



# Bournemouth

Discover. Experience. Be Inspired.

## ABOUT

Bournemouth is a cosmopolitan destination located on the South Coast in Dorset, UK. It was founded in 1810 and quickly became a health resort and spa town, attracting Victorian visitors for the medicinal benefits of its sea air and pine-scented walkways.

Bournemouth is one of the UK's most popular seaside resorts, welcoming seven million visitors a year. Bournemouth Tourism works alongside Bournemouth Borough Council and with local partners to create unforgettable experiences for holidaymakers and daytrippers.

## EMAIL MARKETING GENERATES £10K IN BEACH LODGE HOLIDAY BOOKINGS (PER EMAIL)

### SITUATION

The Communications team at Bournemouth Tourism plays an important role in helping the council and stakeholders maximise a £5.9m-investment strategy to establish Bournemouth as a "world-class seafront that will enhance the natural assets of the coastline and create public spaces and facilities to inspire new generations of visitors".

Fifteen luxury stay-in beach lodges have been built as part of the upgrade to the seafront and were launched earlier this year. The Communications team was tasked with delivering a multi-channel integrated marketing campaign to:

- ① Establish the lodges as a five-star holiday experience
- ② Generate income through bookings

The team needed to generate significant buzz in the run up to the launch (while the beach lodges were being constructed), sustain interest, and generate bookings from thereon. The target audiences for this new 'destinational experience' were families, DINKs (double income no kids), SINKs (single income no kids) and empty-nesters.

## METRICS

**110K**

SUBSCRIBERS TO  
BOURNEMOUTH TOURISM  
UPDATES

(in 12 months)

**5K**

SUBSCRIBERS TO BEACH  
LODGE UPDATES

**50%**

AVERAGE OPEN RATE

(for emails promoting beach lodges)

**10%**

AVERAGE CLICK RATE

**7%**

CONVERSION ON CLICK-  
THROUGHS-TO-BOOKINGS

**£450**

AVERAGE VALUE OF EACH  
BOOKING

**£10K**

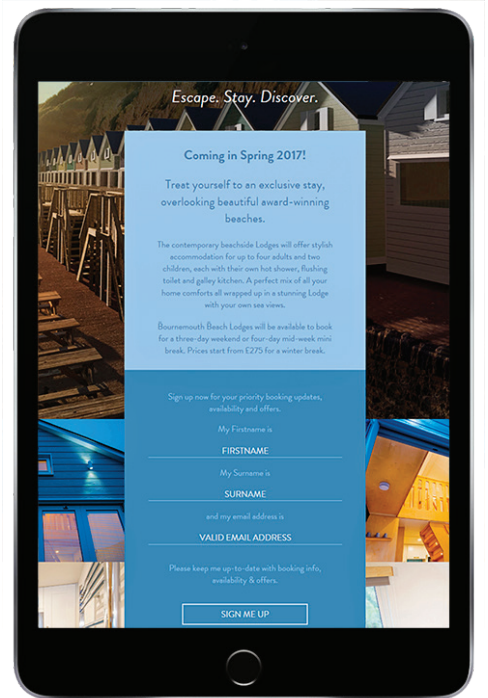
AVERAGE RETURN ON  
INVESTMENT FOR EACH  
EMAIL

## SOLUTION

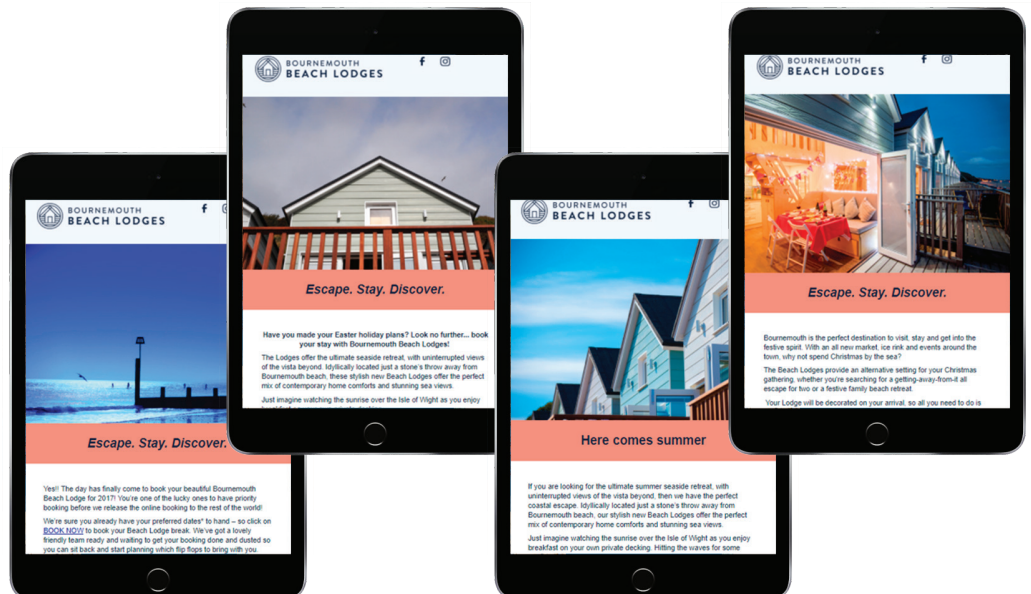
In addition to leveraging a range of online and offline PR and marketing tactics, Bournemouth Tourism selected the [GovDelivery Communications Cloud](#) by Granicus for its B2C and B2B email marketing (for the beach lodge campaign and all other tourism comms).

The team's audience acquisition strategy began while the lodges were being built. A call-to-action (promoted on display boards around the construction site, across social media, and via a "teaser page" on the website) invited people to sign up for email updates on the lodges. This pre-launch campaign helped generate excitement and enabled the team to build a mailing list of warm contacts ready for targeting and nurturing along the sales pipeline post-launch.

Working with Granicus' designers to ensure the email bulletin templates matched the luxury experience they aimed to sell, the team delivered (and continues to deliver) powerful email campaigns which drive bookings. Features such as the sleek design, professional photography, mobile responsiveness, clear messaging and single calls-to-action have helped to deliver a positive brand experience.



Teaser web page pre-launch.



Examples of the email bulletins deployed to encourage beach lodge bookings.



*“Within 48 hours of sending an email bulletin promoting Christmas breaks, we had five bookings originating from the email. Given each booking during this season is worth up to £650, that’s a return of around £3k in one weekend. Throughout the year our average booking is £450 and each bulletin is generating £10k in new bookings.*

*The GovDelivery Communications Cloud provides an easy way for us to monitor engagement rates, A/B test, segment our audience, and track ROI. Email is a key part of our marketing mix.”*

*- Nicola Goode, Marketing Manager, Bournemouth Tourism*

## RESULTS

Sign-up buttons and a web overlay (promoting email updates) have been added across Bournemouth Tourism’s website and continue to convert web visitors. In 12 months, more than 5,000 people have subscribed to the beach lodge updates, and nearly 110,000 have subscribed to a range of other news and events updates for visitors.

Using unique booking codes for offline promotion, web tracking codes, and the GovDelivery Communications Cloud’s email performance analytics dashboards, the Communications team measures the impact of each channel on beach lodge bookings. Early evaluation suggests a 60-40% split between bookings originating from online and offline channels, respectively.

The email bulletins promoting the beach lodge holidays achieve a consistently high open rate of ~50% and click rate of ~10%, above [industry benchmarks](#). With a conversion rate (from click-throughs to actual bookings) of ~7% across the bulletins so far, email is proving an effective way to drive sales. Based on current subscriber levels, which continue to grow, and an average booking value of £450, each bulletin is generating an average income of £10k in new bookings.



## ABOUT GRANICUS

Granicus provides technology that empowers government and public sector organisations to create better lives for the people they serve. By offering the industry’s leading cloud-based solutions for communications, meeting and agenda management, and digital services to more than 150 organisations in the UK and more than 3,000 worldwide, Granicus helps turn government missions into quantifiable realities. Granicus products connect 11.5 million citizens in the UK and 150 million globally, creating a powerful network to enhance government transparency and citizen engagement. By optimising decision-making processes, Granicus strives to help government realise better outcomes and have a greater impact for the citizens they serve.