

visitBrighton

217

Overview 2021 / 22



Marketing

2.5 MILLION PAGE VIEWS
to VisitBrighton.com

Most popular pages:

Things to Do: 600,000 page views

What's On: 550,000 page views

Plan Your Visit: 300,000 page views

Monthly consumer newsletter
to **10k database**
with an open rate of
40%+

Digital **#nevernorbrighton**
campaign with over
4.1 million
impressions



60k

Users on Twitter



33k

Users on Instagram



29k

Users on Facebook

Resulting in over
44 million
impressions



£1.8 million +
AVE in press coverage

Secured coverage in regional and
national titles including:

The Guardian
Sunday Times,
Evening Standard
Metro
Daily Telegraph
OK Magazine
Olive Magazine

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Campaigns

Secured grant funding of

£125,000

from DCMS for 'Enjoy Summer Safely' campaign

VisitBrighton campaign
with

Hotels.com

gained **1.2m impressions**
resulting in bookings
for **3,800 room nights** creating
£420k of spend

Created & delivered the
'Welcome Local'
campaign

The campaign highlighted
the unique offer of **local**
'villages'

Trafalgar Street
St James Street
London Road
Portland Road,
Richardson Road
George Street
Blatchington Road
Boundary Road.

Reached **850k** social media
accounts & was viewed nearly
3m times

VisitBrighton created
TEN

one minute
promotional videos
which are available for use
by all of our
city-wide stakeholders

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Partnership & Visitors Services

355

Partner Businesses including:

Accommodation providers,
attractions, restaurants, shops,
experience providers, bars,
events and conference venues

VisitBrighton partner pages
averaged

7,690

page views each

26,690

Partnership
Newsletter

emails delivered with
an average open rate of

35%

Manages two volunteer groups:

**City Champions &
VisitBrighton
Greeters**

Train staff & supply
literature for

14

**Visitor
Information
Points**

VisitBrighton Visitor Services
Officer won the

**'Unsung Hero
Award'**

at Tourism South East's
Beautiful South Awards, 2021

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Convention Bureau

Promoted Brighton at

FIVE

leading conference trade
shows & events

Meet GB

Meetings Show

IMEX

IBTM

The PA Show

Each year the Convention Bureau confirms **60**
conferences delivering:

100,000

Delegates

10,000

Bed Nights

generating over:

£1.7million

in venue hire fees

£1.2 million

Accommodation revenue

Overall Economic Impact
to the city:

£40 million

In 2021/22 hosted:

Labour Party
Conference

Alzheimers Research
UK Conference

UNISON National
Delegate Conference

British Medical
Association
Conference

Liberal Democrats
Conference

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Sample Press Generated



BRIGHTON AND HOVE, ENGLAND

The UK's quirkiest seaside town is packed with ice-cream-wielding tourists come summer, but in spring, things are decidedly more low key. When the weather is good, bracing walks along the pebble seafront call, but there are plenty of offbeat stores in the winding Lanes to dip into if the famous British rain rears its soggy head. A couple of annual events draw a creative crowd towards the end of the season: the [Great Escape music festival](#) spotlights an obscure line-up of bands in May, while England's biggest open-access arts festival, [Brighton Fringe](#), also sets up across town.

The Guardian

Brighton festival and fringe



Artwork, part of Brighton's pier-to-pier sound installation

Interactive art in the Pavilion Gardens, dancing in the streets and a pier-to-pier sound installation will span 14 miles of pebbly beachfront from Brighton to Worthing. Brighton's month-long live arts festival is followed by its fringe programme. The festival offers distanced lunchtime concerts at Brighton Dome, an otherworldly night-walk around Shoreham port and a lantern-lit trail with choral music and light sculptures through Stanmer woods at dusk. This year's guest director, the poet Lemn Sissay, has helped schedule nearly 100 shows and installations. One of several world premieres is *Tenebrae: Lessons Learnt in Darkness*, a moving all-day spectacle inspired by the past year, at Brighton's reopened Theatre Royal. And there's a multi-sensory woodland from mid-May in Olafur Eliasson's immersive *The Forked Forest Path* under the Fabrica gallery's Regency church beams, and a fake-news-era *War of the Worlds* at Worthing theatre.

● Festival 1-31 May, [brightonfestival.org](#); fringe 28 May-27 June, [brightonfringe.org](#)

TimeOut

THE SOUL OF THE CITY



Photograph: Shutterstock

The 16 best things to do in Brighton right now

Want to know what's what in 'London by the sea'? Here's our ultimate guide to the best things to do in Brighton as soon as lockdown lifts

HELLO!

Best things to do in Brighton

Arguably one of the UK's most vibrant cities, Brighton boasts a bustling high street and unbeatable seaside escape for the curious city dweller. Stroll through Brighton's Lanes for the best vintage finds, or indulge in the history of Brighton's Pavilion. Be warned, the beach is pebbled, but still ample enough to lay down your towel, soak up the sun and tuck into a bag of freshly baked donuts – just beware of the seagulls!

The best way to explore a city? By bike of course! Experience Brighton on two wheels on a leisurely 2.5-hour guided cycling tour, allowing you to explore the artistic back streets of the North Laines, the flamboyant architecture of the Royal Pavilion, quaint Fishing Quarter, Georgian architecture of Brunswick Square, and more.



Grand Brighton Bike Tour, £29.99, Get Your Guide

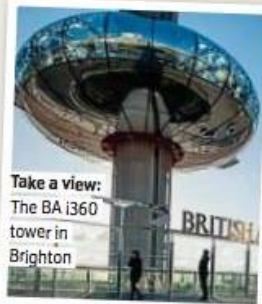
METRO

ACCESS ALL AREAS

New research has revealed the most-improved UK destinations for disabled travellers – good news for accessible staycations. Car insurer [adrianflux.co.uk](#) has researched which areas are most wheelchair-friendly by considering accessible accommodation, sights and taxis. At the top is Nottinghamshire, home to Skylarks, the UK's first wheelchair-accessible nature reserve



[[nottinghamshirewildlife.org](#)], and Sherwood Forest, with its well-maintained pathways (left) and free wheelchair hire ([visitsherwood.co.uk](#)). Also high on the chart is Brighton & Hove (check out the accessible i360 viewing platform; [britishairwaysi360.com](#)), Norfolk (with accessible boat hire on the Broads; [visitthebroads.co.uk](#)) and Cornwall, with sights such as the Eden Project ([edenproject.com](#)).



Take a view: The BA i360 tower in Brighton

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Sample Campaign Assets



#NEVERNORMALBRIGHTON

VISITBRIGHTON.COM

FOUR WALLS YOU'LL NEVER



WANT TO LEAVE

It's time for something different. Make yourself at home in some of Brighton's historic buildings.

**NEVER
NORMAL**
Brighton

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