

KENT'S BEST NIGHT OUT

BEST NIGHT OUT CAMPAIGN

Review

19 February - 31 March 2024

CANTERBURY.CO.UK/CANTERBURY-NIGHTLIFE-GUIDE



visit **CANTERBURY**



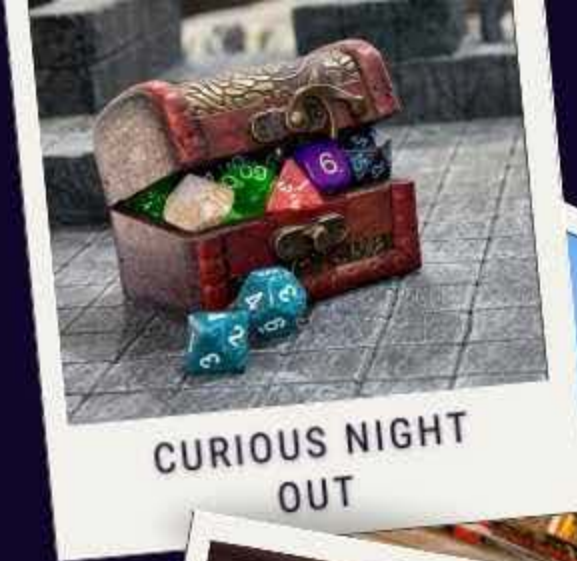
LIVELY NIGHT
OUT



ADVENTURE
NIGHT OUT



CULTURAL NIGHT
OUT



CURIOUS NIGHT
OUT



ROMANTIC NIGHT
OUT



FOODIE NIGHT
OUT





LIVELY NIGHT OUT

ADVENTURE NIGHT OUT

CULTURAL NIGHT OUT

CANTERBURY NIGHTLIFE *Guide*

KENT'S BEST NIGHT OUT

Find your perfect night out in Canterbury with our new digital guide

Romantic, lively, adventurous, foodie, cultural or curious - whatever your reason for heading out, Canterbury has big names and hidden gems ready to welcome you. Scan the QR code and start planning your best night out.

CANTERBURY.CO.UK/CANTERBURY-NIGHTLIFE-GUIDE

my Canterbury from Canterbury BID

THE CULTURAL NIGHT OUT

in Canterbury

KENT'S BEST NIGHT OUT WITH



CANTERBURY NIGHTLIFE *Guide*

Find your perfect night out with our new digital guide

Romantic, lively, adventurous, foodie, cultural or curious - whatever your reason for heading out, Canterbury has big names and hidden gems ready to welcome you. Scan the QR code and start planning your best night out.

CANTERBURY.CO.UK/CANTERBURY-NIGHTLIFE-GUIDE

KENT'S BEST NIGHT OUT

CANTERBURY NIGHTLIFE

CANTERBURY.CO.UK/
THE-CANTERBURY-NIGHTLIFE-GUIDE

OFFICIAL GUIDE

INDEX Digital

Looking to let or sell your property? Sally Fletcher 01227 733400 | www.sallyfletcher.co.uk

CANTERBURY LAUNCHES NEW NIGHTLIFE GUIDE

Discovering 12 years of Purple Flag, Canterbury has launched a new nightlife guide showcasing the city at night.

MR. COFFEE

FROM OUR ROASTERY



CURIOUS NIGHT OUT



ROMANTIC NIGHT OUT



FOODIE NIGHT OUT



Activity Summary

Best Night Out Toolkit circulated to all ENTE businesses

Visit Canterbury - Night Out Digital Guide (8 pages)

Night Out Competition

Night Out Posters

Night Out Coasters

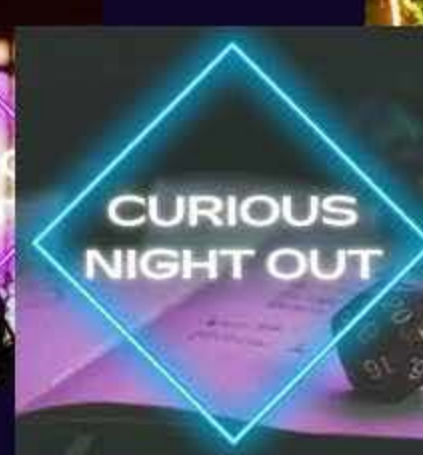
INDEX Digital Magazine article

'Cene Magazine advert

8 x Newsletters (MyCanterbury and Visit Canterbury)

Instagram (MyCanterbury and Visit Canterbury)

Facebook (MyCanterbury and Visit Canterbury)





Choose Your Canterbury Night Out

Welcome to Canterbury - Kent's best night out!

Our city's medieval charm seamlessly transforms into a vibrant nightlife scene after sunset, with so much to



1 See and Do



2 Places to Stay



3 Shop and Eat



4 Find events



Start planning your journey



LIVELY NIGHT OUT

ADVENTURE NIGHT OUT

NATURAL NIGHT OUT



CURIOUS NIGHT OUT

ROMANTIC NIGHT OUT

FOODIE NIGHT OUT

Website

NIGHTLIFE GUIDE

Visit Canterbury

3,408

Views on nightlife
home page

122,971 visits to the website in Feb/March

Home Page:

'Best night out in Kent' banner

Night Out Homepage linking to 6 themed night out pages

Lively Night Out - 19 businesses listed

Adventure Night Out - 13 businesses listed

Curious Night Out - 11 businesses listed

Foodie Night Out - 20 businesses listed

Cultural Night Out - 13 businesses listed

Romantic Night Out - 12 businesses listed

Each blog had direct links to each of the businesses.



COMPETITION

Entries: 7,652

3,000+ new subscribers

11,152

Views of
Competition page

WINNER - LEAH YOSHIDA FROM WEST SUSSEX

PRIZE

1. An overnight stay with breakfast for 2 adults at **The Millers Arms**, courtesy of Shepherd Neame
2. A 3 course meal for two with a bottle of Simpsons Sparkling Rose at **Café Du Soleil**
3. A £30 gift voucher at **The Lady Luck pub**
4. A complimentary game of shuffleboard (1hr), interactive darts (1hr) and up to 2 games of pool at **Matches Sports Bar**
5. A £100 **Canterbury Night Out Gift Card** that can be spent at 40+ venues, restaurants, cinemas, theatres and bars in the city



LIVELY NIGHT
OUT

ADVENTURE
NIGHT OUT

TURAL NIGHT
OUT



CURIOUS NIGH
OUT

ROMANTIC NIGH
OUT

FOODIE NIGH
OUT

Website

NIGHT OUT GUIDE



122,971 visits to Visit Canterbury
homepage in Feb/March

3,408 views of the Night Out homepage

11,152 views of the Night Out Competition

2,017 views - most popular theme was Lively Night
Out

11,152

Views on
Competition

59

Average seconds
of engagement
time

TOTAL PAGE VIEWS

139,548



Instagram

MY CANTERBURY



Posts reached 4,823 accounts
Reels reached 3,538 accounts
Stories reached 674 accounts
Impressions over this period **88,424**

60%

Increase in external link taps

14.8%

Increase in profile activity compared to Jan/Feb

2.1%

Increase in followers

VISIT CANTERBURY

Impressions over this period **33,084**

TOTAL IMPRESSIONS

121,508



Facebook

MY CANTERBURY

Total traffic between 20 February to 31 March was **14,232** accounts
Total Impressions - **61,327**



14.6%

Increase in accounts engaged

114.8%

Increase in followers



256%

Increase in external link taps

VISIT CANTERBURY

Impressions over this period - 30,505

TOTAL IMPRESSIONS

91,832



MY CANTERBURY

Newsletters

WEEKLY DEDICATED ENEWSLETTERS CIRCULATED TO A MAILING LIST OF 8,224

INTRO & LIVELY NIGHT OUT (23.02.24)
OPEN RATE 32.89% / CLICK THROUGH 2.44%

ROMANTIC WEEK (01.03.24)
OPEN RATE 29.19% / CLICK THROUGH 2.16%

MOTHER'S DAY / FOODIE NIGHT OUT SECTION (08.03.24)
OPEN RATE 34.75% / CLICK THROUGH 1%

EASTER / ADVENTURE NIGHT OUT SECTION (15.03.24)
OPEN RATE 34.66% / CLICK THROUGH 1.51%

CURIOUS WEEK (22.03.24)
OPEN RATE 36.52% / CLICK THROUGH 2.32%

CULTURAL WEEK (28.03.24)
36.11% OPEN RATE / 3.25% CLICK THROUGH

VISIT CANTERBURY

DEDICATED ENEWS - 4,181 SUBSCRIBERS
45% OPEN RATE / CLICK THROUGH RATE 22%

TOTAL RECIPIENTS 53,525



SUMMARY



53,525

Recipients of eNewsletters

139,548

Website page views

121,508

Instagram Impressions

8,962

Advertising Impressions

91,832

Facebook Impressions

TOTAL IMPRESSIONS

415,375



visit **CANTERBURY**



LEGACY

THE DIGITAL GUIDE CONTINUES TO SIT ON VISIT CANTERBURY ACROSS EIGHT PAGES. IT IS ALSO PROMOTED YEAR-ROUND THROUGH MYCANTERBURY CAMPAIGNS AND VISIT CANTERBURY SOCIALS.

BUT MOST IMPORTANTLY, IT APPEARS AT THE TOP OF ALL GOOGLE SEARCHES (JUST UNDER TRIPADVISOR) AND THE CONTENT IS PICKED UP BY AI TO HELP PEOPLE SEARCH FOR A NIGHT OUT IN CANTERBURY.

