Marketing Cheltenham 2018 Report – The Highlights
Welcome,

When we publically launched Marketing Cheltenham in November 2017 to deliver against a 5 year tourism strategy for Cheltenham, we had big plans and even bigger ambitions. It was time to get Cheltenham back on the map, and to dedicate resource and expertise to building the year-round footfall to the Town.

Despite ambitious plans, even we couldn’t have anticipated just how fast a year would go, and just how much you can cram into it. 2018 was a year of highs for the town, with everything from a TV series profiling our Regency Heritage, through to visits from publications like The Sunday Times, and even an evening spent thwarting the White Witch to turn on the Christmas Lights. Every month has built on the success of the last, and we think our results speak for themselves.

Here’s to an even more successful 2019, when we’re also adding five full-time staff, setting out our commitment to drive Marketing Cheltenham forward.

Before I sign off, thanks must go to all our partners, members and suppliers who’ve got behind the initiative. Our success is thanks, in large part, to your faith, input and financial backing, for which we are very grateful.

Onwards and upwards!

Kelly Ballard, Manager, Marketing Cheltenham
At the end of 2017, we set out a series of priorities for our actions, and we continue to build on these as we enter 2019. In the meantime, here’s a quick overview of how we are meeting our strategic aims, or you can read our monthly updates at www.marketingcheltenham.co.uk for a more comprehensive update.

1. Positioning and branding

- **5 areas of focus identified to capitalise on:** Heritage, food, shopping, festivals and proximity to the Cotswolds.
- **#1 Cheltenham’s place in The Harden’s Restaurant Guide 2019 for UK foodie destinations.** Also includes two of our restaurants in the Top 100 list - well done to Lumiere and Le Champignon Sauvage.
- **16 restaurants in the Michelin Guide.**
- **Brian Jones Fan Club petitions for greater recognition of Cheltenham spots. New tour launches 2019!**
- **New website that presents Cheltenham as a buzzing, contemporary town.**

"The Holst Birthplace Museum is very impressed with the new Visit Cheltenham website, with its greater emphasis on the cultural attractions of the town. The images are great too, as are the content-rich blogs and links to social media. Whenever we have something on, Visit Cheltenham is sure to retweet and promote us. We also love the Cheltenham Maps – beautifully designed and very user friendly.’

Laura Kinnear, Curator of The Holst Birthplace Museum
2. Increasing day visitors and overnight stays

Supported over 190 journalists, bloggers, influencers and tour operators with information, images & visits. (See page 13-14)

Content & updates for websites including: National Express, Expedia and Booking.com.

200 events uploaded onto VisitCheltenham.com per month by the businesses of Cheltenham and surrounding areas.

23 new pages dedicated to shopping.

228 blogs written & read 43,421 times

75 food-centric blogs

Working with Cheltenham BID to promote - Boutique Sale, Light Up Cheltenham, Cheltenham Beauty Week, Cheltenham Cocktail Week, Christmas (pages 11-12) and Hidden Cheltenham among others.
3. Growing international visitors

The Cotswolds is an internationally reknowned brand; we have been maximising our location to take advantage of the thousands of visitors looking for “quintessential England”.

Meeting buyers and influencers at: VIBE, EXPLORE GB Great West Way Launch and World Travel Market.

£250,000

grant won by The Cotswolds with our support. The DEF Project Fund will help showcase the town.

Hosted international representatives and tour operators in the Town including reps from Visit Britain, Japan for example.

4. Developing new reasons to visit

**Hidden Cheltenham**

12 little known historical sites are brought to life in Cheltenham. Look out for the green stickers! (Cheltenham BID & Cheltenham Trust initiative).

**Brian Jones Walking Tour**

Guided walks launching in 2019. (Cotswold Tour Guides initiative).

**Late Availability Cotswold Tour**

Last-minute bookings for hotel guests. (CJP Tours initiative).

**The Romantic Road**

Redeveloped with the company that helped develop it the first time round. (Compass Holidays initiative).

**Regency Cycle Tour**

Showcasing the town on two wheels. (The Bicycle Hub initiative).
5. Visitors making the most of Cheltenham

160,000

60,000 Map & Guide Leaflets distributed in and around the region, with a further 100,000 included in The Jockey Club member magazine. Huge thanks to The Jockey Club for their support.

SUSTRANS collaboration to produce travel information for the town.

Wayfinding plans under discussion in collaboration with Cheltenham BID and Cheltenham Borough Council, for 2019 / 2020 roll out.

Tourist Information Centre review and recommendations submitted for implementation in 2019.
6. Developing strong working partnerships

615 members and affiliate members.

Cheltenham Borough Council, Cheltenham BID and The Jockey Club have made a three-year commitment to contribute to the future of Marketing Cheltenham.


The Jockey Club and Cheltenham Festivals directing people to visitcheltenham.com for planning visits and exploring the area.

Agreement with GWR, National Express and Bristol Airport to share and support our content.

New focus groups for food and education, with action plans due in 2019.

Closed Facebook group for members to understand opportunities and calls for content.

Establishing a strong working relationship with Cotswold Tourism.

2 Cheltenham Tourism Partnership Meetings.

4 large hotel meet up.

6 member meetings.
7. Developing our digital shop window

One of our first undertakings for 2018 was to rebuild and relaunch the website (See page 9/10). It needed a fresh new look, buckets more content and a better navigation to support our visitors. Phase 1 launched on 24th February 2018, delivering content for local, national and international visitors. This was swiftly followed by a revamp of the social media channels, an addition of a blog to the website, and a brand new monthly content plan launched in April 2018. As a result, traffic to the site is up, followers on social media have more than doubled, and the total reach of our content has surpassed more than 2 million people, but we know that the work doesn’t stop here. With the injection of 2 new posts to support PR and digital in 2019 we can drive forward both content and navigability of VistCheltenham.

visitcheltenham.com

21% increase in 2 years
2016 - 276,399 visitors
2018 - 333,443 visitors

Addition of our enhanced booking portal, adding MyUK Travel, OTAs & GuestLink as options for hotels and businesses. The next tranche of developments are due early 2019.

2018 Visitor Information

74% 15% 11%

National Visitors: 277,963
Cheltenham (Local): 41,704
International Visitors: 33,705

Top 5
referring site for Cheltenham Festivals among other successes.

Six
new promo videos (Food & Drink, Shopping, Cycling, Summer Inspiration, Christmas and 2019 Staycation Inspiration) (See pages 15/16).

2,500 pieces of content.
### Social Media

<table>
<thead>
<tr>
<th>Platform</th>
<th>Number</th>
<th>Increase Since Jan 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>4,591</td>
<td>up 60%</td>
</tr>
<tr>
<td>Instagram</td>
<td>2,235</td>
<td>up 72%</td>
</tr>
<tr>
<td>Twitter</td>
<td>7,400</td>
<td>up 12%</td>
</tr>
</tbody>
</table>

### Website Shopping Page

- **23** new pages dedicated to shopping in our town.
- **20.45%** uplift in page views to **103,972** from 86,321 in 2017.
- **12.55%** increase in landings, showing that the website is increasing in authority.

### Website Eating Out Page

- **75** food-centric blogs written for the town.
- **7,085** more page views. **15.1%** uplift from 46,884 (2017) to **53,969**.
- **12** more seconds spent on the site per user.

### Website Accommodation Page

- **50,254** page views of accommodation members.
- **Extra 9** seconds spent on each page compared with 2017 statistics.
- **4.91%** less people leaving the site from the accommodation pages.
975,423 page views, up 20.42% / 272,891 since 2017.

Top ten for traffic: UK, US, Australia, Ireland, Germany, France, Canada, The Netherlands, Spain & Italy.

An extra 8 seconds per person spent on the site, exploring 2.8% more pages per session.

47.39% using a mobile, 35.74% using desktop, 16.87% using tablet.

What’s on 351,555 page views
Things to do 167,028 page views
Shopping 103,977 page views
Food and drink 53,974 page views
Accommodation 50,932 page views

25,291 itineraries created with 7,223 clicks through to member websites.

14,000 more people through organic search.
5,000 more people through social media.

Reaching over 2.2 million people via social media, 95% of which was organic.

228 blogs written & read 43,421 times.
Experience the Magic of Christmas

The Christmas Period is an important one for a Town that has over 130 independent shops! We made it the focus of advertising and promotional spend in 2018, including bus sides and outdoor ads across the region, promotional spend for social media channels and a big competition.

1.3 million people saw the campaign a total of 3.38 million times reaching 81% of the population in each region. (Glos, Worc & Wales)

Print media advertising reaching 361,184.

GWR

Featured posters in GWR train stations as part of our partnership.

35% Increase of visitors to the website in November & December (81,000)

An on-street poll of visitors highlighted a 47% recall rate for the advertising, with 19% of these being from out of town.

4,555 direct engagements 149,679 people reached

378,032 people reached for Christmas Markets, Late Night Shopping and Arts & Craft Market events on social media.
Every Thursday
29 November – 20 December
Free parking in Regent Arcade, 5.30pm - midnight
Town Centre East and John Lewis 5.30pm - 9pm
Free parking available for all customers arriving after 5.30pm.
Normal tariffs apply to all vehicles parked earlier.

Light Switch-on
24 November, from 3.45pm
Witness a giant White Witch standing more than 16 feet high on a chariot travelling through the town centre.
Plus live music, Father Christmas and more.

Christmas Markets
22 November – 24 December
The Promenade, The Brewery, The Long Gardens and The Suffolks play host to a variety of Christmas markets selling unusual gifts, festive food and drink and local arts and crafts.

Check website for details: visitcheltenham.com
We invite journalists, influencers and bloggers to the town; supporting planned stories about the town with facts, images and information; and assisting our members with their journalist visits, connecting members together.
Cheltenham: Great British Breaks

The literary festival opens this week. Here’s what to fit in between the books.

Why?
It may be the most beautifulregency town in Britain, but there’s more to Cheltenham than stucco façades, pedimented porticoes and georgian gardens — after head-to-head restaurants, stylish bars and even street art. Its A-list festival attracts the biggest names in music, books and science to Gleaveaterford; the literature fest, sponsored by The Times and The Sunday Times, opens on Friday.

What to do
Get your first fix of all regency splendour at Pittville Pump Room. You’re spoilt for choice when it comes to self-catering apartments. The refurbished Pump Room, the ornamental balance the town’s buildings, georgian and more, is a mix of traditional and right.

LOVES LONDON

“THE ART AND THE ADVENTURE” BY CICERONE GUIDE TO LONDON

“DESIGN DESTINATION: CHELTENHAM’S STYLISH PLACES TO EAT, DRINK AND STAY”

“The Art and the Adventure” by Cicerone guide to London offers a fascinating insight into the world of art and adventure. The book is a perfect guide for anyone looking to explore the city’s cultural highlights, from world-famous museums to hidden gems. Whether you’re an art lover or simply looking for a change of scenery, this book is sure to inspire your next trip to London. Through engaging text and beautiful photography, the guide takes you on a journey through the city’s leading art institutions, allowing you to appreciate the diversity of the art world and the role it plays in shaping modern culture. Whether you’re looking for a solo trip or a group outing, this guide has something for everyone. So pack your bags and get ready to experience the art and adventure of London!”

Design Destination: Cheltenham’s Stylish Places to Eat, Drink and Stay

“Trainline: Your best route on a plane”

Trainline offers a range of tips and tricks to make your travel experience as smooth and stress-free as possible. Whether you’re planning a domestic or international trip, Trainline has got you covered. From checking prices and availability to booking your trip online, Trainline makes travel planning easy and hassle-free. With their user-friendly website and app, you can compare prices and find the best deals for your next trip. Whether you’re looking for a budget-friendly option or a luxury travel experience, Trainline has got you covered. So why not book your next trip with Trainline and let them take the stress out of travel planning?”
Increasing our use of video to bring the town to life online

Video is a powerful medium for engagement, and we’ve filmed, edited and showcased Cheltenham in six different promotional videos, as well as sharing a lot of ad hoc, event-led video too. On Facebook alone, 57,000 minutes of footage were viewed by 182,900 people in 2018 and it’s still building!

Flavour Tour of Cheltenham (April)
Working with local, well-respected chef Pamela Chen to showcase her favourite foodie hotspots.
Reach: 10,180 people
Views: 3,538
Engagement: 964 likes, shares and comments.

Summer Holiday Inspiration (July)
Showcasing the vibrancy and excitement of summer in Cheltenham with everything from the Festivals to the parks, the lido to the Cotswold countryside.
Reach: 93,972 people
Views: 46,345
Engagement: 4,012 likes, shares and comments.

Cycling in Cheltenham (August)
To celebrate the launch of the Regency Cycle Tour, we shared a short video of cycling inspiration from mountain biking to street cycling in Cheltenham.
Reach: 2,815 people
Views: 778
Engagement: 132 likes, shares and comments.
Shopping with Kate Evans (October)
Working with Image Consultant and Style Influencer Kate Evans, to show you her favourite places to shop in Cheltenham.
Reach: 59,993 people
Views: 37,000
Engagement: 1,696 likes, shares and comments.

Merry Christmas (December)
Celebrating Christmas in Cheltenham and wishing our followers a Merry Christmas.
Reach: 3,063 people
Views: 898
Engagement: 102 likes, shares and comments.

A year in Cheltenham (December)
There’s so much to do in Cheltenham every year and we want to inspire people to visit! Here’s the video to do just that.
Reach: 4,120 people
Views: 1,446
Engagement: 221 likes, shares and comments. *Please note: this video was posted on the last day of December and continues to be promoted in 2019.
We would like to take the opportunity to thank our partners and sponsors that proudly support Marketing Cheltenham and who make it possible for us to do the work that we do everyday. Through your collaboration, contribution, acknowledgement and endorsements you have enabled us to succeed in developing Cheltenham into a welcoming tourist destination.
We also cannot forget to say a big thanks to all of our members for having faith and contributing to Marketing Cheltenham, whilst investing in the opportunity to be a part of something huge for the future of the Town’s economy.

Our Members

+ Bacon Theatre
+ Beards Jewellers
+ Beaumont Hotel
+ Bradley Hotel
+ Brewerism Brewery Tours
+ Bridge House
+ Cheltenham Festivals
+ Cheltenham Science Group
+ Citrus Hotels
+ CJP Cotswold Tours
+ Cleeve Hill Hotel
+ Compass Holidays
+ Cote Restaurant
+ Cotswold Farm Park
+ Cotswold Foodie Tours
+ Cotswold Grange Hotel
+ DoubleTree by Hilton
+ Dunkertons Cider
+ East India Café
+ Ellenborough Park
+ Everyman Theatre
+ Glenfall Farm
+ Glos.Info
+ Gloucester Old Spot
+ Gloucestershire Warwickshire Railway
+ Hatherley Manor Hotel & Spa
+ Hilden Lodge
+ Holst Museum
+ Jaguar Landrover Experience - Eastnor Castle
+ John Lewis & Partners
+ Jury’s Inn
+ L’Artisan Restaurant
+ Lucky Onion
+ Lumiere Restaurant
+ Malmaison
+ Margaret Dabbs
+ Memsahib Gin & Tea Palace
+ No 8 Cheltenham
+ Old Courthouse
+ Pittville Lawn
+ Queens Hotel
+ Stagecoach West
+ Strozzi Palace
+ Sudeley Castle
+ Sykes Cottages
+ The Brewery Quarter
+ The Bicycle Hub
+ The Coconut Tree
+ The Curry Corner
+ The Find / The Workplace
+ The Grill, No 49
+ The Jockey Club
+ The Looking Glass
+ The Stable Pizza Pie & Cider
+ The Suffolks & Tivoli
+ The Wilson
+ Tour & Explore
+ Travel Chapter
+ WoodKraft
+ YMCA (Number 6)

Plus all of the affiliate members who have joined us through Cheltenham BID, The Suffolks & Tivoli, and The Brewery Quarter.
**Marketing Cheltenham Marketing Plan 2019**

### Always on CONTENT PLAN
To present Cheltenham as a buzzing town to attract visitors

- Linked to holidays, key Cheltenham news, national calendar

### VISITCHELTENHAM.COM
30,000 average monthly visitors

- BLOGS
- SOCIAL MEDIA
  - Twitter
  - Facebook
  - Instagram

### INFLUENCER PR
- hashtags, tagging, direct
  - Heritage
  - Food
  - Shopping
  - Culture
  - Short Breaks
  - Member Profile

### INCREASING OVERSEAS VISITORS
In collaboration with Cotswolds Tourism and VisitBritain

- Meet the Travel trade events ITB Berlin March
- Explore GB May

### DEPLOY BETTER, MORE EFFECTIVE WAYFINDING, WELCOME AND VISITOR INFORMATION

- Renew Information boards around town - work with BID on longer term digital wayfinding options
- App creation: to support visitor experience around public art, Brian Jones etc
- New 2019 visitor guide and map (Mar 2019)
- Work with Cheltenham Borough Council & Cheltenham Trust to confirm the way forward for Tourist Information Centre

### PRODUCT DEVELOPMENT
To generate new reasons to visit

- GCHQ 100 years TBC
- Brian Jones 50th Anniversary Walking Tours
- Working with partners to create experiences

### INITIATIVES
To drive regional and national visitors

- HELP TO ESTABLISH CHELTENHAM AS A FOOD DESTINATION
  - Blog: Establish content and PR plan to proactively share with influencers
  - Engage local food and drink providers particularly independent and unique
  - VisitCheltenham.com: continue development create an inspiring platform that reflects the food offer, not just a directory

- RE-ESTABLISH CHELTENHAM AS A TOWN FOR WORLD-CLASS EDUCATION

- RE-ESTABLISH A CONFERENCE AND MEETINGS PORTAL FOR CHELTENHAM AND WIDER AREA
  - Establish a group of businesses interested in increasing business tourism (meetings, conferences, incentives and events)
  - Create a low cost marketing plan inc PR and shared event attendance to gain profile
  - Create an online portal of meeting, conference and event spaces along with associated services

- RE-ESTABLISH CHELTENHAM AS A No1 REGIONAL SHOPPING DESTINATION

- SUPPORT CHELTENHAM BID EVENT MARKETING
  - Christmas Shopping
  - Summer Trail?
  - Cocktail Week
  - Light Up Cheltenham
  - Boutique Sale

### INTEGRATION OF VISITORS

- Uncover the Cotswolds: Nordics, Italy, Spain primary, Secondary US, Netherlands, Germany, near Europe
- Hosting media and travel trade visits
- Meet the Travel trade events ITB Berlin March
- Explore GB May

### UNCOVER THE Cotswolds:
- Nordics, Italy, Spain primary, Secondary US, Netherlands, Germany, near Europe

### DEVELOP BETTER, MORE EFFECTIVE WAYFINDING, WELCOME AND VISITOR INFORMATION

- Create a working group to develop the platform and shopping marketing initiatives
- Annual marketing plan to include key shopping periods for on and offline marketing
- VisitCheltenham.com: continue development: content (shop profiles and interviews, SEO,