



Latest news from
The Suffolk Coast DMO

What's happened since our last
conference in 2018?

The world changed
It's been a busy time ...

When Covid-19 struck The Suffolk Coast DMO became a support organisation for our members

Working closely with key partners we provided timely information to support the local tourism industry.

We continued to engage with our audiences, keeping the Suffolk Coast in peoples' minds.

Marketing activity

Between 2020 and 2021 The Suffolk Coast worked with a coalition of 14 tourism groups in the East of England

Working collaboratively the coalition secured £572K for campaigns to promote the East of England

- Pooled resource £152K
- 2020 Successful bid into DCMS - £350K for 'Enjoy Summer Safely' campaign
- 2021 Successful bid into VisitEngland - £70K for 'Escape the Everyday' campaign

 HM Government

Unexplored England

FIND THE PATHS AND PLACES
LESS TRAVELLED

ENJOY
Summer
SAFELY

Go to visiteastofengland.com

#EscapeTheEveryday

Unexplored England

Take a break to paths and places
less travelled in the East of England

ESCAPE
THE EVERYDAY

The coalition is still going strong!

Who are the East of England coalition?

Visit East of England & Partners Video - <https://youtu.be/c0cPTVHittQ>



WORKING TOGETHER

VISIT EAST OF ENGLAND & PARTNERS

Marketing activity

Respect, Protect, Enjoy 2021 -2022

Working with East Suffolk Council we had a £20K budget to support the promotion of our local towns.

The Suffolk Coast website is the official tourism site for this area. All marketing campaign activity directs traffic to our site.

With this £20K all our towns and villages pages were refreshed with additional content and stunning videos.

Tactical digital advertising and social media campaigns drove traffic to these pages on the Suffolk Coast website.

A photograph of a beach scene. In the foreground, there are two sandcastles on a sandy beach with scattered pebbles. One is a small, simple sandcastle, and the other is a taller, more complex one with a small grey stone on top. In the middle ground, a group of people, including a woman in a dark top and blue shorts and two children, are standing and looking towards the ocean. The background shows the ocean with white-capped waves under a clear blue sky.

SUFFOLK COAST




Walberswick

Our website
is your website

Our social media
channels
are your social
media channels

THE SUFFOLK COAST

Sign up for special offers and latest updates

#thesuffolkcoast   

EMAIL ADDRESS





SEARCH

EXPLORE **THINGS TO DO** WHERE TO STAY TOWNS & VILLAGES FOOD & DRINK SHOPPING

GALLERY WEDDINGS **SPECIAL OFFERS** **INSPIRATION** FILMS EXPERIENCES WIN PRIZES!

PERFECTLY SEASONED
... SUNRISES AND SUNSETS >>

YOUR ULTIMATE GUIDE TO THE SUFFOLK COAST

- 
RETAIL THERAPY SUFFOLK COAST STYLE!
- 
SPECIAL OFFERS ON THE SUFFOLK COAST
- 
WIN A SUFFOLK COAST HOLIDAY AT BAWDSEY HALL!
- 
PLAN YOUR AUTUMN GETAWAY NOW!

We have created one of the top performing tourism marketing platforms in the region



**Website Statistics
2021/2022**

- Nearly one million visits!
- Over 750,000 users
- Over 2.3 million page views
- High referral rates
- Consistently high Google Ranking



SOCIAL MEDIA:

Facebook over
23,300 followers

Instagram over
12,600 followers

Twitter over
8,700 followers



CONSUMER ENEWS:

Over 30,000 subscribers
Average open rate 26.7%
Average click rate 5.7%

Monthly broadcasts full of
great content promoting
your business!

Over the past year thesuffolkcoast.co.uk

- appeared in 25 million Google Searches
- For 515 search terms we appear in positions 1-3

Where to stay in Suffolk - position 2

What's on in Suffolk - position 2

Suffolk Coast walks - position 1

Best restaurants in Suffolk - position 3

- For 956 search terms used on Google we are on page one
- There are 4,946 pages on the website, growing weekly

New stuff!



SHOPPING ON THE SUFFOLK COAST

The Suffolk coast is lucky to have a huge number of independent shops for you to spend some quality retail browsing time in - from designer fashion boutiques, antiques, homes & gardens to the very best in local food and drink. Along with that all important online purchase and the handy chains, check out our shopping guide and make sure you take some of the Suffolk coast home with you!

SHOPS OF ALL SHAPES AND SIZES ON THE SUFFOLK COAST



INDEPENDENTS



ONLINE



CHAIN STORES

See all shops »

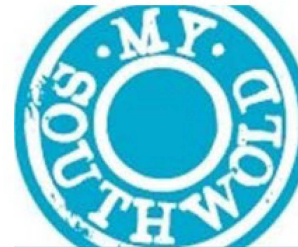
RETAIL THERAPY FULL OF SUFFOLK SURPRISES



PINCH



EAST COAST
HAMPERS



MY SOUTHWOLD

SEARCH BY CATEGORY:

- Independents
- Online
- Chain Stores
- Food and Drink
- Fashion
- Galleries
- Home and Houseware
- Antiques
- Plants and Gardens
- Art and Crafts
- Gifts
- Books

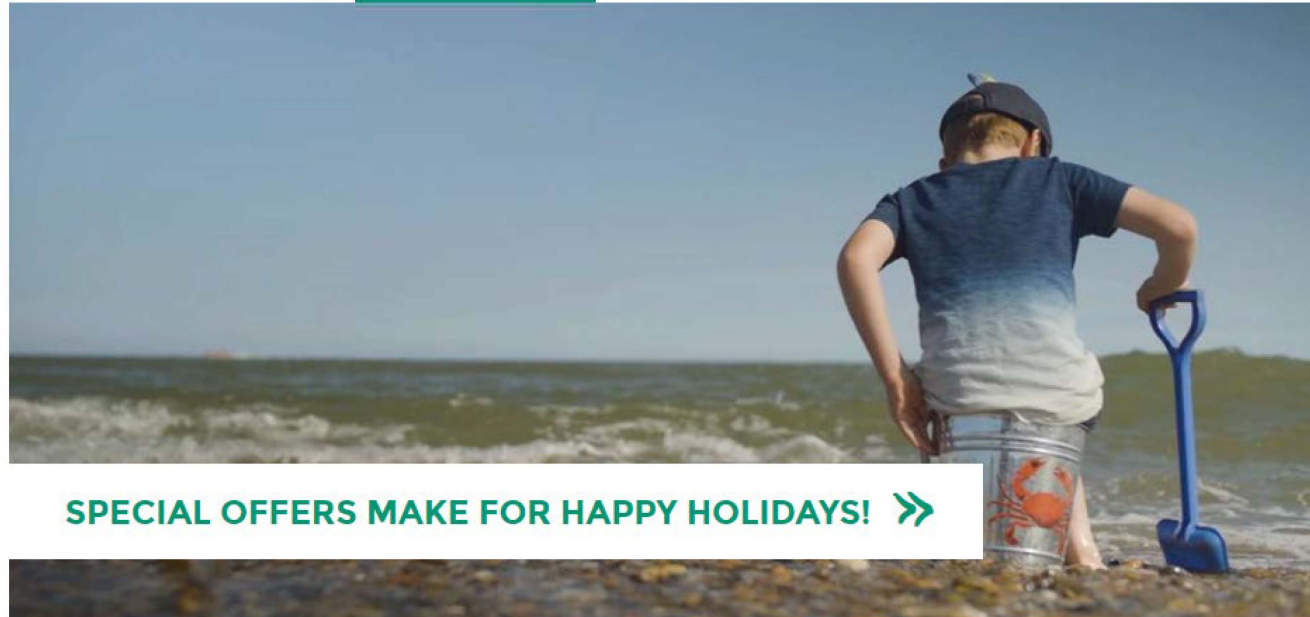
BY TOWN/ VILLAGE:

SELECT ▼

Sign up for special offers
and our latest news

EMAIL

SEND



SPECIAL OFFERS MAKE FOR HAPPY HOLIDAYS! >>

OFFERS ON THE SUFFOLK COAST

Wonderful offers are listed right here!

Whether you want to stay, eat out or find great things to do - bookmark this page and check back regularly to make your visit even better!

[FOOD & DRINK OFFERS](#)

[STAY OFFERS](#)

[THINGS TO DO OFFERS](#)

[WEDDING OFFERS](#)

SEARCH BY CATEGORY:

- Food and Drink offers
- Stay offers
- Things to Do offers
- Wedding offers

BY TOWN/ VILLAGE:

SELECT 

OUR GALLERY

EXPLORE THE SUFFOLK COAST THROUGH STUNNING PICTURES

Use our beautiful gallery to get your daily fix of the Suffolk coast in all its glory! Pictures that will inspire you to come and see for yourself and help you plan your next trip. You can search for images by location and then share them on social media to your friends and family. Just the job!

SEARCH FOR PICTURES BY TOWN/VILLAGE

ALDEBURCH



ALDEBURCH - THE
SCALLOP



ALDEBURCH'S FRESH
FISH

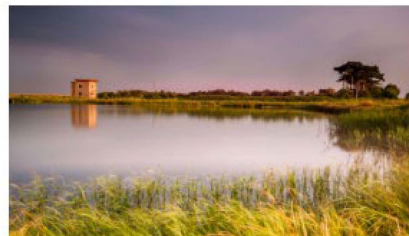


ALDEBURCH
SEAFRONT

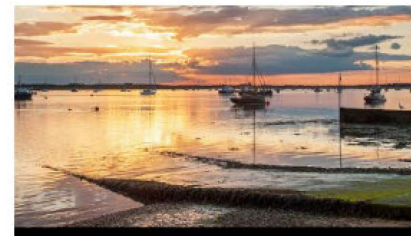
BAWDSEY



BAWDSEY
QUAY



BAWDSEY - EAST LANE BY
GILL MOON



BAWDSEY QUAY AT SUNSET
BY GILL MOON



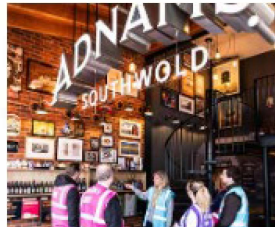
EXPERIENCES ON THE SUFFOLK COAST

Wonderful ways to fall in love with The Suffolk Coast! Immersion therapy is the way to go! Check out these fabulous hands on experiences, tours and trails to help you explore the full beauty of our landscape, people and places, for memories that will last a lifetime!

EXPERIENCES, TOURS AND TRAILS WAITING TO BE EXPLORED



EXPERIENCES



TOURS



TRAILS

SEARCH BY CATEGORY:

- Experiences
- Tours
- Trails
- Cycling
- Food & Drink
- History & Heritage
- Walking
- Shopping
- Nature & Wildlife
- Family
- Watersports
- Active and outdoors
- Sailing

BY TOWN/ VILLAGE:

SELECT

Bespoke campaigns

- Let us do the work! We will use the most effective platforms for your budget, including our website and social media, Google and Facebook Ad Campaigns, and news takeovers
- Every campaign is niche and developed to help achieve your marketing goals
- The bigger your budget the louder your voice

So, what are you waiting for?

Existing members use us more!

And if you're not a member....

Join today!
£125+VAT for the year
www.thesuffolkcoast.co.uk/join-us

Thank you!

