



# Visit Weston-super-Mare

Official visitor information hub for Weston-super-Mare

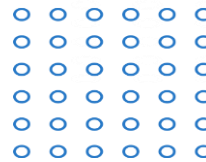




# THE TEAM

- Jane Murch - Visitor & Information Services Manager
- Dave Peters - Tourism Marketing Officer  
(3 days a week)





# What we do

- All visitor information services
- [www.visit-westonsupermare.co.uk](http://www.visit-westonsupermare.co.uk)
- Social media
- Partnership programme
- Water Adventure Play Park





## INITIAL FOCUS



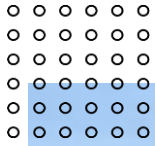
Partnership programme

Build social media

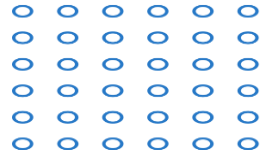
Deep dive into website

Establish relationships

Idea generation



# INITIAL FOCUS - UPDATE



New partnership programme

Social media:

- Facebook reach - 1M
  - 902% in 8 months
- Insta impressions - 221k (90 days)



Website

Establish relationships:

- Visit Bristol

Ideas:

- Pop-Up VIC
- Special offer for F&B and Retail
- Ale Trail
- Brochure
- Group Tourism&Leisure Show
- What's On this weekend



# WWW.VISIT-WESTONSUPERMARE.CO.UK

## Summer 2023 - July to end September

- 300k unique views
- Accommodation page seeing 45,000 in that time
- Continue to be No. 1 in searches for main enquiries of Weston-super-Mare, when searching by Google

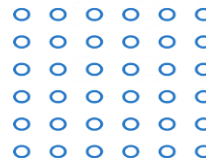


# WWW.VISIT-WESTONSUPERMARE.CO.UK

## Summer 2023 - July to end September

- Our top five website pages (excluding our home page) are:
  - Accommodation in Weston-super-Mare
  - Places to stay in Weston-super-Mare
  - Places to eat in Weston-super-Mare
  - What's On in Weston-super-Mare
  - Attractions in Weston-super-Mare





# What do we know about our audience?

- Visitors to our website:
  - Scotland
  - London
  - Bristol
  - Birmingham
  - South Wales
- Social media:
  - 1 hour drive from WsM



# HOW WE WORK WITH PARTNERS



## PROMOTION

We use our website and socials to promote events.



## INFORMATION

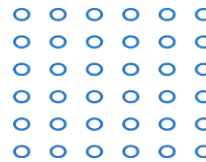
We work with partners to distribute collateral.



## EVENTS

We are on the ground and promote the events throughout.

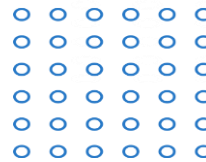




# Case Study - Mendip

- Platinum Partner- Activity Centre & Basecamp
- Worked with team
- First Insta takeover over May Bank Holiday
- Competition (120 entries)
- Spotlight on Dave Eddins
- Share and promote via social media

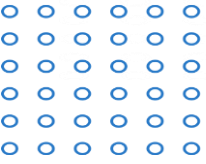




# What next for Visit WsM

- 'Spotlight' event programme
- Banner advertising
- Brochure
- Monthly newsletters
- Meet WsM
- Buzz in the town
  - Nighttime economy

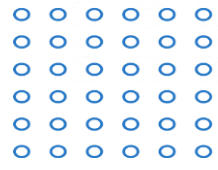




# Zomming into 2024...

- Over 31 events
  - Glow + Fireworks at Sea
  - Pageant of Transport
  - 999 Day/Armed Forces
  - Clubland, Kisstory & Cafe Mambo
  - Chase the Sun
  - Beach Race
  - Real Ale, Dairy and Dog Show
- Excl. The Grand Pier, Trop and WG





# Let's Work Together!

Visit Weston-super-Mare is helping businesses throughout the town, gain more visibility and engagement and we would really like to talk to you about your business and how we can help.