in Retro on the water

14

Festival food and drink outlets and stall holders

100+

Images submitted to photo competition

350+

Classic cars



MARKETING REVAMP



To maximise return on the expansion of the festival programme, the Visit Gloucester team revamped the marketing, running a large-scale social ads campaign, distributing newly-designed flyers, posters and maps, and revamping the GGR website, as well as PR, reaching national press including The Sun.

We commissioned Paul Nicholls to shoot the event to add to our bank of images for future marketing campaigns, and to records the new focus on family in areas like Kings Square.



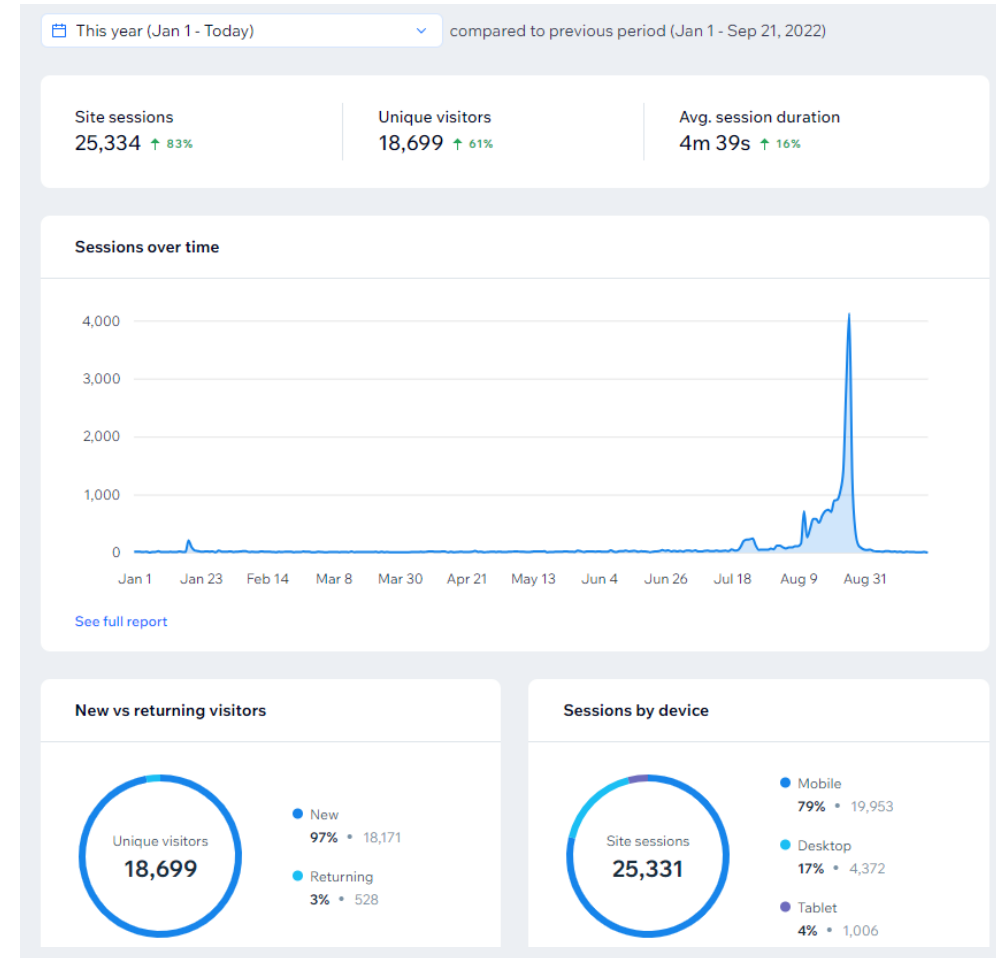
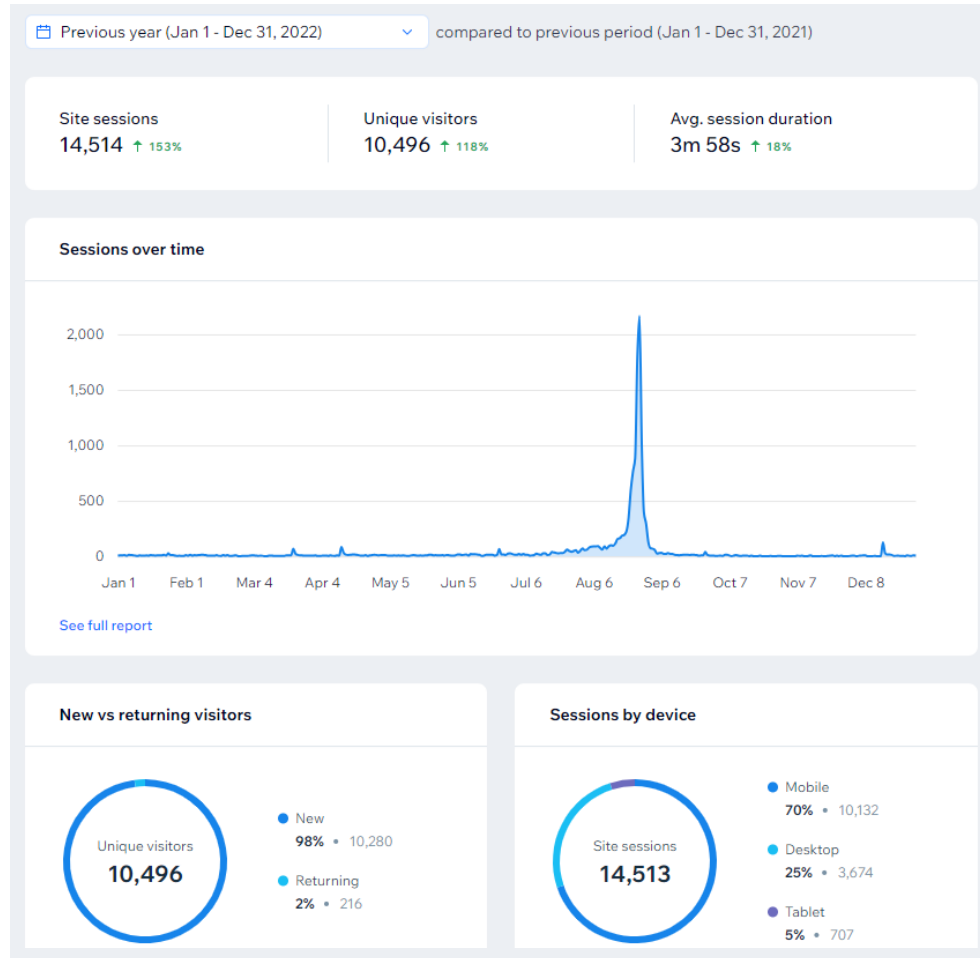
AD ENGAGEMENT

Campaign	Results	Reach	Impressions	Cost per result
GGR 2023 Visit Gloucester Awareness	3,190 Estimated ad recall li...	46,871	73,513	£0.03 Per estimated ad rec...
GGR 2023 Visit Gloucester Traffic #2	5,225 Link Clicks	84,145	225,729	£0.08 Per link click
GGR 2023 Visit Gloucester Traffic #1	1,405 Link Clicks	26,400	39,772	£0.06 Per link click

We reached over 150k people in the South West and West Country with Meta Ads, and distributed three thousand flyers across the county. The results of our campaign were an exceptionally high engagement and click rate, meaning that our ads were well-targeted at our twin audiences of Families looking for free days out and Car/Vintage Enthusiasts. Our CPC was low, highlighting ad spend was well-invested.



WEB ENGAGEMENT



AUDIENCES - RESULTS

271

VG Newsletter Sign-ups

158

Survey respondents so far

25%

Increase in engagement
with web content

60

Registered interest in
exhibiting in 2024

78%

Increase in visitors to
website

2x

The use of the website on the
day of the event

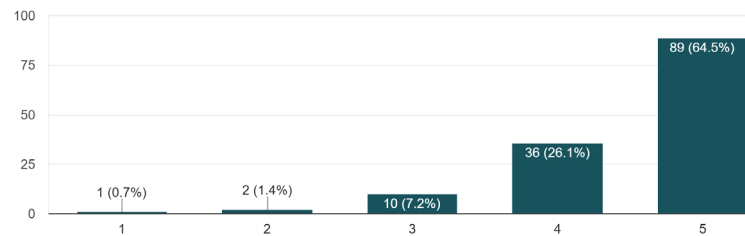
Stats: Wix / Google Analytics



VISITOR SURVEY RESULTS

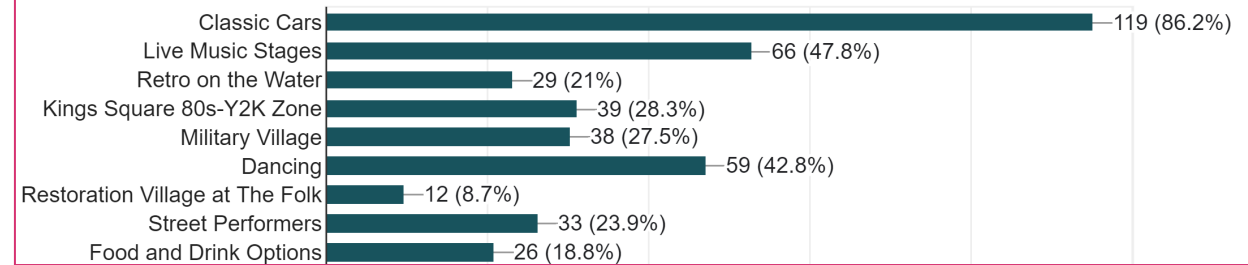
How enjoyable did you find the event?

138 responses



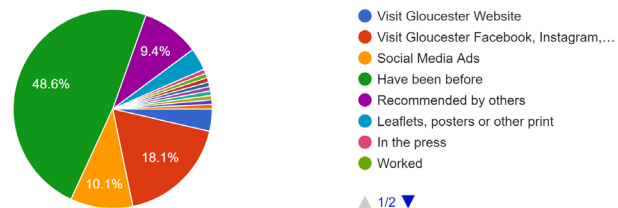
Which were your favourite parts of Gloucester Goes Retro?

138 responses



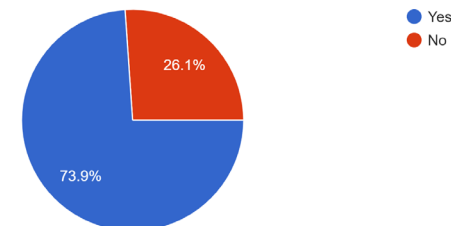
How did you hear about Gloucester Goes Retro?

138 responses



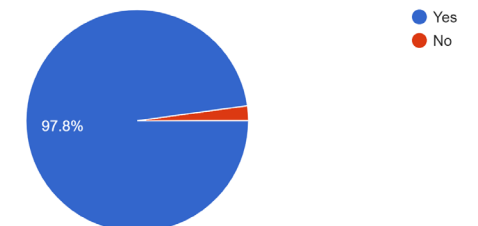
Did you come into Gloucester specifically for this event?

138 responses



Would you come to Retro again next year?

138 responses



Stats: Google Forms





SURVEY COMMENTS

Loved it such a fun day out!

My youngest dressed for the occasion which made it more fun for him, he got lots of attention and enjoyed joining in

If it wasn't for radio Gloucestershire would have missed it so glad we heard it.

Wonderful event for Gloucester. The city was alive again!

Map could be a little more detailed with street names, to assist those out of area and a brief detail about highlighted areas if not obvious such as Kathleen & May - what's it about?

Great atmosphere , lots to see and good fun

Great atmosphere around the city, lots to see and good fun

Great day. More music in the gate streets please and more cars in Kings Square. Although the ghost busters car was awesome

Great to get around great day have done a few times before will repeat next yr

There didn't seem to be many food/drink trucks. I know there are plenty of restaurants in the quays and town centre but food trucks to grab something and walk around would have been much better.

For an all few hours I was back on the Gloucester in which I grew up. Crowded pavements, and a job to walk around the Cross . The cars get better each year. Well done

Perhaps have more old fashioned sweets, clothes stalls etc

I have attended since the event began. I have loved watching this event go from strength to strength. I would have liked to see more performers down each decade section where the cars were. Also I think some vintage clothing stalls / memorabilia or antiques would be a great idea. It would also be nice to have have more interactive stalls for children about the past. I loved the cars and watching the dancers, the event as a whole is my favourite of the year! The best event by far!

Good, well done.

