



Marketing  
Cheltenham

# Marketing Cheltenham 2018 Report – The Highlights



# 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**

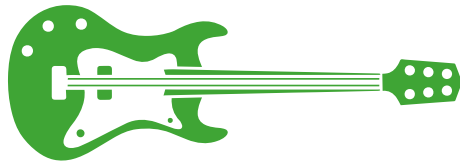
# Highlights 2018

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](http://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.**

**16** 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.*



**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.**

**#1**

**Cheltenham confirmed as the most complete Regency Town in the UK by independent historians.**

**16**

**restaurants in the Michelin Guide.**

*"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

**CHELTENHAM  
BID** Local businesses  
improving  
our town

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 renowned 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).



#### Regency Cycle Tour

Showcasing the town on two wheels. (The Bicycle Hub initiative).



#### The Romantic Road

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

# 5. Visitors making the most of Cheltenham

# 160,000

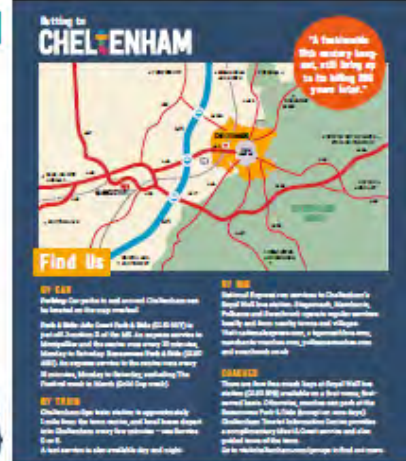
60,000 Map & Guide Leaflets distributed in and around the region, with a further 100,000 included in The Jockey Club member magazine. Huge thanks to The Jockey Club for their support.

SUSTRANS collaboration to produce travel information for the town.



Tourist Information Centre review and recommendations submitted for implementation in 2019.

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



## 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.

# +5

MICE desk trial to book accommodation for the Townswomen's Guild conference. Four more in the pipeline in 2019.



The Jockey Club and Cheltenham Festivals directing people to [visitcheltenham.com](http://visitcheltenham.com) for planning visits and exploring the area.

# 2

Cheltenham Tourism Partnership Meetings.

# 4

large hotel meet up.

# 6

member meetings.



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.

# GWR

# national express

**Bristol Airport**  
*Amazing journeys start here*



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



# COTSWOLDS

Establishing a strong working relationship with Cotswold Tourism.

## 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

# Six

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

# Top 5

referring site for Cheltenham Festivals among other successes.

# 2,500

pieces of content.



## Social Media



Facebook:

**4,591**

(up 60% since  
Jan 2018)



Instagram:

**2,235**

(up 72% since  
Jan 2018)



Twitter:

**7,400**

(up 12% since  
Jan 2018)

## 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.

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



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**

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

**228 blogs**  
written & read  
**43,421** times.



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



# 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)

**THE LOCAL ANSWER** **So** **Glos** **COTSWOLD LIFE**  
THE ONLINE MAGAZINE

Print media advertising reaching  
**361,184.**

**35%**

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

**GWR**

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



**4,555** direct engagements  
**149,679** people reached

An on-street poll of  
visitors highlighted a

**47%**

recall rate for the  
advertising, with **19%**  
of these being from  
out of town.



**378,032**

people reached for Christmas  
Markets, Late Night Shopping and Arts  
& Craft Market events on social media.

# LATE-NIGHT SHOPPING UNTIL 8PM AND FREE PARKING

visit [cheltenham.com](http://cheltenham.com)



## 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](http://visitcheltenham.com)

## PR & Profile

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.

**THE TIMES**  
**THE SUNDAY TIMES**

**FT**  
FINANCIAL  
TIMES

Birmingham  
**MAIL**

中新網  
chinanews.com



**Mail** Online

**THE INDEPENDENT**  
ON SUNDAY



**LandLove**

BRITAIN'S BEST-SELLING PERIOD HOMES MAGAZINE  
**PERIOD LIVING**

**RACING POST**

**HORSE & HOUND**

Louise  
**LOVES LONDON**

msn

**Bristol**  
**Post**

**SIDE STREET STYLE**

FAMILY TRAVEL AND LIFESTYLE BLOG



# THE TIMES

BRITAIN

## Cheltenham: Great British Breaks

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



The Pevsley Pump Room  
GETTY

### Why?

It may be the most beautiful Regency town in Britain, but there's more to Cheltenham than stucco facades, pedimented porticoes and genteel gardens – expect bowl-food restaurants, stylish bars and even street art. Its A-list festival calendar attracts the biggest names in music, books and science to Gloucestershire; the literature fest, sponsored by The Times and The Sunday Times, opens on Friday.

### What you do

Get your first fix of Regency splendour at **Pittville Park**. You're spoilt for choice when it comes to selfie backdrops: the colonnaded Pump Room, the ornamental lakes or the beeches, maples and oaks, which are a blaze of scarlet and gold right

# SIDE STREET STYLE

22/11/2018  
OUR STYLISH FAMILY STAY AT COTSWOLD GRANGE HOTEL, CHELTENHAM



If you follow me on Instagram or Twitter you may have seen we headed off to the beautiful spa town of Cheltenham for a family weekend break away. The last time I had been in Cheltenham was around 7yrs ago when I was shooting a wedding and it was as wonderful as I remembered. We took a slow drive from our home in Cardiff, first stopping off in Chippingwick and visiting Chippingwick Castle (which I highly recommend) and then driving up through the Wye Valley, along the Seven River to the historical town of Cheltenham on the edges of the Cotswolds.

While we know Cheltenham makes for a fantastic couples break away, with it's boutique stores and style activities, we were a little concerned there wouldn't be a lot for the kids to do but we needn't have worried as we had a great time from start to finish and I will be writing a separate post about family friendly things to do there. For this post however I want to focus on our stay at The Cotswolds Grange Hotel as it was such a positive experience and extremely accommodating when it came to travelling with two young children and is somewhere I would genuinely recommend for both single, couples and family getaway breaks.



### WELCOME

I am a creative mother of two living in Wales. My boys and I love to travel, share, try new things and live each and everyday to the fullest. Supporter of Women

### FOLLOW

f o s i g +

### SEARCH

SEARCH

websearch

### POPULAR POSTS



A homemade Christmas - Paper Inspiration  
So this is a part one in a series of posts about making a homemade Christmas, each with a different theme. This one is all about p...



The George Home  
A few weeks ago both John and I plus the kids headed off on a mini-adventure to North London to have a sneak peak of the new range hom...



### SHOP



## Louise LOVES LONDON

# THE INDEPENDENT ON SUNDAY



DESIGN DESTINATION:  
CHELTENHAM'S STYLISH PLACES TO  
EAT, DRINK AND STAY

Forever seeking the world's most stylish hotspots for our Design Destination series, Amira Hashish explores Cheltenham and its famed literary festival and checks into one of Europe's oldest hotels

Amira Hashish | Friday 7 October 2016 13:07

Cheltenham is world renowned for its festivals and one of the calendar highlights, the annual Literature Festival, is about to kick off. More than 600 writers, actors, politicians, poets, sports personalities and leading opinion formers will gather in the spa town between October 7-16 to celebrate the joy of the written and spoken word. The full schedule can be found at [cheltenhamfestival.com](http://cheltenhamfestival.com). When visiting be sure to check out the many attractions this Cotswolds gem has to offer. Here are our suggestions...

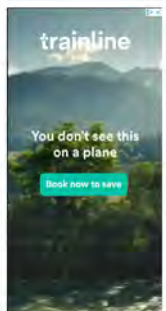
### Try a first class Indian dining experience with a twist

Set up in 2012 by cousins and restaurateurs Jay Rahman and Taj Uddin, Priests (Mother Earth in Sanskrit) has become a real staple in the area. The 28-cover restaurant ranks number one in Cheltenham on TripAdvisor and it is easy to see why.



Read more Inside the curvy woodland retreat nestled on Grand Designs

The service is impeccable with passion and attentiveness at the core. The interior design is simple and smart. Here the focus is on the fine dining experience. Rahman explains that the reinvented Indian dishes are changed regularly. They like to push boundaries and introduce new flavours for the regulars.



"The Hare and the Minoas Statue" by Gloucestershire based artist Sophie Ryder can also be found on The Promenade. It is a truly peculiar statue, and although not everyone loves it, it is worth a stop on your visit. (Read more about the statue [here](#))

Tip: if you plan to visit Cheltenham, make sure to check out [what is going on](#) before booking! it can get quite busy here, so unless you want to attend some of all the amazing events, you should probably book in the not-so-busy weekends!

This was part of our trip to The Cotswolds! Next up on the blog is our visit to Broadway!

Thank you, [voivo](#), [vict Cheltenham](#) and [Hollykey Manor](#) for helping me planning this trip. As always all opinions are my own

## 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.



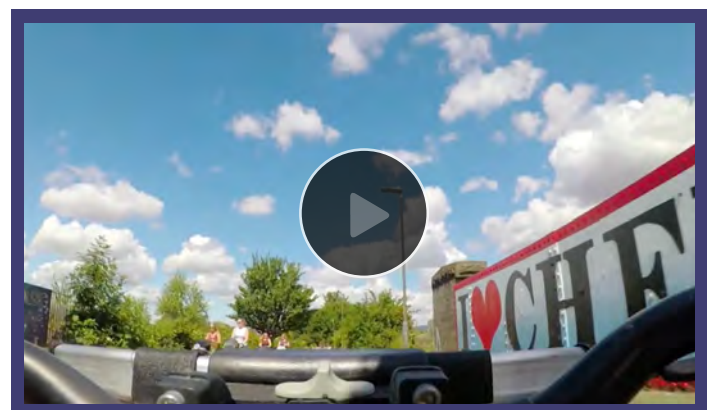
### Cycling in Cheltenham (August)

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.



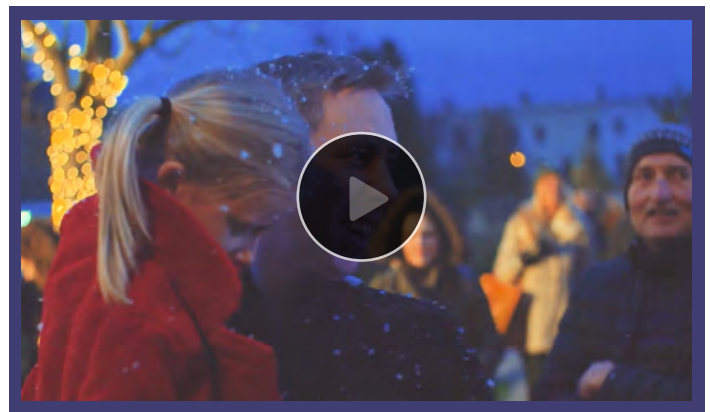
## Merry Christmas (December)

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)

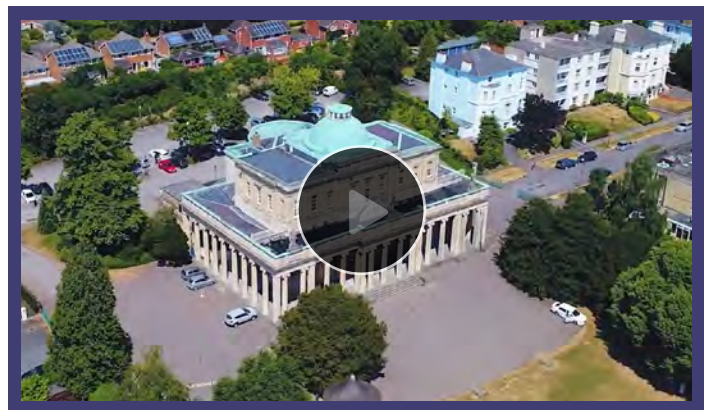
There's so much to do in Cheltenham every year and we want to inspire people to visit! Here's the video to do just that.

**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.



# Our Partners

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.



**CHEL TENHAM**  
BOROUGH COUNCIL



**UNIVERSITY OF  
GLOUCESTERSHIRE**

at Cheltenham and Gloucester

**CHEL TENHAM  
BID** Local businesses  
improving  
our town



THE  
**BREWERY  
QUARTER**  
C H E L T E N H A M



**CHEL TENHAM**  
CHAMBER OF COMMERCE



**THE JOCKEY CLUB**

Since 1750

**CHEL TENHAM**  
**Festivals**



# Our Members

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.

- 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

**INFLUENCER PR**  
hashtags, tagging, direct

Heritage

Food

Shopping

Culture

Short Breaks

Member Profile

## SOCIAL MEDIA

Twitter

Facebook

Instagram

**INCREASING OVERSEAS VISITORS** in collaboration with Cotswolds Tourism and VisitBritain

Meet the Travel trade events ITB Berlin March Explore GB May

Hosting media and travel trade visits

### Uncover the Cotswolds:

Nordics, Italy, Spain primary. Secondary US, Netherlands, Germany, near Europe

## PRODUCT DEVELOPMENT to generate new reasons to visit

GCHQ 100 years TBC

Brian Jones 50th Anniversary Walking Tours

Working with partners to create experiences

## DEVELOP 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

## 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

## SUPPORT CHELTENHAM BID EVENT MARKETING

Christmas Shopping

Summer Trail?

Cocktail Week

Light Up Cheltenham

Boutique Sale

### RE-ESTABLISH CHELTENHAM AS A No1 REGIONAL SHOPPING DESTINATION\*\*

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,

