

PRIORITY 01

Promoting and Marketing Development

We will attract existing, new and next generation markets through a dynamic, creative brand with consistent and relevant messaging.

Creative targeted campaigns that promote our wide range of experiences will encourage more people to visit Southend and contribute to a vibrant visitor economy.

OBJECTIVES	KEY TASKS	MONITORING	TARGET	RESPONSIBILITY
<p>Increase the number of visitors to the Borough by broadening our appeal to new markets such as 'Urban Dwellers', millennials, empty nesters, niche and interest groups such as health, wellness and activity tourists. Exploit proximity to London.</p>	To create a new 'city' brand, website and assets for the Borough that reflects a more confident, contemporary and creative place in line with Southend 2050 outcomes.	Completion of new place brand narrative and destination website.	Website and place brand launch by Spring 2021	<p>STP - Place Marketing Group SBC - Culture & Tourism VIC Visit Essex BID Leigh Town Partnership</p>
	Increase the visibility of cultural, heritage and wellness aspects of Southend and the wider resort to attract new audiences	Engagement, visitors at cultural and related venues, attractions, and events across the wider borough	Annual increase of 10%	
	<p>Create seasonal, multi-channel promotional campaigns that drive interest - focused on culture, arts, heritage and events in collaboration with key partners.</p>	Number of visits, click-throughs and dwell time to new destination website.	Annual increase of 5%	
		Increase in number of followers across social media.	Annual increase of 5%	
<p>Ensure local residents are kept informed about events, attractions and cultural activity in order to encourage them to actively talk up Southend.</p> <p>Capitalise on the VFR (visiting friends and relatives) market.</p>	Ensure the identity/tone of voice for the new destination website appeals to residents as well as visitors as a source of information.	Number of visits and subscribers to new destination website from local postcodes.	Annual increase of 10%	<p>STP - Place Marketing Group SBC - Strategic Comms SBC - Culture & Tourism</p>
	Distribute monthly 'whats on' newsletter to local media channels as well as partners and businesses for them to distribute to their own staff.	Increase in followers across social media channels from local area.		
	Reintroduce a hard copy Council magazine to residents which will feature a 'whats on' section as well as a sign post to the new website for more information.	Engagement, numbers participants at events, attractions and cultural experiences	Spring 2021	SBC
	Use new digital technologies to provide pride messages on key routes, bus stops and the town centre.	Increased awareness		

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Target international opportunities presented by destinations served by London Southend Airport, as short haul travel starts to return to pre-COVID levels	Explore opportunities to collaborate with London Southend Airport on creative campaigns that exploit the Borough's coastal offer coupled with its proximity to London - target destinations served by current routes.	Increase number of visits from overseas visitors	Annual increase of 3%	London Southend Airport STP VIC Accommodation providers SBC - Culture & Tourism
		Accommodation occupancy rates	Annual increase of 3%	
	Ensure new destination website has the facility to translate into other languages, focusing on destinations served from London Southend Airport.	Number of visits to the destination website from international IP addresses.	Annual increase of 3%	
Encourage visitors from all sectors to stay longer and spend more money in the local economy.	<p>Develop a joined up marketing campaign to build consumer confidence. Include clear protocols and reassurance of COVID safe practice to capitalise on the rise in safe 'staycations' and repeat visits - which are likely to be maintained during, and post COVID-19 recovery.</p> <p>Create bespoke campaigns aimed at the business sector, showcasing Southend's coastal experience and COVID safe venues as an alternative destination to host meetings.</p> <p>Exploit proximity to London and destinations served by LSA as a source of corporate business as short haul travel starts to return to pre-COVID levels (2022-23 IATA estimate)</p>	Total value of tourism	6% growth annually	<p>STP - Place Marketing Group</p> <p>SBC - Culture & Tourism</p> <p>VIC</p> <p>Visit Essex</p> <p>Accommodation Providers</p> <p>BID</p> <p>Leigh Town Partnership</p>