

visitBrighton

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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 quirkier 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

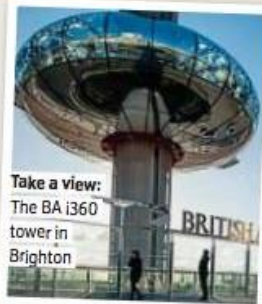
## METRO

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; [vissthebroads.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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