

Committee: King's Lynn & West Norfolk Area Museums Committee

Date: December 19th 2019

Report from: Tourism Support Officer, Borough Council of King's Lynn & West Norfolk

1 Introduction

The report provides updates for the Area Museums Committee on tourism marketing and development activities from January to December 2019. Key tourism marketing continued, with production of the full range of printed guides for 2019 whilst also continuing to focus more attention on digital activity, especially the new Explore West Norfolk website and two mobile apps for visitors.

Tim Humphreys left his Tourism Manager post in late August 2017 and the general day-to-day activities, as well as the primary focus on printed publication production, has been overseen by existing Tourism Support Officer Phil Eke since that time without a full-time manager in place.

2 Printed Marketing

2.1 2020 West Norfolk Holiday Guide

The final copies of the existing, 2019 West Norfolk Holiday Guide was made available through the TICs in December before the printing of the 2020 edition happens in late-December (25,000 copies to be printed once again) for early 2020 distribution. The design of this new edition started in late August 2019, with final proofing having been completed on Friday 13th December (slightly ahead of last year's schedule).

2.2 2020 Where to Go & What to Do

The majority of the 2019 edition (with the continued print-run of 220,000 copies) has now been distributed through the main distribution agencies, with some copies still available in our local TICs until February 2020. The graphic design of the 2020 edition has already begun (the design work and advertiser contact started in September 2019).

2.3 Discover King's Lynn

The 2020 edition is set to be published in early February 2020. Almost all of the print run of 160,000 has now been distributed for this year's edition, and letters to featured venues within the publication were sent out on Friday 13th December 2020.

2.4 Hunstanton Mini Guide and Downham Market Mini Guide

Both guides were updated, with 50,000 copies of the Hunstanton Mini Guide and 17,000 copies of the Downham Market Mini Guide having been printed in the Spring of 2019. The 2020 edition will likewise be updated, printed (in the same amount) and distributed in Spring 2020 – the exact date of the 2020 distribution dependent on how many of the existing guides are still in circulation at that time.

2.5 Other publications

The Borough Council continues in their support for the King's Lynn Town Guides by having arranged the print and distribution of the 2019 King's Lynn Guided Walks programme up until the end of the year's walks programme (October 29th 2019). Next year's publication will be produced and distributed by the end of March 2020, once again supported by the

Borough Council. We also continued our support for the King's Lynn Heritage Open Day by funding and proofing the print and distribution of the HOD guide.

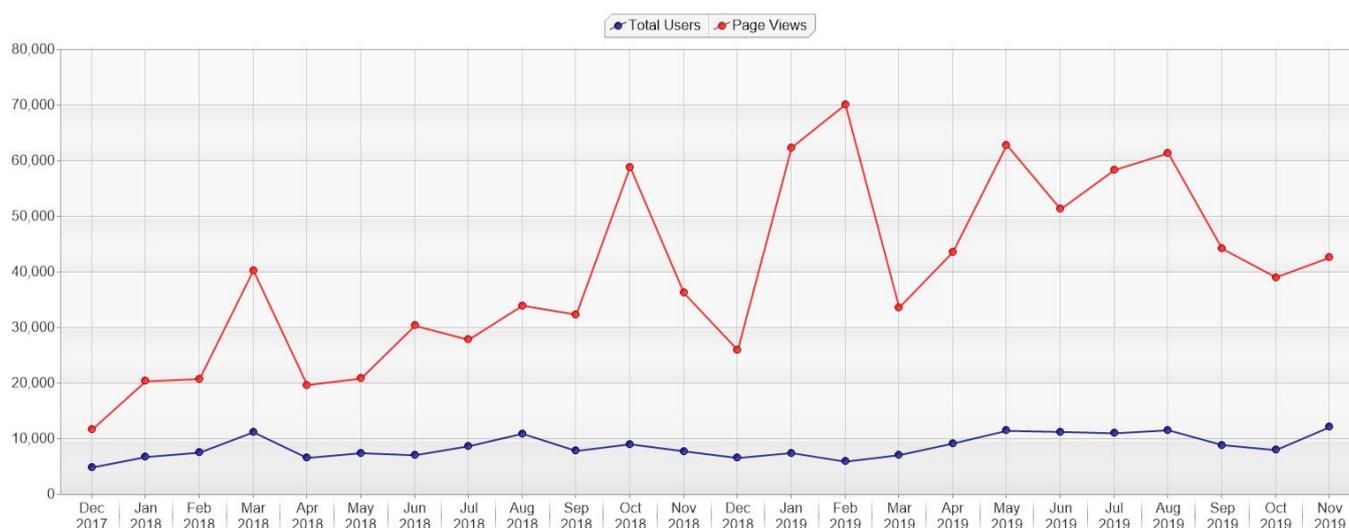
3 Digital Marketing

3.1 www.visitwestnorfolk.com

A marketing campaign to attract new and additional use of the website took place over the Easter holiday period of 2019 (including Facebook and other social media advertising conducted by an external digital marketing company for the department). However, the bulk of the digital marketing budget for the tourism department for 2019 had been allocated for the new Explore West Norfolk website and two accompanying visitor apps (all found at www.explorewestnorfolk.co.uk). Digital marketing for those products was conducted by an external marketing company throughout March and April 2019, linked to the public launch period for the items.

For the past 12 months there has been 631,452 page views specifically of Visit West Norfolk dynamic Venues/Accommodation/Event entries and a further 248,747 views of static text-based pages (throughout all sections) of our website too. This makes the total page views of our Visit West Norfolk website as being 880,199 views for the past 12 months (615,698 being the total for 2018, so it's been a particularly large increase in page views for this current year).

Growth in Page Views & Users of Visit West Norfolk *Dynamic Pages only* [over 2 years]



In contrast, the page views of *static pages only* have remained almost the same for 2019 when compared to 2018, continuing the trend for dynamic page visitor growth for *Visit West Norfolk* since 2017.

3.2 [Explore West Norfolk mobile phone apps \(launched Spring 2019\)](#)

3.2.1 The two new Explore West Norfolk apps, which provide interactive platforms to explore rural areas of West Norfolk's heritage and natural environment attractions (such as castles, medieval churches, famous historic houses and heritage sites) along with walking trails and cycling routes around the coast and countryside, were publicly launched in April 2019.

3.2.2 The project was externally funded by the LEADER programme and led by the externally-funded officer Undina Reinfelde for 12 months before leaving her post in March 2019. The project has become part of the ongoing portfolio of visitor products for the tourism department.

- 3.2.3 A marketing campaign to attract users to the new Explore West Norfolk and Walk West Norfolk apps took place from March-April period of 2019. This dual app/website promotional campaign was conducted over Facebook and Instagram platforms by Wolf Digital as well as on-air adverts by the KLFM digital marketing team. The geographical scope of the digital campaign reached as far as Lincolnshire.
- 3.2.4 Over 14,460+ users have accessed the new Explore West Norfolk website (28,731 page views) and have downloaded the two niche apps a total of 1,224 times across both main platforms from the start of the app launch up until mid-December 2019 (8.5 months).
- 3.2.5 In partnership with the County Council Norfolk Trails department, the Tourism department agreed to feature all 16 trails from the recent West Norfolk's Coastal Treasures book on the Walk West Norfolk app. After receiving all required data and photographs from Norfolk Trails, the department added all of their West Norfolk's Coastal Treasures trails to the Walk West Norfolk app by July 2019. The Tourism department sees this update as the first major expansion for our Explore West Norfolk platform as a whole and think that this is a great boost of vibrant new content for it.

3.3 Events

- 3.3.1 Up until December 16th 2019, this year has seen 1,900+ events promoted as entries on the website/app, with 96,165 views of individual events already (up until the start of December 2019), so it can be predicted that there will have been an increase of at least 15,000 event listing views by the end of this calendar year, continuing the upward trend of the previous two years.
- 3.3.2 Of this notable increase there were nearly 4,000 more events listing views in June 2019 and over 5,500 more views of our events listings in July 2019 compared to the same months from the previous year (12,933 views of our Events listings in July 2019 compared to 7,405 views in July 2018, for example).
- 3.3.3 For the past 2 years we have continued to make a deliberate effort to illustrate each and every event entry on our site listings (with at least one photograph in each entry) to help increase the 'page visitor' appeal for our Events listings.
- 3.3.4 We need to encourage more rural tourism businesses to use our events database not only to promote their own events, but also for businesses to use it as a resource to promote upcoming events in their locality which may be of interest to their customers. The Tourism department has arranged a meeting with Downham Market Town Council in mid-January 2020 with the aim for closer partnership working regarding the promotion of that town's events throughout 2020, as well as an invitation for the Downham Market Town Council to provide input for our *Downham Market Mini Guide* publication.

4 **Planned Activity**

- 4.1 As mentioned in a previous Area Museums Committee meeting, the 2-year action plan linked to the Destination Management Plan was updated and rolled forward as a 2017 and 2018 plan through consultations with the West Norfolk Tourism Forum. The Destination Management Plan is now approaching its final year of its implementation and the action plan for 2020 will take direct note of the DMP focus and aims for the remainder of its existence. The Borough Council is continually represented on the West Norfolk Tourism Forum and will seek regular advice and feedback from the forum for the possible formation

of a future Destination Management Plan (working from the January 2020 WNTF meeting onwards).

5 Other Developments

5.1 Partnerships

5.1.1 West Norfolk Tourism continues to work closely with Visit Norfolk and Visit East Anglia to promote the county and wider area in a variety of joint campaigns led by those two destination management organisations, including seasonal promotions and a new set of online "Perfect Year-Round" short promotional films shot across Norfolk by Geocast throughout 2019. These films can be seen here: www.visitnorfolk.co.uk

5.1.2 Love West Norfolk's "Perfect West Norfolk Day" campaign was launched in July and the Tourism department, along with the Communications department, had been supplying and retweeting the content from the Love West Norfolk account. The overall winner was announced in July and the Tourism department continues to attend workshops and meetings with Love West Norfolk to explore how we can continue to actively work together with that brand in the future.

5.2 External Promotions for 2019

5.2.1 Aside from usual promotional appearances in national and regional tourism publications (such as the Kingfisher Tourism Guide, Coach Drivers Yearbook, Norfolk Coast Guardian, Destination East Anglia, Eastlife Magazine and The Guardian's Travel Guide pull-out in April 2019) the west Norfolk tourism department submitted a notable article and advertisement for the June 2019 edition of the Group Leisure & Travel Magazine, as part of a 5-page magazine special feature on Norfolk for group tour operators.

5.2.2 Following the theme of increased promotion to group tour operators in 2019 via the above-mentioned Group Leisure & Travel Magazine, the Tourism department also supplied a full-page advertorial for the Coach Touring Magazine, specifically for their magazine special 'The Guide to Norfolk and Suffolk for Groups' which was first circulated from mid-Summer 2019 onwards.

6 Resource Implications

None

7 Policy Implications

None

8 Recommendations

The committee is recommended to note the report.

9 Access to Information

No background papers.

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