

# VISIT GLOUCESTER

Gloucester Believes - Immediate Impact Report  
18 November – 24 December



# CAMPAIGN & CREATIVE

November 2023 saw Visit Gloucester launch the Gloucester Believes Christmas Campaign.

The campaign was created to celebrate all things Festive in the city, invoke that warm Festive Feeling, and provide both residents and visitors with all the information surrounding Festive Things to Do, See, Visit and Eat!

The creative was developed in-house, capturing landmarks & events that are easily identifiable as Gloucester, creating pride in our city, whilst promoting all Festive Activity.



# VG AUDIENCES - RESULTS

3588

VG Christmas Newsletter Sent

3498

VG Christmas Newsletter  
opened

728

Link Clicks from VG  
Christmas Newsletter

5506

VG Gloucester Believes  
landing page visits

7177

Visits to Winter Markets  
Event Page, most viewed  
VG Event Listing

297k

Total Organic Reach VG Social  
Channels

Stats: SimpleView / Hootsuite / Google  
Analytics



# ORGANIC SOCIAL ENGAGEMENT

Visit Gloucester achieved a total organic reach of 297k across its four social channels during the Gloucester Believes Campaign

Instagram	Engagement	Reach	Impressions
<b>Total</b>	1,969	31,073	35,086

Facebook	Engagement	Reach	Impressions	Link Clicks
<b>Total</b>	11,999	251,340	257,090	1,850

Twitter/X	Engagement	Impressions	Link Clicks
<b>Total</b>	288	7,626	70

TikTok	Engagement	Views	Shares
<b>Total</b>	604	7,040	10

**Reach** – No. of individuals who see a post  
**Engagement** – No. of users who like/share/comment

During the campaign, Visit Gloucester’s average engagement rates across all social media channels were well above the average engagements rates for Travel, Hospitality & Leisure

Engagement Rates	Industry Standard	Visit Gloucester (Nov & Dec)
Instagram	1.45%	5.92%
Facebook	0.85%	3.40%
X (Twitter)	1.20%	3.26%
TikTok	0.58%	7.34%



# ORGANIC VIDEO ENGAGEMENT

Fluxx Films were commissioned to capture the Lantern Procession, Christmas Light Switch-on and other Festive Events and Activities – the film was shared on 24 Dec, and gained 7747 views. (Click to play the video on YouTube)



Stats: Hootsuite / Meta



# AD ENGAGEMENT

	Impressions	Clicks	CTR
<b>Display Advertising</b>	49,039	256	0.52

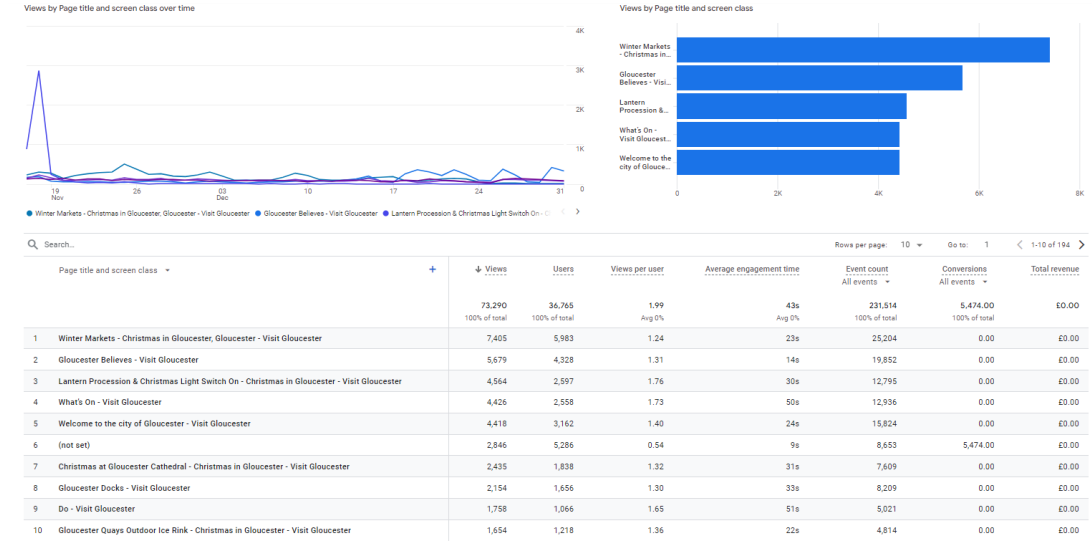
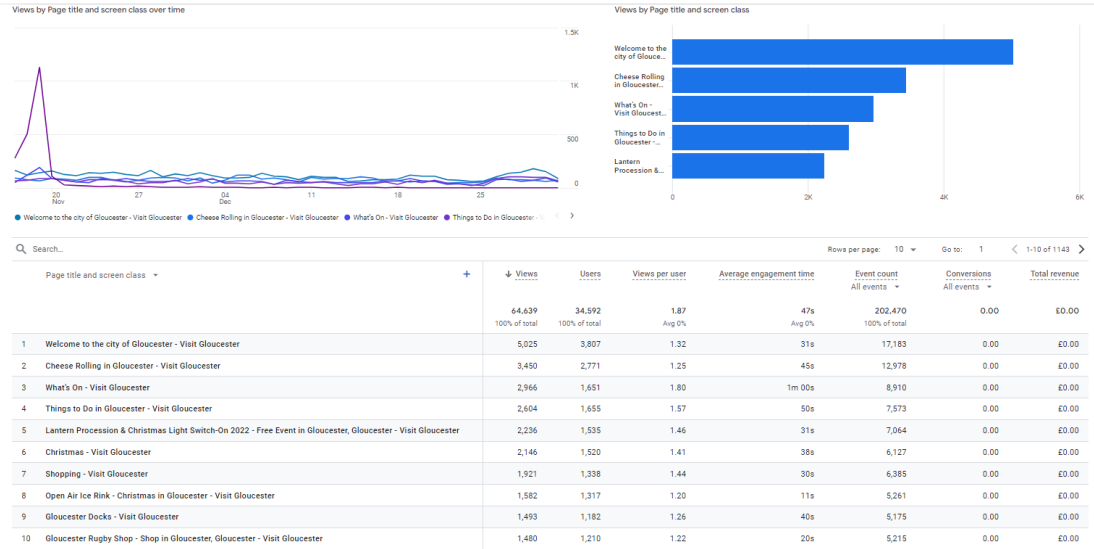


Content Marketing	Views	Social Reach	Social Eng.
<b>Hot List</b>	2,311	5,436	351
<b>Advertorial</b>	745	2,813	96
<b>Enhanced Event List</b>	2,169	8,366	988
<b>Editorial</b>	8,320	23,115	1,673

We reached over 100k people via our Advertising Campaigns with SoGlos. The display advertising performed exceptionally well, with a fantastic reach and engagement. In particular, the CTR being 0.52% which is well above the SoGlos average of 0.14% for campaigns. The lantern procession was the stand out piece of content marketing – achieving really high views, whilst the Free Parking Editorial received a huge social reach/engagement



# WEB ENGAGEMENT



In Nov and Dec 2022 the Lantern Procession and Christmas Landing pages on Visit Gloucester ranked 5<sup>th</sup> and 6<sup>th</sup> in terms of page views, for the same period in 2023, the Winter Markets, Gloucester Believes and Lantern Procession pages ranked 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup>.

In 2022, combined page views of the Lantern Procession and Christmas Landing page were 4,382, whilst in 2023 we saw a 134% increase on the like for like pages, with a total of 10,243 views, and a 124% increase in number of Users.



# FOOTFALL DATA

Both Gloucester Quays and Gloucester Cathedral saw an increase in visitor numbers in both November and December 2023, compared with 2022. December footfall data for the city centre was unavailable at the time of writing this report. Gloucester Quays reported higher sales numbers in Nov than December 2023, demonstrating that in November, visitors were enjoying experiential visits, having done their shopping in November. This chimes with national data that highlighted shoppers spread the cost of Christmas in 2023, in the context of the Cost of Living Crisis.

Gloucester Quays Footfall:			
<b>Nov-22</b>	556,561	<b>Dec-22</b>	628,484
<b>Nov-23</b>	576,151	<b>Dec-23</b>	685,805
<b>% Change</b>	3.52%		9.12%

Gloucester Cathedral Footfall:			
<b>Nov-22</b>	26,380	<b>Dec-22</b>	39,992
<b>Nov-23</b>	26,859	<b>Dec-23</b>	42,635
<b>% Change</b>	1.82%		6.61%





# VISITOR SURVEY RESULTS

The Gloucester Believes / Lantern Procession Visitor Survey was the subject of interference from bots, who submitted hundreds of entries with junk data. As such we are unable to report aggregated data from the survey. The survey will be re-built on an alternative platform and aggregated and trend data will be reported once collected and analysed.

The Destination Marketing team did manage to manually identified the below selection of comments linked to verifiable email addresses from survey submitters:

## **Any final thoughts or feedback about the Gloucester's Festive offerings as a whole?**

The lights switch on was the best for a number of years, so much entertainment.

Free parking on Thursday's would encourage me to come to town, rather than only after 3pm.

Quite fragmented, different days and different times. Maybe group some together

Welcoming

Rich and colorful activities, fun and atmospheric.

No, I think it's pretty good

The lantern making workshop was a lot of fun and I hope to have another chance to participate in this activity



