

# Tourism Stakeholder Day 2022

## Introduction

Steve Hopkins

Tourism & Marketing Manager

# Tourism Stakeholder Day 2022

## Welcome Address

**Cllr Robert Francis-Davies**

**Cabinet Member for  
Investment, Regeneration  
and Tourism**

# Agenda

1. Visit Swansea Bay 2022 Spring Marketing Campaigns
2. Swansea Bay Visitor Survey 2022
3. Visit Swansea Bay Partner Packages 2022/23
4. Business Support available from Swansea Council
5. Tourism Support Fund
6. How to get more involved
7. Q&A and discussions

## 2021/2022 Campaigns

Largest Spring Marketing Campaign (2022) in terms of scale and activity to date, to assist with Economic Recovery post Covid.

- Dark Skies
- Dog friendly holidays
- Video on Demand (ERF)
- Cross Platform Tik Tok/Instagram (ERF)
- Outdoor Media
- Nature and Wildlife
- PR
- Aftercare Literature
- CRM

# Visit Swansea Bay 2022 Spring Marketing Campaign

## Dark Skies Campaign (Feb 2022)

Mini campaign created to promote the destination in relation to Dark Skies and raise awareness of Welsh Dark Skies week (19<sup>th</sup> – 27<sup>th</sup> Feb), linking in with other related activity across Wales (including VW):

- 2 x new videos (Port Eynon and Cefn Bryn) & re-release of Three Cliffs timelapse video
- Organic social media activity
- Paid for digital activity
- New web content
- CRM

**Organic social media activity – total reach over 27k**



Explore the top dark sky locations on Gower



# Visit Swansea Bay 2022 Spring Marketing Campaign

## Dog friendly holidays campaign

(continuation of 2021 Campaign. Figures below from 2022 only):

- **New video** – over **24k You Tube views** since its launch on 5<sup>th</sup> Feb 2022
- Paid for digital activity – FB & Twitter
- Organic social media campaign – reach over 20k
- CRM
- Web activity – dog friendly holidays pages very popular



Visit Swansea Bay @VisitSwanseaBay · Feb 3

Four-legged friends are very welcome here and there's nothing better than a long run on the sand – your furry bff will enjoy it too!



visitswanseabay.com  
Dog Friendly Holidays

# Visit Swansea Bay 2022 Spring Marketing Campaign

**Video on Demand (TV ads shown via Sky Ad smart)**

**4<sup>th</sup> March – 15<sup>th</sup> April**

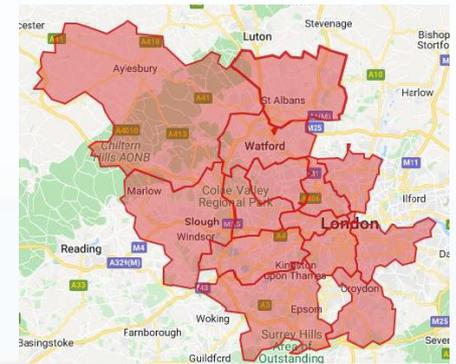
2 x new videos created, aimed at:

**(1) Young couples (18-35, take UK hols and own a dog):**

Target households: 44,858

**(2) Families (45-65 with children aged 5-17, take UK coast & countryside hols)**

Target households: 69,388



## Video on Demand (TV ads shown via Sky Ad smart)

### OVERALL RESULTS:

**899,091** impressions

Reaching **130,806** households

### ADDED VALUE:

Additional **93,633** views

Reaching an additional **17,532** households

**£3,045** of additional value

# Visit Swansea Bay 2022 Spring Marketing Campaign

## Cross Platform Tik Tok/Instagram – Visitor & Resident Markets

- New campaign aimed at 18 – 34 year olds
- Develop and grow our bilingual audience (residents and visitors)



### New content:

- **Hidden Happy Place** videos showcasing hidden gems of Swansea Bay
- **'X ways to enjoy'** videos showcasing partners and areas of Swansea Bay.
- **Influencer partnership videos**



# Visit Swansea Bay 2022 Spring Marketing Campaign

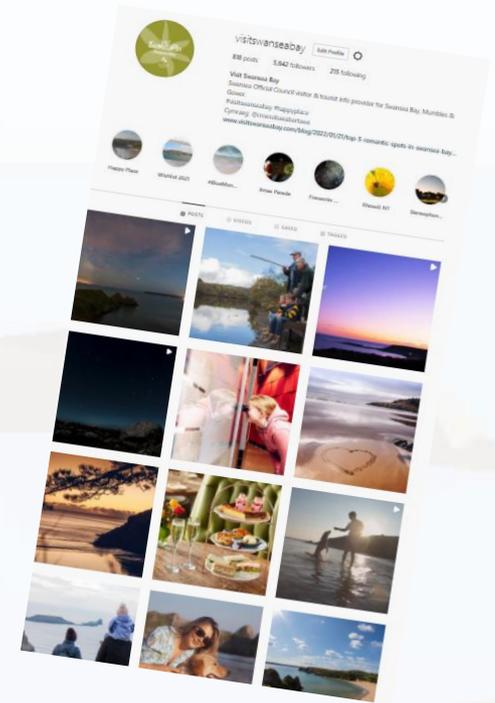
## Cross Platform Tik Tok/Instagram – Visitor & Resident Markets (cont'd...)

### Platforms:

- Organic and paid TikTok
- Organic and paid Instagram reels
- Influencer paid TikTok (through SparkAds)
- Influencer organic Instagram reels
- Influencer organic Instagram grid

### Campaign Objectives:

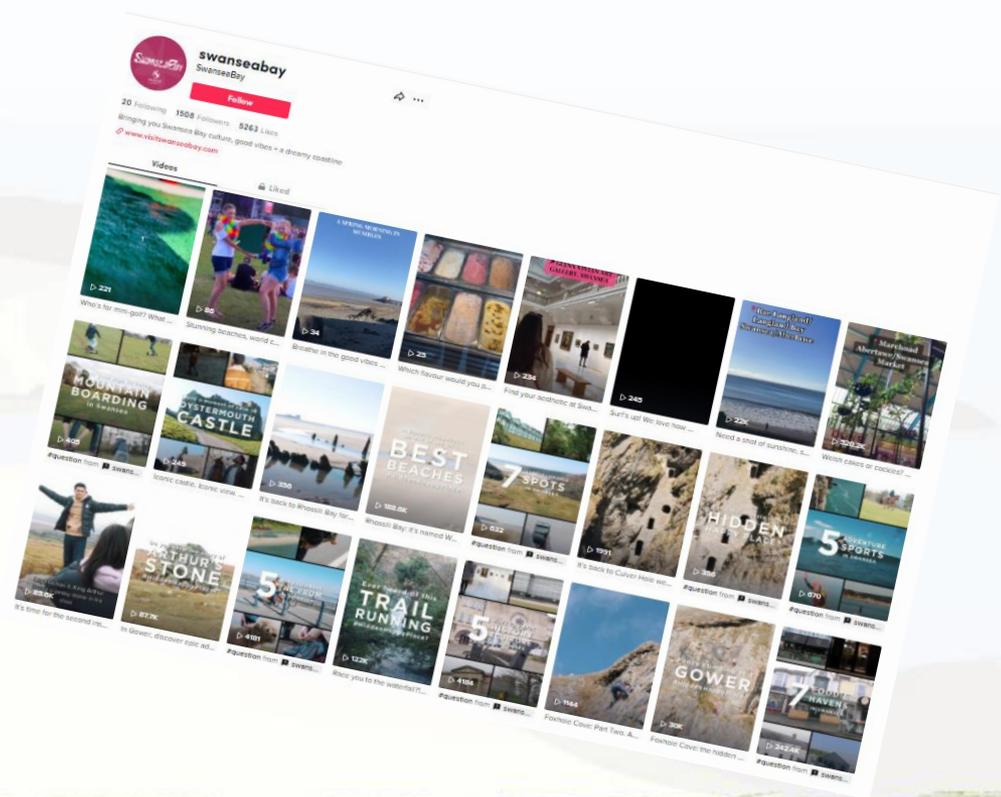
- Video views – over 1.5m
- Engagement (likes, comments, shares) – 15,000
- Followers – over 100% increase (Instagram), 500 (Tik Tok – new)



# Visit Swansea Bay 2022 Spring Marketing Campaign

## Cross Platform Tik Tok/Instagram Campaign - launch results

- 22 videos
- Tik Tok followers – 2315
- Tik Tok video views – 1.6m
- Tik Tok engagements – 15k
- Instagram video views – 276k
- Instagram page reach increase – 800% av increase



# Visit Swansea Bay 2022 Spring Marketing Campaign

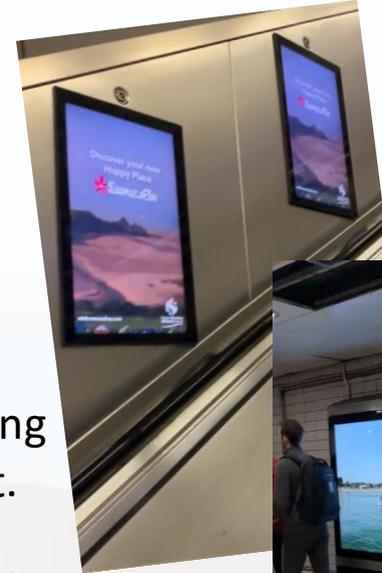
## Outdoor Media

21<sup>st</sup> Feb – 20<sup>th</sup> March



Digital adverts in key transport hubs across London, including...

- **Paddington Station**
- **Key London Underground and Interchange stations** including Waterloo, Oxford Circus, Kings Cross, Victoria & Liverpool St.
- **Strategic Railway Stations** including Birmingham New Street, Reading, Brighton, Bristol Temple Meads and Oxford



Campaign delivered **over 3.2m video plays** (over delivered by 237%, equivalent to an **extra 1.8m plays worth over £70k**)

Videos were **seen by an audience over double the size** than originally planned. Total impacts/views - **approx. 27.3m!**

# Visit Swansea Bay 2022 Spring Marketing Campaign

## Nature and Wildlife Campaign – launched 6th May 2022

- 3 x nature and wildlife videos, featuring high profile TV Presenter Iolo Williams
- Promote sustainable tourism and encouraging people (both residents and visitors) to respect their environment and Visit Swansea Bay. Responsibly.
- Promote importance of the great outdoors to health and well being of residents and visitors
- New web pages created for **visitswanseabay.com**
- **2.5k views** on You Tube so far – organic and paid for digital activity



# Visit Swansea Bay 2022 Spring Marketing Campaign

## PR Campaign

- Reactive coverage (The Times, Independent, Telegraph, Observer, Go Outdoors)
- Blogger/journalist visits:

**2021:**

The Globe Trotter

Sunday Times

I'm Just a Girl

Absolutely Lucy

We're Going on an Adventure

The Guardian

Stella (Telegraph Magazine)

**AVE: almost £600k**

**PR Value: over £1.7m**

**ROI: £56 for every £1 spent on campaign**

**Feb/March 2022:**

Choice Magazine

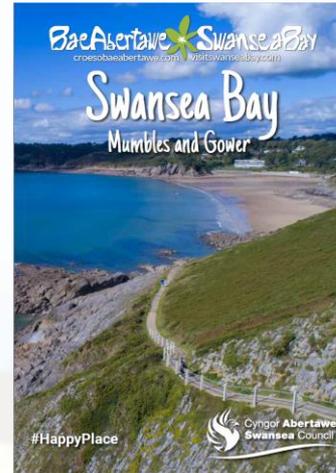
Tailor made Adventures



# Visit Swansea Bay 2022 Spring Marketing Campaign

## New Guide for 2022

- 52 page A5 leaflet
- 200,000 copies printed
- Distributed throughout the destination, including key arrival points (Swansea Bus and Railway Stations)
- Distributed at key locations e.g. Service Stations en route to the destination, along the M4 corridor and M5/M42, towards the Midlands
- Separate Welsh copies produced and racked alongside English version, within Wales



# Visit Swansea Bay 2022 Spring Marketing Campaign

## Digital Performance (2021 vs 2019)

### Visitswanseabay.com

Website visits up 32.7%

Pageviews up by 56.8% to 2.7M  
(best ever performing year)

### Youtube

Total video views up 470.6%

Average View percentage 93.91%

### Facebook

+6,803 followers to over 83.5k  
(2019 saw an increase of  
4,766)

Reach 9.69M

Video Views up 38.4%

Total engagements up 27.4%

### Twitter

+1,242 followers to almost 18k

### Instagram

+843 followers

# Visit Swansea Bay 2022 Spring Marketing Campaign

## Digital Performance so far this year...

### 2022 Vs 2019 Q1

#### Visitwanseabay.com

Website visits up 45%

Unique users up 46%

Pageviews up 40%

#### Youtube

Total video views +569%

#### Facebook

Followers +197 to 83.8k

Reach +21.9%

Total engagements up 7.8%

#### Twitter

Followers +990 to 19k

Impressions up 3.4%

#### Instagram

Followers 6.1k (+4.1%)

Impressions 51,564 (+213.8%)

Engagements (3,096) +209

# Visit Swansea Bay 2022 Spring Marketing Campaign

## Summary

- Dark Skies
- Dog friendly holidays
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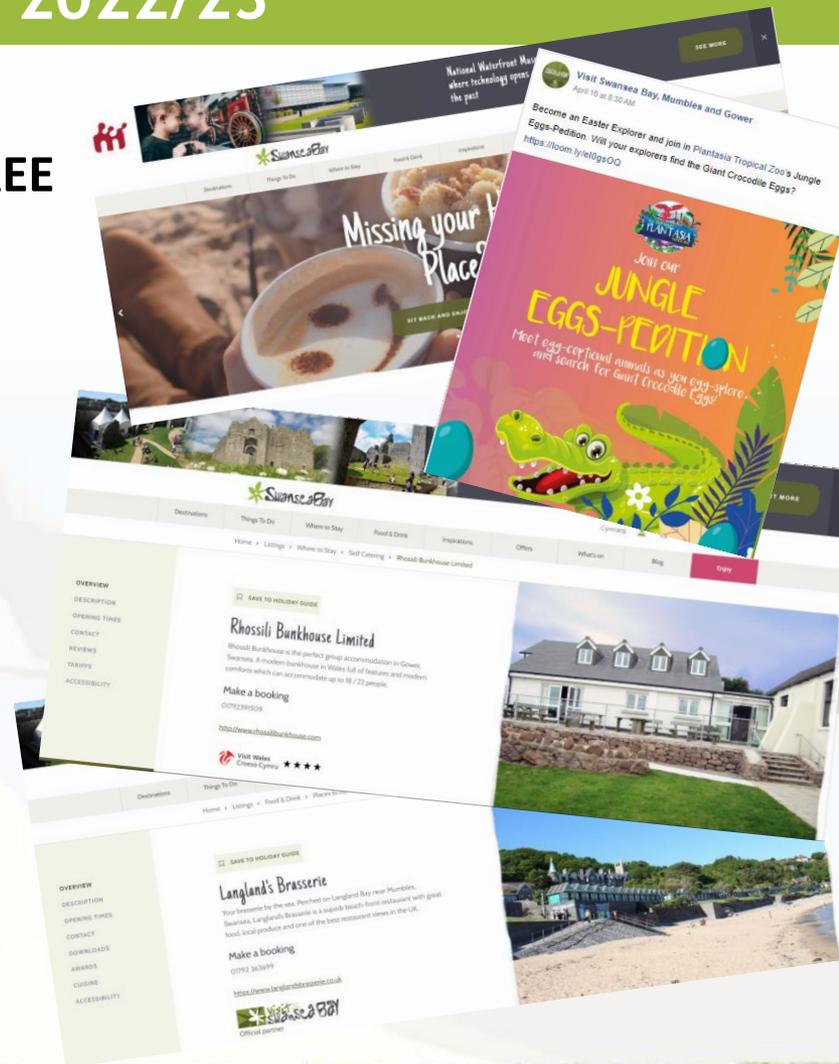


# Swansea Bay Visitor Survey 2022

- Face to face survey
- Fieldwork: 12th April – 25th September 2022
- Sample size – 1000
- 7 sample points across Swansea, Mumbles and Gower
- Visitor profiles, travel patterns, motivations, opinions and behaviour
- Final report – November
- Previous survey undertaken in 2019 – will provide comparisons pre & post Covid

# Visit Swansea Bay Partner Packages 2022/23

- Visit Swansea Bay Partner Packages remain **FREE** at entry level for the **third** year running to support business recovery
- This includes a webpage on [visitswanseabay.com](https://visitswanseabay.com) and participation in the year-round marketing campaigns
- To further raise the profile of your business or promote a particular event there are additional paid for opportunities
- These include web banners on the homepage, social media posts and email features



# Support available from Swansea Council - Business Grants

## Start-up Grant

- Up to £1000 (100% funding)
- Up to 2 years old including pre-starts
- Start-up related costs, e.g. equipment, training, marketing



**Busnes Abertawe  
Business Swansea**

## Business Development Grants

Digital Development Grant	Green Innovation Grant
Up to £1500 of funding with a 50% match funding requirement	
Established businesses only (no pre-starts)	
Revenue funding available only	
For businesses looking to improve online visibility	For businesses reducing carbon footprint and/or working toward net zero carbon

All require Business Plan, 12 month Cash Flow Forecast and 2 evidenced quotes

# Support available from Swansea Council - Business Events

## Start-up Enterprise Club

- Aimed at new businesses but includes useful content for all
- Online sessions



**Busnes Abertawe  
Business Swansea**

## Business Power Hour

- 60 minute business briefings on important business topics
- Online sessions

## YouTube

- All Start-up and Power Hour Sessions are recoded for our YouTube channel

## In person networking events

- Series of structured networking events from May/June onwards

# Support available from Swansea Council - Hear all about it

## Ways to keep in touch with future Business Swansea Support



@BusinessSwansea



Search

Business Swansea Start-up  
Enterprise Club



Search  
Business Swansea



Sign-up at

[Swansea.gov.uk/businessemail](http://Swansea.gov.uk/businessemail)



Search  
Business Swansea

**[BusinessSwansea@Swansea.gov.uk](mailto:BusinessSwansea@Swansea.gov.uk)**

# Business Support available from Tourism Team

- Tourism Trade Website: [visitswanseabay.info](https://visitswanseabay.info)
- Advice and support on tourism issues
- Research and stats
- Liaison with other Council Depts  
e.g. Planning, Licensing,  
Trading Standards
- Weekly tourism trade newsletters:  
93,500 page views since March 2020
- Job vacancies, training, regulations
- Tourism trade survey planned for Autumn 2022

## Starting or running a tourism business

Useful information on some of our most Frequently Asked Questions

## Tourism research and statistics

Here are some quick facts and figures on the value of tourism to Swansea Bay:



Swansea Home > Business > Tourism trade

Residents Business Council Do it online Q

### **Covid-19 update for tourism businesses - 13 May 2022** **Supporting our local tourism industry through the Covid-19 pandemic.** **Wales Tourism Week 2022: 15 - 22 May**

Wales Tourism Week is an opportunity for tourism sites across Wales to raise awareness of the sector and showcase the quality of the tourism offer to both UK domestic and international tourists.

This year the theme for the week supports the Tourism and Hospitality skills and recruitment campaign [#theexperienceinwales](#) - helping shine a spotlight on careers and job opportunities in the tourism and hospitality sector in Wales. Launched in 2021 by Visit Wales with the industry-led Wales Tourism and Skills partnership, the campaign supports the sector and raises awareness of the high numbers of vacancies and of the variety of career opportunities available.

Find out more about Wales Tourism Week, learn about the resources available to you to get involved and events taking place on the [Wales Tourism Alliance website](#).

Be sure to join in on social media. Look out for posts using [#theexperienceinwales](#) and [#walestourismweek](#) and share them across your platforms - let's get more people to come and work in tourism and hospitality.

## What is TSF?

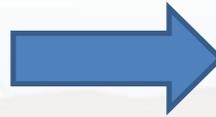
- Part of Economic Recovery Fund
- Pilot project administered by Tourism Team
- Aimed at small accommodation operators in rural / semi-rural areas
- 100% funded capital projects
- Up to £8,000 available to improve offer / grading
- Launched in October 2021 – funds fully allocated within a few weeks

# Tourism Support Fund - Round 1

8 projects supported across destination



Kitchen  
upgrade



Bathroom  
upgrade



## Investing in quality



Gained or retained 4-5 stars grading



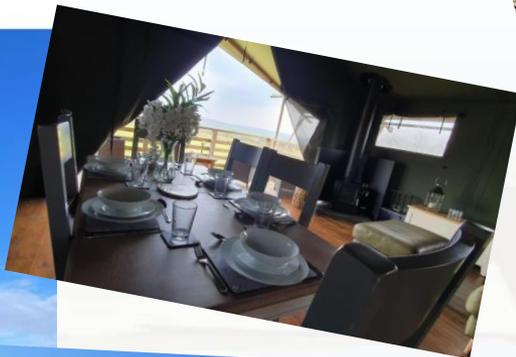
Visit Wales Gold Award



# Tourism Support Fund - Round 1

## Creating a year-round destination

Gwobr Aur  
Gold Award  
2022



Visit Wales  
Croeso Cymru ★★★★★



Adding to the  
visitor experience

Bae Abertawe  
Swansea Bay

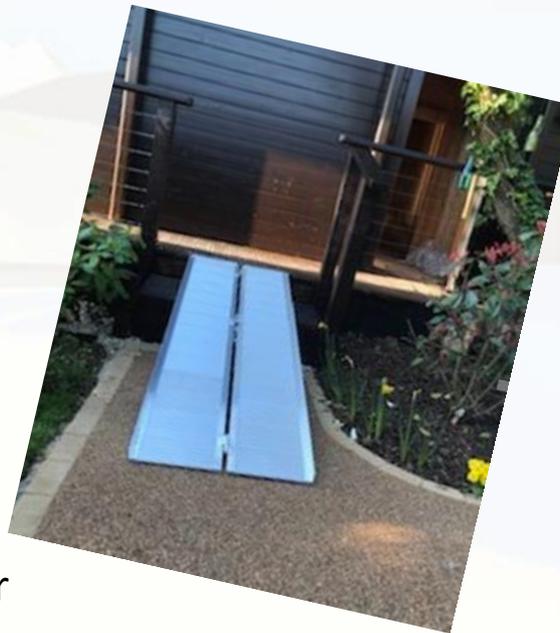
Cyngor Abertawe  
Swansea Council

# Tourism Support Fund - Round 1

## Accessibility improvements



Before



After



# Tourism Support Fund - Round 2

- Watch this space...
- New round to be announced for 2022 – 23
- To support the recovery of small accommodation operators in rural / semi-rural areas
- Aims will be to improve the quality of the visitor experience / star grading / extend the season

# How to get more involved - TOP TEN

1. Make the most of your Visit Swansea Bay Package
2. Package free at entry level until March 2023
3. Keep your listing up-to-date
4. Share our content on your own platforms
5. Share YOUR content with us: pics, news, blogs, events, etc.
6. Tag us @VisitSwanseaBay
7. Use our 'Late Availability' and 'Special Offers' sections
8. Sign up for journalist and influencer visits
9. Ask for business support and guidance
10. Please keep in touch!

Thank you

Now we'd love to hear from YOU

