

# Promoting Chilterns Tourism

*Attracting visitors through digital  
marketing*

**Vicki Pearce and Annette Weiss**

Chilterns Conservation Board



**CHILTERNS**  
CONSERVATION BOARD

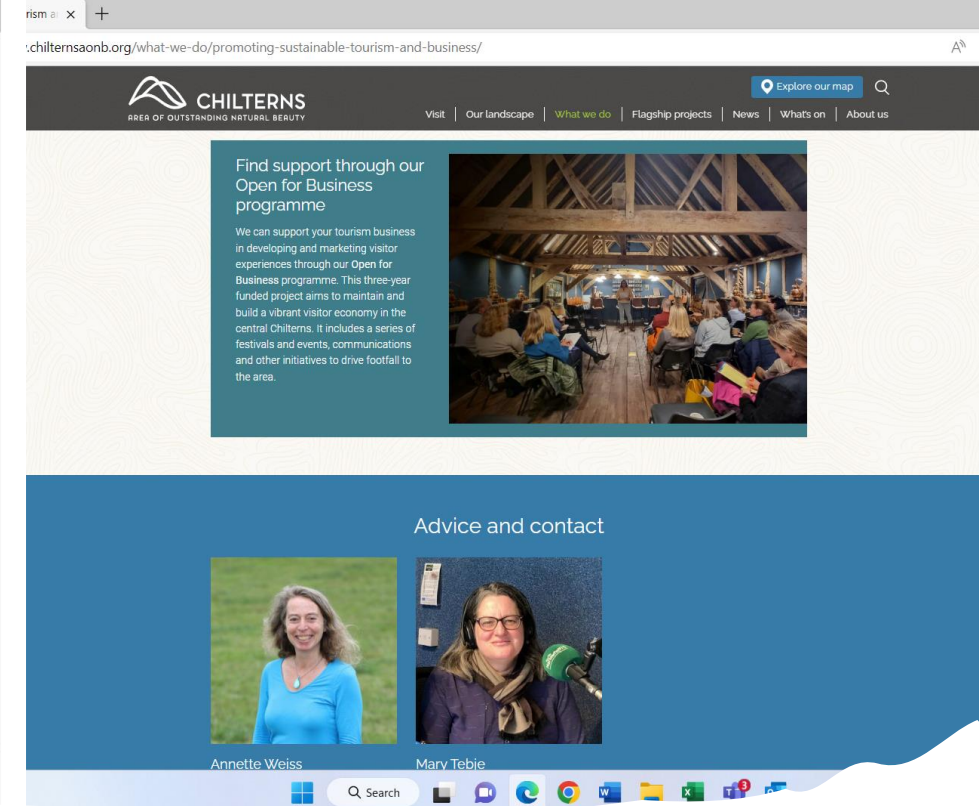
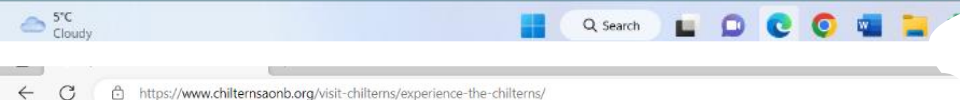
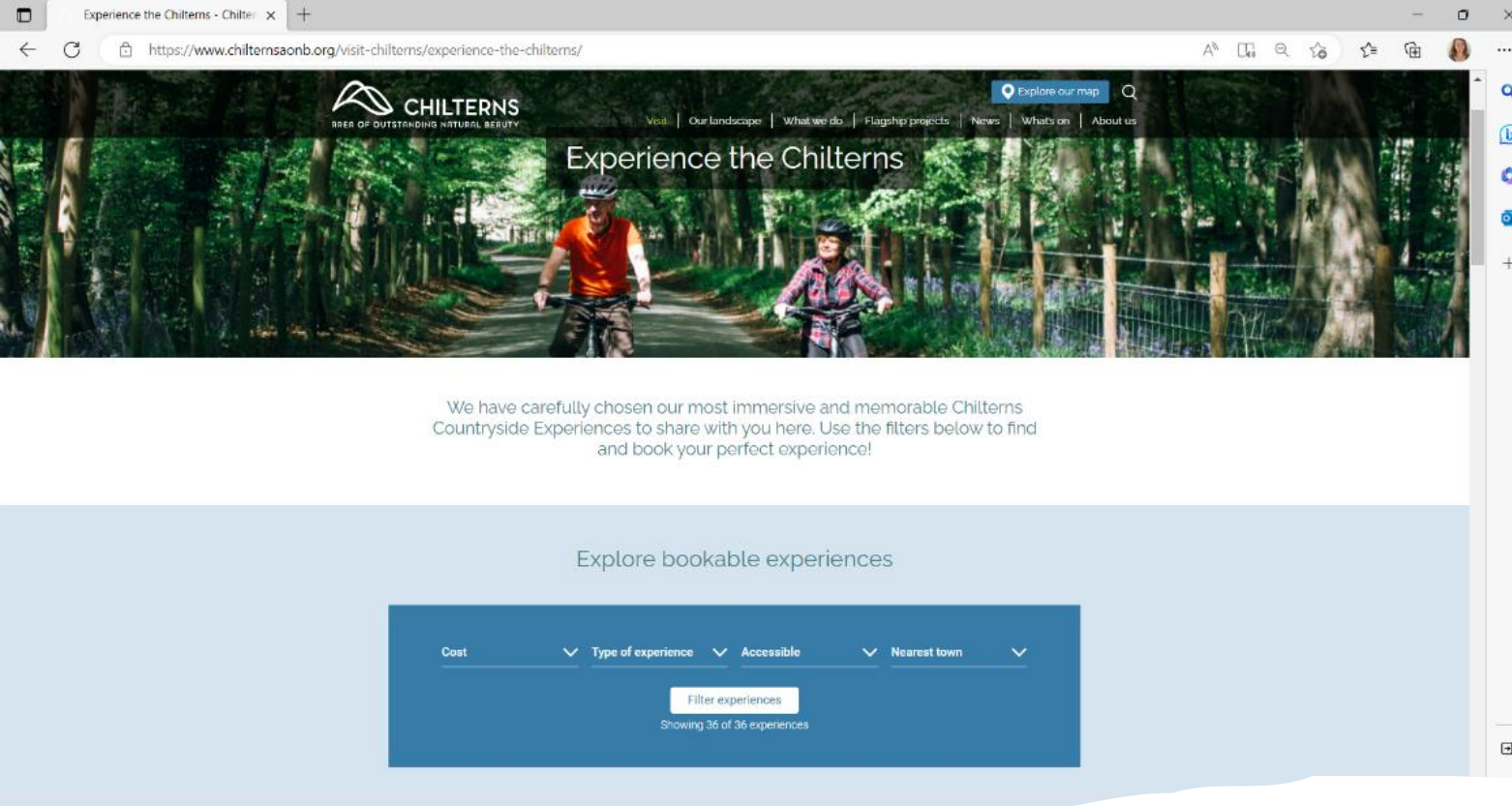


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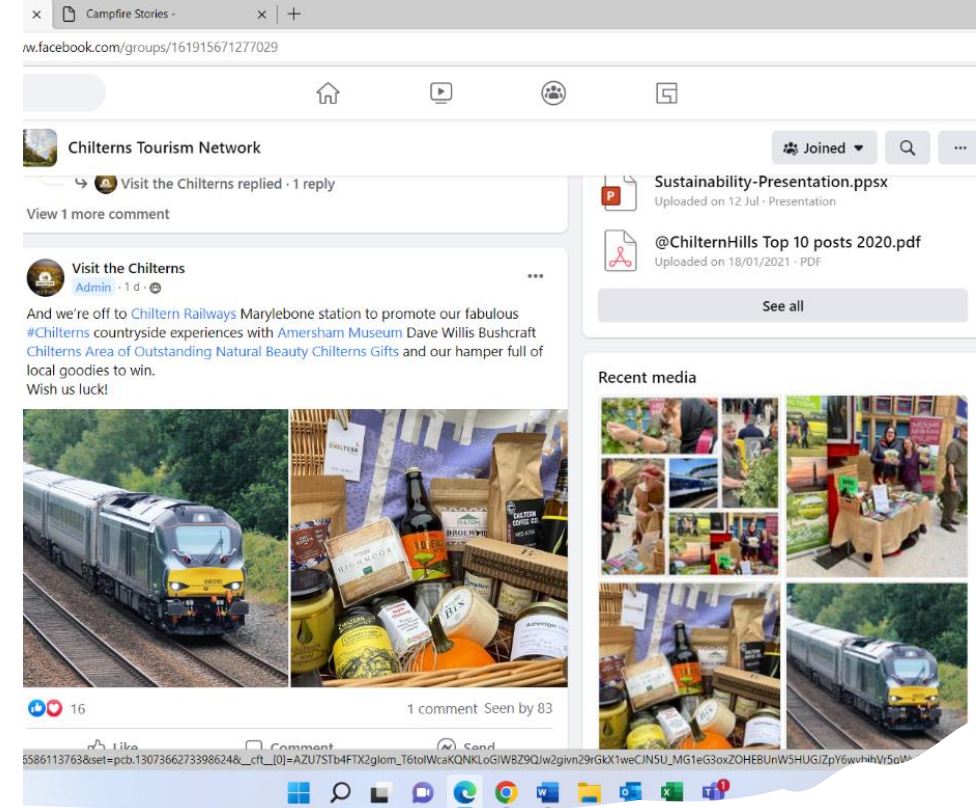
# How are we promoting Chilterns visitor businesses?





New Chilterns AONB website





Promoting Chilterns  
Experiences with  
Chiltern Railways



# Promoting Chilterns experiences – blogs, adverts and media campaigns



Bushcraft with David Willis · [Follow](#)

Thank you for featuring me - it was great welcoming participants to my Adventure Skills Day, here in the Chilterns, at the weekend. They all appreciated time in the woods, and there was no sign of winter blues, just smiles, learning, and campfire conve... See more

## Half term ideas in the Chilterns



**Widmer Farm Park:** A brand new outdoor farm attraction between High Wycombe and Aylesbury with lots of animals that can't wait to meet you. See Llamas, Alpacas, Sheep, Goats, Donkeys and Horses.

[>> Find out more](#)



**Bekonscot Model Village:** Visit the world's oldest model village - seven little towns stuck in a 1930s time warp. Enjoy a moving circus, funfair and mine, model trains whizzing through and boats, and ride the miniature railway.

[>> Find out more](#)



**Free resources and walks from Chalk, Cherries and Chairs:** Follow the self-guided Wycombe Rye history trail and an Amersham time travel trail, download colouring sheets of a Chilterns map, farmyard and birds of prey. Scroll to the bottom of this page to find them.

[>> Download here](#)



**Piggy Pet and Play:** Have a farm tour then spend two hours with the miniature pigs at Kew Little Pigs in Old Amersham. Meet pigs of all ages and pet, groom and play with them.

[>> Find out more](#)

### UNIQUE EXPERIENCES IN THE CHILTERN HILLS!

[www.chilternsaonb.org](http://www.chilternsaonb.org)

Choose from 36 immersive experiences  
Ideal for gifts!

Close to nature  
Campfire cooking, foraging, heritage crafts, night walks, guided nature tours

Get creative  
Food & drink experiences

Active outdoors

Sketching & painting walks

Choose from 36 immersive experiences  
Get to know the people and places of the Chilterns and support local.  
Ideal for gifts!

### From foraging and bushcraft to campfire cookery and cocktail making

Make unforgettable memories in the Chilterns

**CHILTERNs**  
AREA OF OUTSTANDING NATURAL BEAUTY

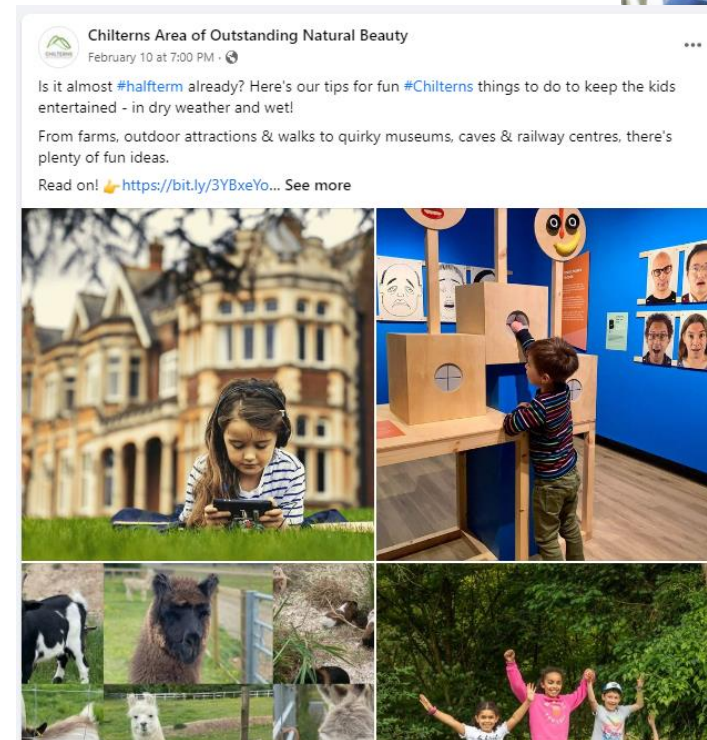
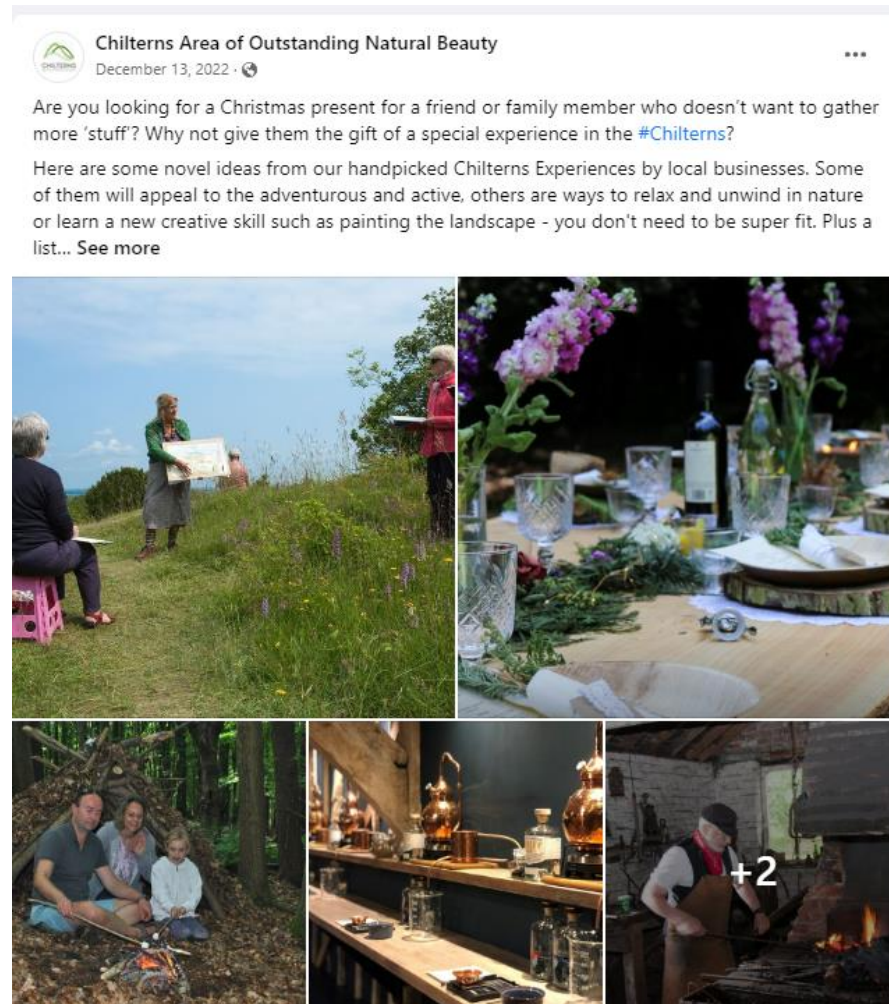
Make unforgettable memories in the Chilterns

**CHILTERNs**  
AREA OF OUTSTANDING NATURAL BEAUTY

Adverts in the Chiltern Society magazine and Tring & Berkhamsted Living magazine



# Promoting Chilterns experiences – blogs





# Using influencers as part of our marketing campaign



Great Missenden to The Lee circular walk



*Midsomer Murders* fans had better bag a spot early on this walk before the 15 places get snapped up. The moderately-paced 7-mile route starts in Great Missenden, which featured in 'Painted in Blood' when amateur artist Ruth Fairfax met a grisly end, as well as many other episodes. It then follows on the trail of DCI Barnaby to Badgers Drift (otherwise known as The Lee), looping back to

Muddy Stilletos

CHOOLS GUIDE BEST SCHOOLS AWARDS LITTLE BLACK BOOK WEEKEND ESCAPES

The Chilterns are absolutely jam-packed with brilliant days out and experiences, and one of the best for families this month has to be the Chiltern Open Air Museum in Chalfont St. Giles. Not familiar? Here's the lowdown.



COAM is home to a whopping 30 rebuilt historic buildings, a working farm, and plenty of opportunities to get stuck in to a little bit of history. Best of all, their schedule is rammed with good stuff during those long summer months – so if you're at a loose end, here are our top recommendations for August. Meet you by the pig sty.



CHILTERN  
CONSERVATION BOARD

# Muddy Stilettos 4 months Bucks/Oxon campaign June – September 2022

Online blog on Muddy site, and e-newsletter

## Five lovely family days out in the Chilterns

Theme parks and heritage attractions have their place, but if you're looking for a more gentle day out with the kids locally, here's some Muddy inspo to see you through summer.

The Bucks Goat Centre, Aylesbury



### June blog 'Family Days Out/Breaks'

Unique users 1,872  
Pageviews 2,443  
Dwell time 4.15 minutes

### July 'Kids summer Holidays/leisure days out'

Unique users 1,676  
Pageviews 2,398  
Dwell time 3.42 minutes

### August Summer 2022 Things to Do

Unique users 1,723  
Pageviews 1,984  
Dwell time 3.45 minutes

## The Chilterns: epic family days out & mini breaks

Hey, we've got an AONB on our doorstep, so let's make the most of it! From adventures with animals to timeless traditions, here's what to do in the Chilterns this summer.



Not everyone is lucky enough to have an Area of Outstanding Natural Beauty on their doorstep, but here in Bucks and Oxon, we've got a veritable pastoral playground in the shape of the gorgeous Chilterns (which of course stretches right into Beds and Herts as well!) and [Chilterns Tourism](#) is a great resource for family days out in the hills.

Beyond the breath-taking grassland walks, wild woodland cycles and gorgeous picnic spots let's not also forget this is living, working countryside and there's also the quirky and pretty villages and market towns of the Chilterns too. Let's whet our appetite for a local day out with [Chilterns Tourism](#), shall we?

#### ADVENTURE





# Collaboration with London influencers



london.by.kseniia

Follow

Message



1,044 posts

129K followers

900 following

Kseniia•Travel, London & more

Digital creator

✈️🌍 Travel content creator: London & beyond

☀️ Things to do, hotels, unique places to visit

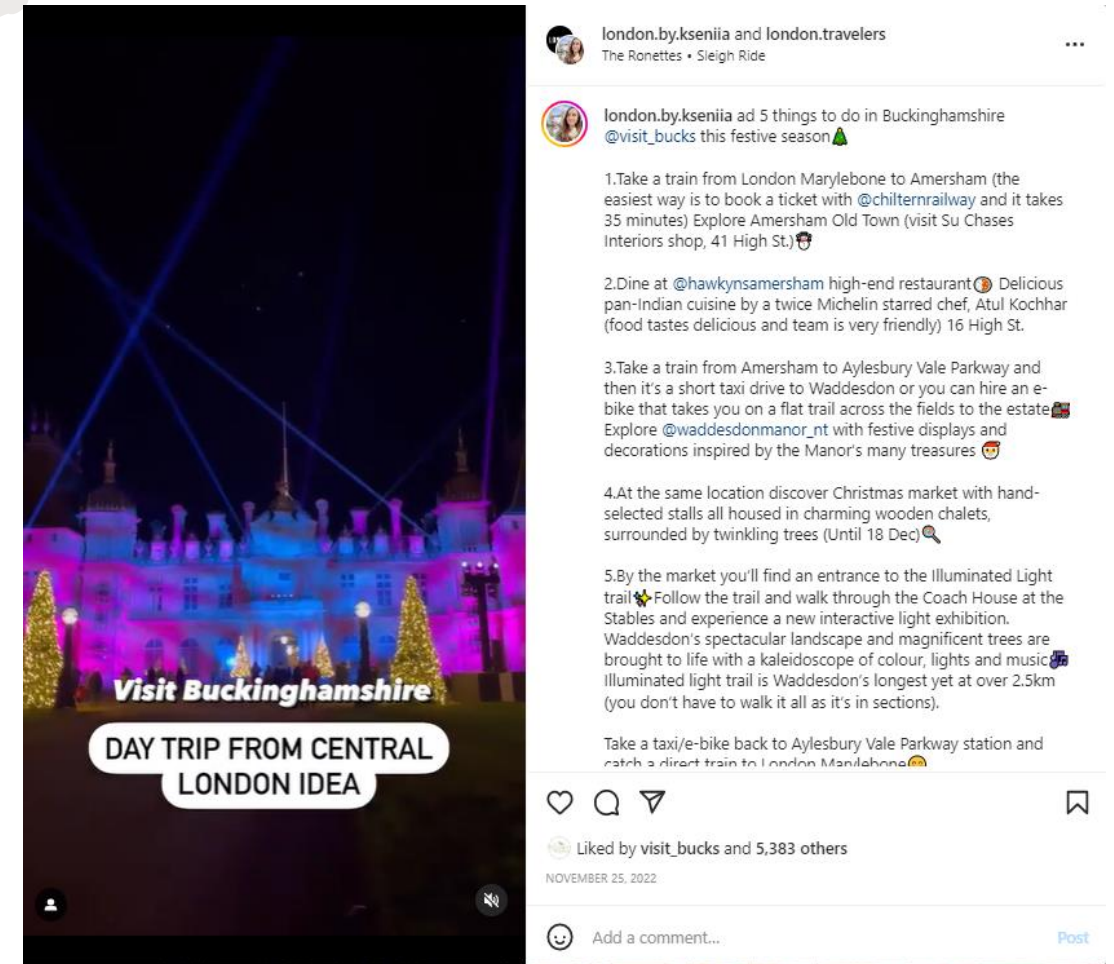
✉️ londonbycontact@gmail.com

TikTok, YouTube 📺 @kseniia.vlogs

linktr.ee/londonbykseniia

Followed by bekonscotofficial and visit\_bucks

Visit Buckinghamshire collaborated with London influencer Kseniia. The reel from her day trip to Bucks in November achieved 213,433 plays of the Reel and 4,999 likes



## Digital marketing campaign by Fabbbrica Dec to Feb – Social adverts, Google Search and display ads

Channel	Media	Format	Buying model
Paid search	Google Ads	Text	CPC
Paid social	Facebook/Instagram	Feed, Right Hand, Stories Images/Video	CPC
Display	Google Display (GDN)	Banners	CPM

Facebook / Pure Indulgence

**FABBRICA** Facebook / Great Escapers

## FABBRICA





# What were the results?

# Activity results

Facebook	662,558 impressions	15,104 link clicks	4.57% overall CTR	0.90% benchmark CTR	£0.04 CPC	£0.52 benchmark CPC
Search	26,850 impressions	2,481 link clicks	9.24% overall CTR	5.93% benchmark CTR	£0.34 CPC	£1.38 benchmark CPC
GDN	4,721,668 impressions	17,184 link clicks	0.36% overall CTR	0.49% benchmark CTR	£0.06 CPC	£0.37 benchmark CPC
TOTAL	5,411,076 impressions	34,769 link clicks		0.64% CTR		



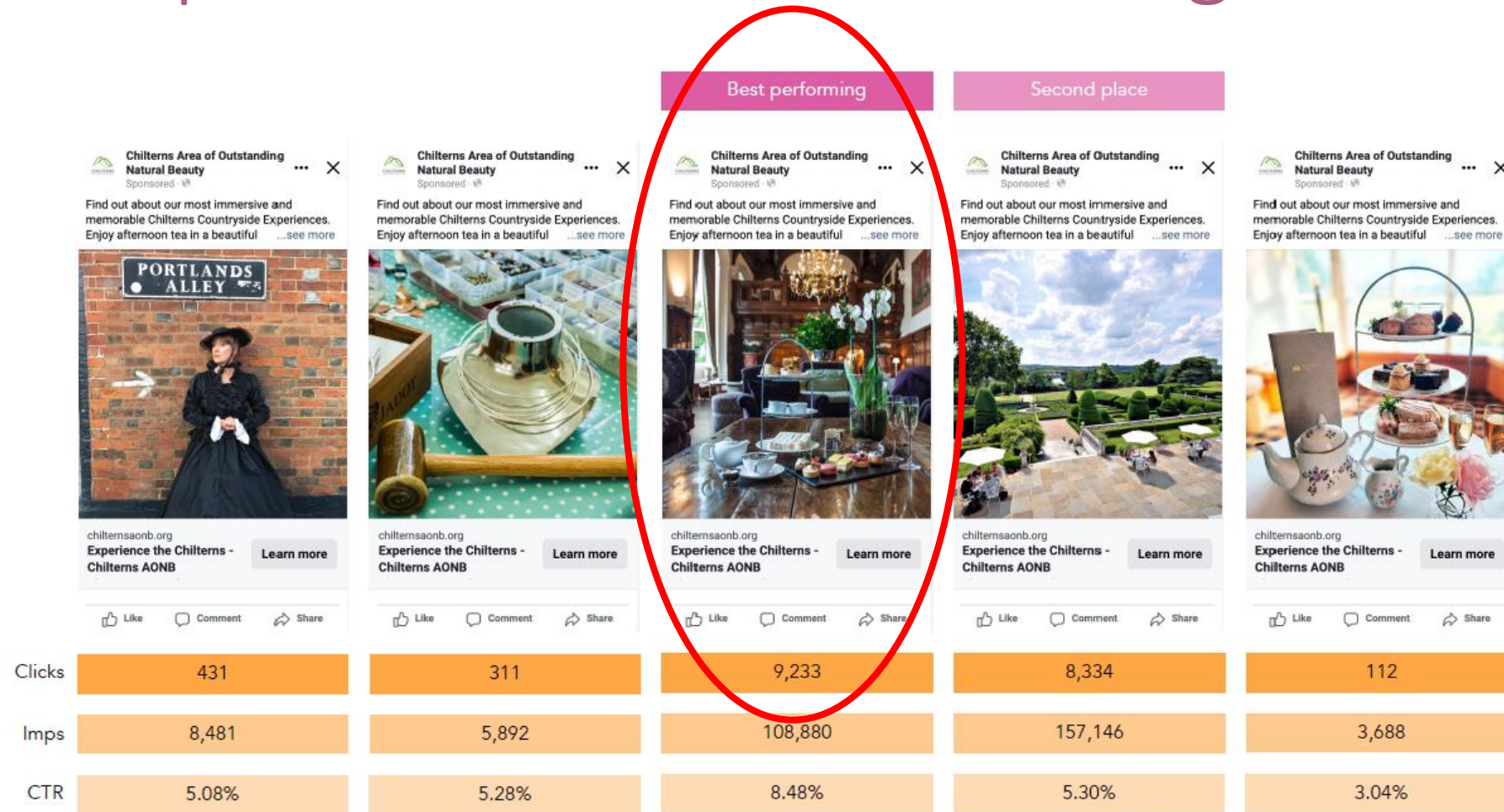


# Facebook & Instagram findings...

Overall Facebook was our best performing channel with over 15k link clicks and 30k overall clicks.

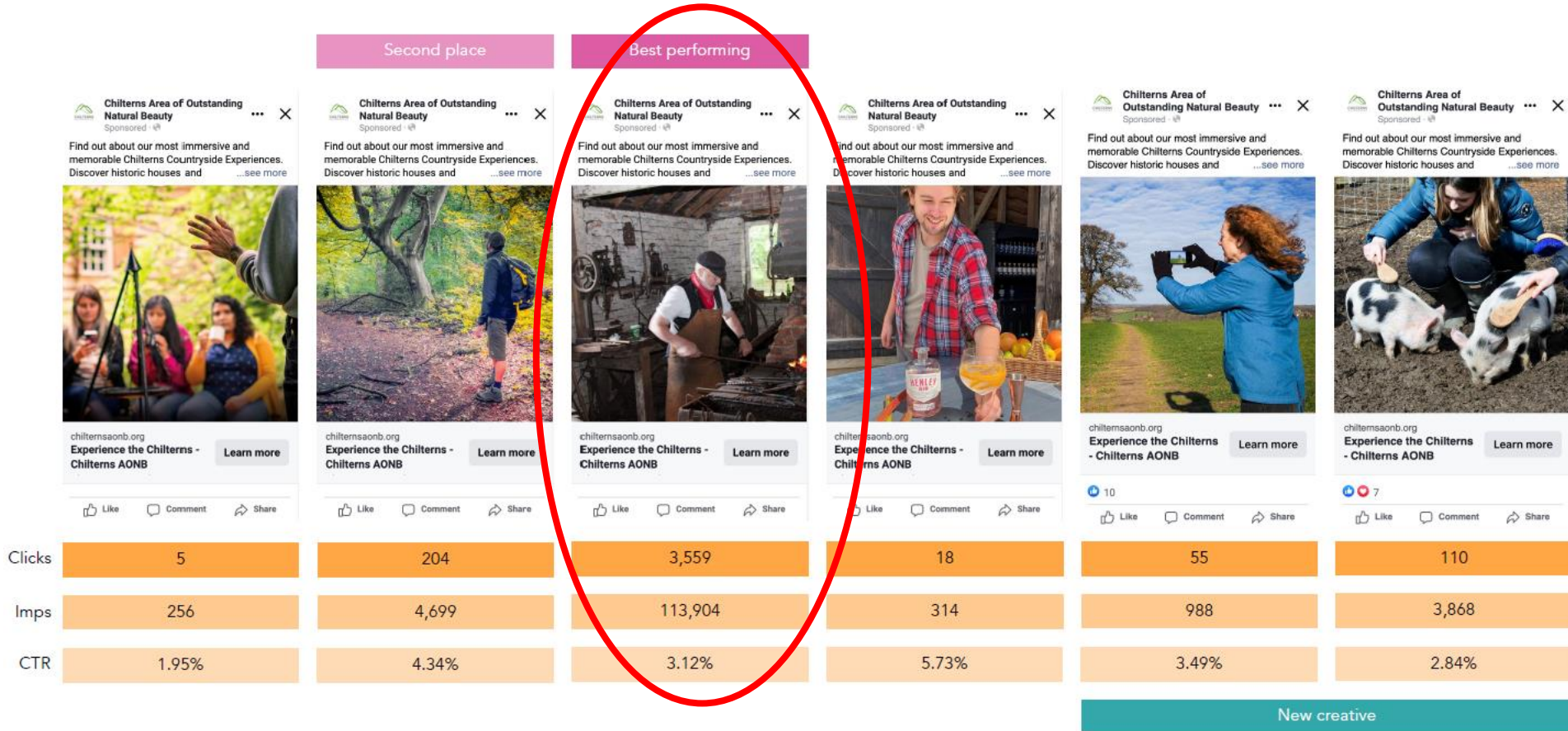
- Most successful campaign type was “Pure Indulgence” followed by “Great Escapers”
- Best performing demographic were females over 65
- However, younger males (25-44) were more engaged with the other target segments “Culturally Curious” and “Great Escapers”
- Most traffic came from London followed by Chesham, Watford and Hemel Hempstead
- Facebook massively outperformed Instagram
- 99% of people use mobile devices

# Creative performance – Pure Indulgence

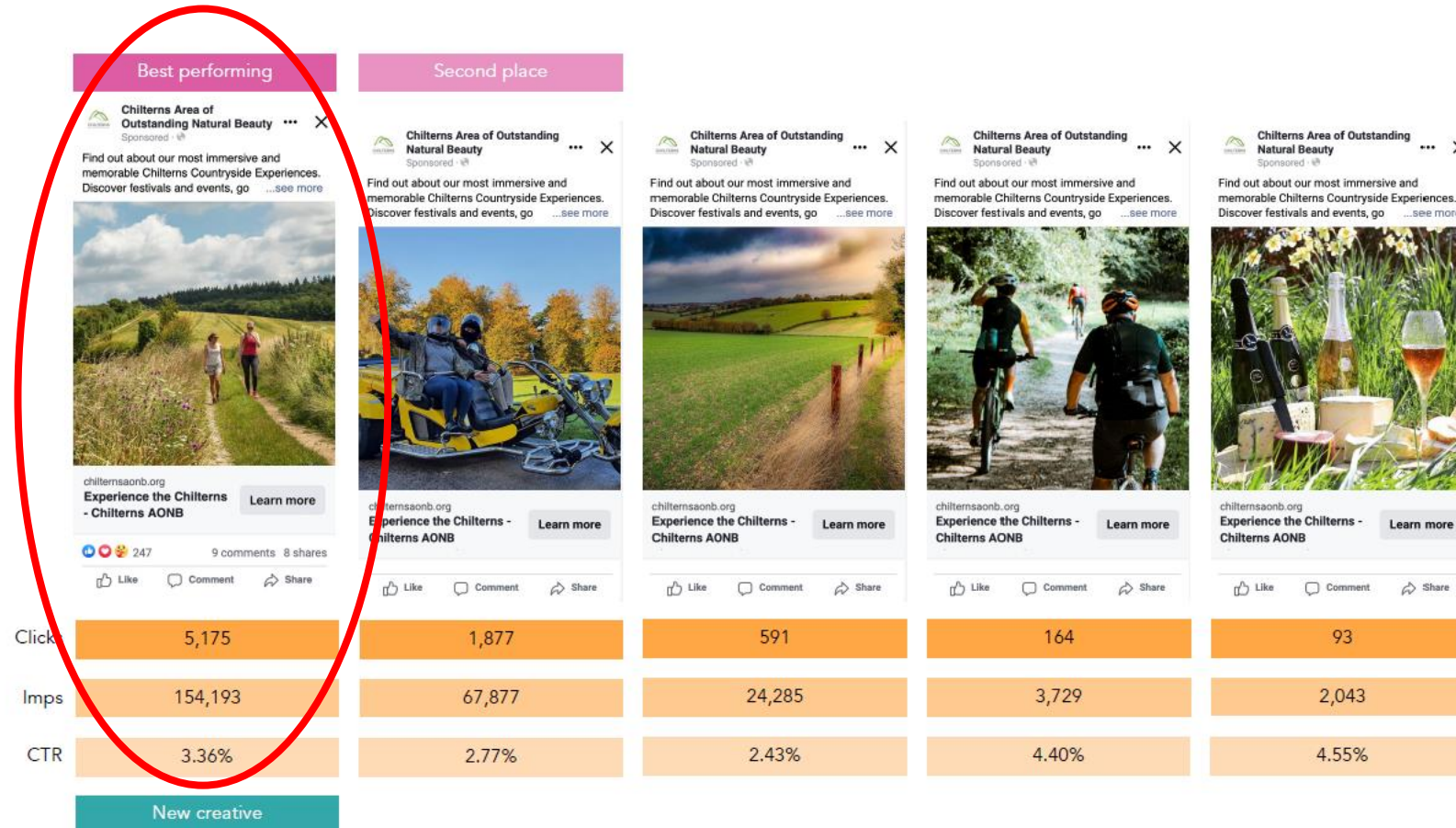




# Creative performance – Culturally Curious



# Creative performance – Great Escapers





# Google Paid Search findings...

Paid search performed very well in comparison to industry average with an average cost per click of 34p verses industry average of £1.38. The campaign was divided by ad group into different search interests and then optimised to the best performing.

- Achieved 2481 link clicks
- Best performing ad groups overall (impressions and clicks) were “Things to do” and “Walking in the Chilterns”
- Females registered more clicks in total, however males had a higher CTR
- The 35-44 and 45-54 age groups achieved most clicks and impressions, however it was fairly consistent amongst all age groups
- More people in London clicked on the ad itself, but Gerrards Cross, Tring and Amersham achieved the highest click through's to the website itself

# GDN (Google Display Network) findings...

Google Display Network (GDN) is a group of more than 2 million websites, videos, and apps where your Google Ads can appear – Guardian, BBC etc. Our campaign achieved a huge number of impressions with **4.7 million** throughout the campaign.

- Peaks of about 700 clicks per day (particularly in the second half of the campaign)
- Males registered more clicks, however females had a higher click through rate
- Attracted a much younger audience with majority of clicks, impressions and highest click through rate achieved by 25-34 age group
- By clicks – London achieved the highest number, although specifically people from Hampstead Heath, Southall and Cricklewood went on to click through to the website

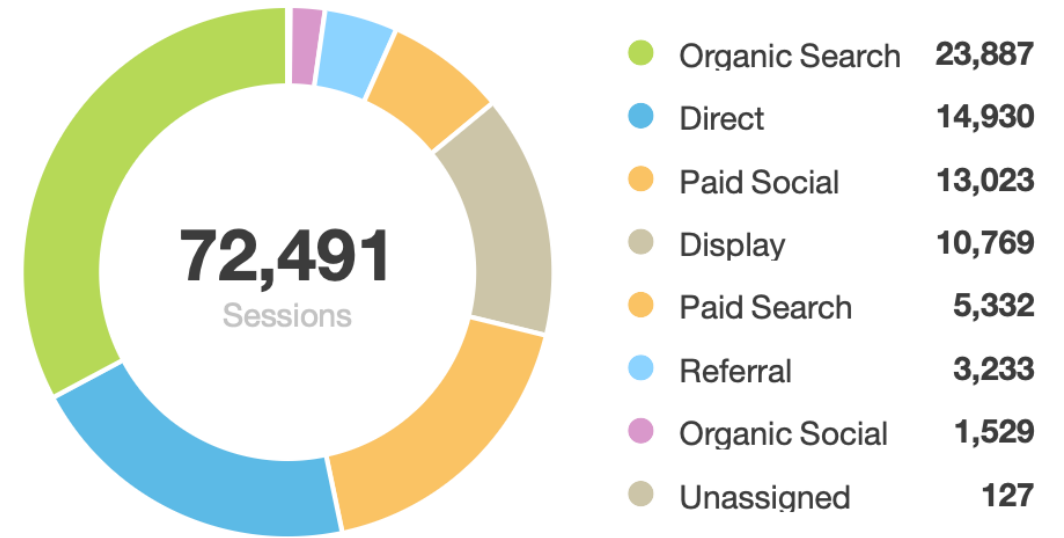


# www.chilternsaonb.org website findings...

- Majority of traffic came from organic search
- Paid social (Facebook) sent the most traffic to the website throughout the campaign, followed by GDN and lastly Search...

## However...

- Google Search activity performed the best by Sessions, Engaged Sessions and Engagement rate\* overall – quality not quantity!



### **Engaged sessions**

*The number of sessions that lasted longer than 10 seconds, or had a conversion event, or had 2 or more screen or page views.*

### **Engagement rate**

*The percentage of engaged sessions (Engaged sessions divided by Sessions). The benchmark engagement rate is 55%\*.*

# Key Learning points

- Clicks/impressions etc. were tailing off in the second stage of the campaign
- Generally younger audiences were less engaged and did not perform as well
- London audiences had a high number of clicks to the website, but didn't engage once they were there
- Different people are motivated in different ways – we achieved completely different results for all our campaign methods
- Organic search still highest volume of traffic to website during the campaign period
- Quality not quantity







# What's next?

- Build upon the learnings from the campaign last quarter. Split future campaigns so that Pure Indulgence isn't optimised over the other segments.
- Consider other media channels such as TikTok and Snapchat to reach new and younger audiences.
- Mix up the creative and offering with events-based campaigns; for example the walking festival and new and improve chess valley walk.
- Focus on Father's Day and other upcoming holidays
- Run a boosted post competition – comment, like and share our post to be in with a chance of winning a prize
- Collaboration with Visit Chilterns
- Possible regional audio ads through Spotify
- Look into In-store posters opportunity at Costa
- Build upon relationships with influencers

# Can you help?

- You don't need to give money to help – you could promote the work we are doing through your own networks by sharing our blogs and posts
- Donate a prize for our Facebook competition
- Stock Outstanding Chilterns Magazine in your shops/business outlets
- Share your images – we get the great engagement when we use the best images
- Any ideas for a campaign let us know

