

DISCOVER DORCHESTER

The Heart of Dorset

Tourism Development Officer Update

Membership

- Please welcome these additional Poundbury representatives we have joined the tourism partnership:
 - Pips cafe
 - Poundbury Garden centre
 - New rep from The Duchess of Cornwall Inn
 - Crossroads
 - The Gallery on The Square
 - Art in Poundbury
 - The Poundbury Residents Association (PRA)





		December	January	February	March
Instagram	Reach	3.5 k	2.7 k	1 k	4.4 k
	Content interactions	389	266	208	346
	Followers	1,210			1,318
Facebook	followers	4,015			4,298
	Reach	34.6 k	41.1 k	28.5 k	88.3 k
	Content interactions	581	655	511	2 k
	Views	88.7 k	96.6 k	79.8 k	223.7 k
	Link clicks	151			
Tik Tok	followers	180			189
	likes	1,000			1,027



Benchmarking - last 28 days - between tourism partners



Page	Page likes ↑↓	Page likes change ↓	Published content				
Discover Dorchester The official Dorchester Tourism Facebook page managed by the Dorchester T...	4.1K	↑ 115	75	Duchess of Cornwall Inn The Duchess of Cornwall Inn is a welcoming pub & restaurant with hotel roo...	4.2K	↑ 2	6
Kingston Maurward Animal Park & Gardens Animal Park & Gardens situated just outside of Dorchester.	14.8K	↑ 68	4	The King's Arms The King's Arms, Dorchester: restaurant, pub & rooms	2.3K	0	2
Monart Spa Poundbury Monart Spa is a 5 star luxury day spa located at the heart of Royal Pavilion, P...	7.9K	↑ 54	5	Shire Hall Museum Award-winning social justice museum in the heart of Dorset. Bringing 200 ye...	5K	↓ 1	7
Visit-Dorset Official visitor website for Dorset, maintained by the Visit Dorset Team. www....	36.6K	↑ 49	20	Brewery Square Brewery Square - the Heart & Soul of Dorchester	35.5K	↓ 5	23
Sculpture by the Lakes Entry to the Sculpture Park £7.50 November - March, entry to The Makers Ya...	21.5K	↑ 37	10	Keep Military Museum Thousands of original exhibits of military history relating to the regiments of ...	2.6K	↓ 6	12
George Albert Hotel and Spa Hotel open for B&B 7 days a week. Restaurant open everyday from 12 - 9pm...	1.6K	↑ 20	13	Dorchester, Thomas Hardy Country County Town of Dorset 100s of shops, restaurants, cafes & more! #shoplocal	17.7K	↓ 12	16
Dorset Museum & Art Gallery The home of 250 million years of Dorset's history.	7K	↑ 14	19				
Tom Browns Pub, Dorchester OMA's Original Music Venue of the year!	2.1K	↑ 7	16				
Summer Lodge Country House Hotel & Restaurant A charismatic English Country House Hotel in the heart of Dorset ✨	6K	↑ 6	6				
The Dinosaur Museum The official page for Britain's original and award winning dinosaur museum. ...	1.8K	↑ 2	0				



Benchmarking - last 28 days - between tourism partners



Account	Followers (lifetime) ↑↓	Instagram followe... ↓	Published content
visitdorsetofficial Visit Dorset	44.6K	↑ 1.5K	98
monartspapoundbury Monart Spa Poundbury	6.1K	↑ 264	29
dorsetmuseum Dorset Museum & Art Gallery	4.9K	↑ 106	29
sculpturebythelakes Sculpture by the Lakes	13.3K	↑ 97	35
discoverdorchester Discover Dorchester	1.3K	↑ 49	53
kingstonmaurwardcollege Kingston Maunward College	4.2K	↑ 32	11
summer_lodge Summer Lodge	6.7K	↑ 25	12
dorchester.dorset Discover Dorchester	3.2K	↑ 23	2
thekingsarmsdorchester The Kings Arms	2.8K	↑ 22	11
shirehalldorset Shire Hall Museum	2K	↑ 15	12

brewerysquaredorchester Brewery Square Dorchester	3.5K	↑ 14	174
_tombrownsdorchester Tom Browns	733	↑ 11	10
duchess_of_cornwall_inn Duchess of Cornwall Inn	1.9K	↑ 8	6
george_albert_hotel_and_spa George Albert Hotel And SPA	285	0	0
dinosaurmuseumdorchester The Dinosaur Museum Dorchester	1.2K	↓ 1	0
thekeepmilitarymuseum The Keep Military Museum	1.4K	↓ 1	9



Benchmarking - last 28 days - between tourist destinations



Page	Page likes ↑↓	Page likes change ↓	Published content				
Visit Lyme Regis Guide to Lyme Regis in Dorset situated on the stunning Jurassic coast. #visitl...	4K	↑ 195	11	Visit Shaftesbury Dorset Welcome to Visit Shaftesbury - the place to be to get the most from your Sh...	968	↑ 8	5
Discover Dorchester The official Dorchester Tourism Facebook page managed by the Dorchester T...	4.1K	↑ 115	75	Visit Truro Visit Truro: The official Facebook page for Truro Visitor Information Centre & ...	8.6K	↑ 8	40
Visit-Dorset Official visitor website for Dorset, maintained by the Visit Dorset Team. www...	36.6K	↑ 49	20	Discover Beaminster Discover Beaminster is the face of a thriving community in West Dorset. Welc...	2K	0	13
We Are Weymouth UK Find out more about Weymouth and everything the town has to offer: a fabu...	27.6K	↑ 32	79	Visit Devon Visit Devon is your ultimate guide to exploring this stunning county! From g...	33.8K	0	35
Discover Frome We are Discover Frome: your number one source for business opportunities, ...	3.4K	↑ 13	6	Visit Swanage Your first port of call if you need anything in Swanage; accommodation, sho...	2.2K	↓ 2	0
				Visit Bridport & West Bay Situated in rural Dorset surrounded by breathtakingly beautiful coast and co...	9.7K	↓ 11	0



Benchmarking - last 28 days - between tourist destinations



Account	Followers (lifetime) ↑↓	Instagram followe... ↓	Published content	Account	Followers (lifetime)	Instagram followe... ↓	Published content
visitdorsetofficial Visit Dorset	44.6K	↑ 1.5K	98	visitbridport Visit Bridport	1.9K	↑ 30	123
visit_lyme_regis Visit Lyme Regis	1.7K	↑ 117	20	weareweymouthuk We Are Weymouth	7.1K	↑ 29	13
visitdevon Visit Devon	42.9K	↑ 104	178	discoverfrome Discover Frome	2.7K	↑ 21	15
discoverdorchester Discover Dorchester	1.3K	↑ 49	53	discoverbeaminster Discover Beaminster	252	↑ 2	16
visittruro Visit Truro	4.3K	↑ 45	43	visitshaftesburydorset Visit Shaftesbury	1.1K	↓ 3	0



Month	Users	New Users		Month	Users	New Users		Month	Users	New Users		Month	Users	New Users	
January 2022	1000	1000	↑	January 2023	4.4k	4.3k	↑	January 2024	9 K	8.7 K	↓	January 2025	7.7 k	7.3 k	↓
February 2022	1800	1700	↑	February 2023	5.1k	5k	↑	February 2024	8.8 K	8.4 K	↓	February 2025	8.7 k	8.3 k	↑
March 2022	1600	1500	↓	March 2023	5.1k	4.8k	↑	March until 25th	8.1 K	7.9 K	↓	March 2025	11k	11k	↑
April 2022	1700	1700	↑	April 2023	6.6 k	6.3 k	↑	April 2024	12 k	12 k	↑	April 2024			
May 2022	3500	3400	↑	May 2023	8.4 k	8.1 k	↑	May 2024	14 k	13 k	↑	May 2024			
June 2022	2900	2700	↓	June 2023	6.6 k	6.3 k	↓	June 2024	17 k	16 k	↑	June 2024			
July 2022	5000	4900	↑	July 2023	10 k	9.7 k	↑	July 2024	20 k	20 k	↑	July 2024			
August 2022	7200	7000	↑	August 2023	10 k	10 K	↑	August 2024	20 k	20 k	—	August 2024			
September 2022	2900	2800	↓	September 2023	8.1 k	7.8 k	↓	September 2024	11 k	11 k	↓	September 2024			
October 2022	4.1 k	4k	↑	October 2023	9 k	8.8 k	↑	October 2024	11 k	11 k	—	October 2024			
November 2022	4 k	3.9k	↓	November 2023	9.1 k	8.8 k	↑	November 2024	12 k	12 k	↑	November 2024			
December 2022	2.9k	2.8k	↓	December 2023	9.8 k	9.3 k	↑	December 2024	11 k	10 k	↓	December 2024			



Most popular web pages January 2025

PAGE	VIEWS
What's On, Events, Exhibitions - Discover Dorchester	988
Discover Dorchester - Official destination website for Dorchester Dorset	785
A-Line Taxis - Discover Dorchester	771
Shopping in Dorchester - Discover Dorchester	415
Dorchester Market - Discover Dorchester	332
Eat & Drink - Discover Dorchester	303
See & Do - Discover Dorchester	283
Kingston Maurward Animal Park & Gardens - Discover Dorchester	245
Dorchester Walking Festival - Discover Dorchester	209
Plaza Cinema - Discover Dorchester	179

Most popular web pages February 2025

PAGE	VIEWS
What's On, Events, Exhibitions - Discover Dorchester	1072
Discover Dorchester - Official destination website for Dorchester Dorset	744
A-Line Taxis - Discover Dorchester	670
Dorchester Science Festival 2025 - Discover Dorchester	483
Eat & Drink - Discover Dorchester	431
Shopping in Dorchester - Discover Dorchester	395
Dorchester Market - Discover Dorchester	371
Dorchester Walking Festival - Discover Dorchester	326
See & Do - Discover Dorchester	325
Kingston Maurward Animal Park & Gardens - Discover Dorchester	320

Most popular web pages March 2025 (until 24th)

PAGE	VIEWS
What's On, Events, Exhibitions - Discover Dorchester	944
Discover Dorchester - Official destination website for Dorchester Dorset	697
Itinerary Escape the madding crowds and enjoy an enchanting weekend discovering Thomas Hardy	674
Itinerary 48 hours Exploring Poundbury	633
Dorchester Science Festival 2025 - Discover Dorchester	582
A-Line Taxis - Discover Dorchester	567
Dorchester Walking Festival - Discover Dorchester	374
Eat & Drink - Discover Dorchester	367
Dorchester Market - Discover Dorchester	346
Shopping in Dorchester - Discover Dorchester	343

Total downloads since launch : **7970**

Source	Downloads	Share	Oct 2024	Nov 2024	Dec 2024	Jan 2025	Feb 2025	Mar 2025
Apple App Store (iOS Devices)	5254	65%	iOS 85 : +5	88 : -43	53 : -30	55 : -10	61 : +3	38 : -17
Google Play Store (Android Devices)	2716	35%	Android 23 : -11	42 : -10	14 : -29	31 : -4	21 : -14	17 : -24
Total	7970	-	Total 108 : -6	130 : -53	67 : -59	86 : -14	82 : -11	55 : -41

250 downloads in the last 3 months

Below you will find user and usage stats from the 30 days

User Stats

Daily Users Daily Average 12 iOS / Android 44% / 56% Just Browsing 100%	Top 5 User Origin Dorchester 113 London 55 Bournemouth 15 Poole 10 Chard 9	RoI Opportunity External: Event Booking 8 External: Food/Drink Menu Read 2	Top 5 Intent To Book Event Fairytales, Fables and Other Assorted Nonsense 2 Catch Your Breath: The secret life of a sleepless anaesthetist, Ed Patrick 2 Family Science Day 2025 2 Fused Glass Workshop 1 Maiden Castle Guided Tour 1	Top 5 Intent To Book Specific Performance Fairytales, Fables and Other Assorted Nonsense - 20/02/2025 @ 14:00 2 Catch Your Breath: The secret life of a sleepless anaesthetist, Ed Patrick - 21/03/2025 @ 19:00 2 Family Science Day 2025 - 16/03/2025 @ 11:00 2 Fused Glass Workshop - 29/03/2025 @ 13:00 1 Maiden Castle Guided Tour - 17/03/2025 @ 10:00 1
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Usage Stats

Top 5 Section View Explore 284 What's On 214 Town Map 77 My Favourites 60 Offers 17	Top 5 Events Exhibition: Gladiators of Britain 17 Starlight Planetarium Show 14 Creation Station 12 Fused Glass Workshop 11 Gladiator Trail 10	Top 5 Onsite place Read Il Nodo 16 Brewery Square 8 Crafty Cuppa – Craft Cafe 7 Colliton Park Car Park 5 Athelhampton House and Gardens 4	Top 5 Offers £9.95 Lunch Deal 6 Book Online Save 10% on Entry to Dorset Museum & Art Gallery 2 Kids Eat for a Fiver 1 KIDS GO FREE at Dorset Museum & Art Gallery 1 2 for £15 cocktails 1	Top 5 FAQs Where is the first place I should head when I arrive in Dorchester? 4 I have 48 hours to spend in Dorchester – what should I do? 2 I have 72 hours to spend in Dorchester – what should I do? 2 I only have two hours in Dorchester. What is there to do? 2 Where is the Tourist Information Centre? 2
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1,428 recipients

Title	Date Sent	Open Rate	Clicks	Unsubscribe
Plan your trip to Dorchester	November 4, 2024	50.4% (668)	12.7% (168)	6
Festive Dorchester	December 4, 2024	49.1% (662)	1% (13)	6
An exciting year ahead in Dorchester	January 20, 2025	52.5% (719)	5.3% (72)	6
Win a Dream Weekend in Dorchester + Easter & Mother's Day Ideas!	March 5, 2025	46.3% (649)	11.4% (160)	8

Events

DISCOVER
DORCHESTER
The Heart of Dorset

WHAT'S ON FEBRUARY

- GLADIATOR TRAIL**
25th January to 15th May 2025, 10am-5pm
Dorset Museum & Art Gallery, Kids go Free
- COMMUNITY QUILT EXHIBITION**
18th Nov 2024 to 27 Feb 2025, 10am-5pm
Dorset Museum & Art Gallery
- DJ & COCKTAILS**
Friday evenings, 6pm-9pm
The King's Arms, FREE entry, Check online for details
- YOGA & BRUNCH**
Sat 1st Feb, 7:30pm-9:30pm
Hardye Theatre, £22, Book Online
- YOGA & COFFEE**
Mon 3rd Feb, 9am-11:30am
The King's Arms, £15, Book Online
- FILM NIGHT: POPULAIRE**
Tues 4th Feb, 7:30pm-9:30pm
Dorchester Arts @ Corn Exchange, £6, On the door
- SOUND BATHS AT SCULPTURE BY THE LAKES**
Wed 6 & Thurs throughout Feb, 2pm-3:30pm
Sculpture by the Lakes, £50, Book Online
- 'SALVIA & OTHER SUMMER FLOWERING PERENNIALS' BRYAN MADDERS**
Wed 6th Feb, 7:30pm-9:45pm
United Church Dorchester, £4/Members FREE, On the door
- STORYTIME AT THE MUSEUM**
Thurs 6th Feb & 27th Feb, 10am-10:30am
Dorset Museum & Art Gallery, FREE
- QUEENTIN CRISP: NAKED HOPE**
Thurs 6th Feb, 7:30pm
Dorchester Arts @ Corn Exchange, £16/£14, Book Online
- PAUL JONES AND DAVE KELLY**
Fri 7th Feb, 7:30pm
Dorchester Arts @ Corn Exchange, £32/£30, Book Online
- PEBBLE BUG TRAIL**
Sat 8th - Sun 23rd Feb, 10am-4pm
Kington Mauward Animal Park & Gardens
- WISTERIA PRUNING WORKSHOP WITH JOHN CUNNINGHAM**
Sat 8th Feb, 10am-4pm
Sculpture by the Lakes, £65, Book Online
- I'M EVERY WHITNEY**
Sat 8th Feb, 7:30pm
Hardye Theatre, £22/£20, Book Online
- JAUNTY LIVE AT TOM BROWNS**
Sat 8th Feb, 9:30pm
Tom Browns Pub, FREE entry
- CHORAL EUCHARIST**
Sun 9th Feb, 10:30am-12pm
St Peters Church, FREE
- ROMAN DORCHESTER WALK**
Wed 12th Feb, 10am-12pm
Dorset Museum & Art Gallery, £20/£16/£8, Book Online
- MAGIC MIC - OPEN MIC NIGHT SESSIONS**
Wed 12th & 26th Feb, 7pm-10pm
Vivo Lounge, FREE entry
- DURDL DOOR PAINT NIGHT**
Thurs 13th Feb, 6pm-8pm
Creative Image Studio, £15, Book Online
- BEER, BITES AND BAR GAMES**
Thurs 13th Feb, 7pm
Dorchester Arts @ Corn Exchange, £20, Book Online
- LUCY CAVENDISH: HOW TO HAVE EXTRAORDINARY RELATIONSHIPS**
Thurs 13th Feb, 7pm-8:30pm
The King's Arms, £5, Book Online
- THE ROLE OF LOCAL REGIMENTS IN D-DAY AND THE LIBERATION OF BAYEUX**
Thurs 13th Feb, 7pm-9pm
Lubbecke Way, Magna Community Room, £4/£5, On the door
- 'IN BETWEEN HORIZONS' EXHIBITION - LAURA RICH**
Fri 14th Feb to 12th March, 10am-5pm
Sculpture by the Lakes, FREE to enter
- LUNCHEON CONCERT 'SONGS FROM THE HEART'**
Fri 14th Feb, 12:30pm-1pm
St Peters Church, FREE
- VALENTINES DAY SPECIALS, COCKTAILS & MUSIC**
Fri 14th Feb
Trumpet Major, Reservations advised
- MOSCOW DRUG CLUB**
Fri 14th Feb, 7:30pm
Dorchester Arts @ Corn Exchange, £18/£16, Book Online
- YOGA & BRUNCH**
Sat 15th Feb, 9am-12pm
The King's Arms, £30, Book Online
- CERAMIC LLAMA PAINTING**
Sat 15th Feb, 10am-1:30pm
Creative Image Studio, £13, Book Online
- CREATION: THE BUBBLE SHOW**
Sun 16th Feb, 2pm
Dorchester Arts @ Corn Exchange, £14/£12/Family £48, Book Online
- FOSSIL PREPARATION (DROP IN TO WATCH)**
Tues 18th Feb, 10am-5pm
Dorset Museum & Art Gallery, FREE
- THE CRAFT ARCADE: 'GLADIATORS OF BRITAIN' ART WORKSHOP**
Thurs 18th & Thurs 20th Feb, 10am-12pm & 3pm-4pm
Dorset Museum & Art Gallery, FREE
- FAIRYTALES, FABLES AND OTHER ASSORTED NONSENSE**
Thurs 20th Feb, 2pm
Dorchester Arts @ Corn Exchange, £12/£10/Family £40, Book Online
- BACH BY CANDLELIGHT**
Fri 21st Feb, 7pm-8:15pm
St Peters Church, £10, Book Online
- HARDY AND ARCHITECTURE STUDY DAY**
Sat 22nd Feb, 11am-7pm
The King's Arms, £50 including lunch, Book Online
- CHORAL EVENSONG**
Sat 22nd Feb, 4:30pm-5:30pm
St Peters Church, FREE
- THE IRISH HOUSE PARTY**
Sat 22nd Feb, 7:30pm
Dorchester Arts @ Corn Exchange, £22/£20, Book Online
- DISCO STEW: JAZZ, FUNK, SOUL**
Sat 22nd Feb, 8pm-11pm
Vinyl Van, FREE entry
- BALLGOWNS & BIG SHORTS: A MUSICAL MEMOIR OF AN OPERA SINGER**
Sun 23rd Feb, 7:30pm
Dorchester Arts @ Corn Exchange, £16/£14, Book Online
- SPOKEN WORD NIGHT**
Tues 25th Feb, 7pm-10pm
The Post Laureate, FREE
- TALK: AN ARCHAEOLOGICAL MEDLEY BY DR CLARE RANDALL**
Thurs 27th Feb, 2:30pm-3:30pm
The Dorford Centre, £5 donation welcome
- CHURCHFITTERS**
Thurs 27th Feb, 7:30pm
Dorchester Arts @ Corn Exchange, £16/£14, Book Online
- THE FUNNY MUMMY**
Fri 28th Feb, 7:30pm
Dorchester Arts @ Corn Exchange, £16/£14, Book Online

GLADIATORS OF BRITAIN
25TH JAN TO 15TH MAY 2025
DORSET MUSEUM & ART GALLERY

A British Museum Partnership Exhibition with Colchester & Ipswich Museums will delve into the lesser-known history of gladiatorial contests in Roman Britain.

TO FIND OUT MORE & BOOK YOUR TICKETS HEAD TO:
WWW.DISCOVERDORCHESTER.CO.UK/WHATS-ON/GLADIATORS-OF-BRITAIN



FIND OUT MORE ABOUT THESE EVENTS AT: WWW.DISCOVERDORCHESTER.CO.UK

DISCOVER
DORCHESTER
The Heart of Dorset

WHAT'S ON MARCH

- GLADIATORS OF BRITAIN EXHIBITION (THE BRITISH MUSEUM)**
25th January to 15th May 2025, 10am-5pm
Dorset Museum & Art Gallery
- 'IN BETWEEN HORIZONS' EXHIBITION BY LAURA RICH**
14th February to 15th March 2025, 10am-5pm
Sculpture by the Lakes, FREE Entry
- MEN'S TALK CLUB**
Thursday evenings, 7pm-9pm
Vivo Lounge, FREE Entry
- ROMAN TOWN HOUSE TOURS**
Sat 1st, 15th & 29th Mar, 10am-12pm
Dorset Museum & Art Gallery, £25/£10/£15, Book Online
- QUEST OPENING**
Sat 1st Mar, 10am-12pm
Dorset Museum & Art Gallery, Included in Entry
- JAZZ JAM WITH JULIE LEWIS**
Sun 2nd Mar, 1pm-3pm
Tom Browns Pub, FREE Entry
- YOGA & COFFEE**
Mon 3rd Mar, 9:30am-11:30am
The King's Arms, £15, Book Online
- ROMAN DORCHESTER WALK**
Tues 4th & 8th Mar, 10am-12pm
Dorset Museum & Art Gallery, £20/£16/£8, Book Online
- PANCAKE DECORATION**
Tues 4th Mar, 9am-11pm
Vivo Lounge, Donations Encouraged
- CRAFT WORKSHOP - GLASS FUSING**
Tues 4th Mar, 7pm
The King's Arms, £25, Book Online
- HEDGEHOGS: A TALK BY PRICKLY PRICKLES HEDGEHOG RESCUE**
Wed 5th Mar, 7:30pm-8:30pm
United Church Dorchester, £4 on the door
- MEET THE ARTISTS (ART IN POUNDRY)**
Thurs 6th Mar, 6pm-8pm
Crossroads Poundbury, FREE
- MUSIC IN THE HALL - JULIE LEWIS TRIO**
Thurs 6th Mar, 6pm-8pm
Shire Hall Museum, £10, Book Online
- OSK PHOTOGRAPHY BY THE LAKES**
Fri 7th Mar, 2:30pm-4:30pm
Sculpture by the Lakes, £15, Book Online
- JAZZ, SOUL & REGGAE NIGHT**
Fri 7th Mar, 8:30pm-12:30pm
Vinyl Van & C-Side, FREE Entry
- ONWARDS TO THE RHINE - DORSET WOOD**
Fri 7th Mar, 8:30pm-9:30pm
Army Reserve Centre, £15 including drink, Book Online
- FROM BRISTOL TO ROTARY BAY: RECOVERING WOMEN'S VOICES**
Sat 8th Mar, 2pm
Shire Hall Museum, £10, Book Online
- HERE COME THE DRIS**
Sat 8th Mar, 8pm-11pm
Vinyl Van & C-Side, FREE Entry
- BRONZE LIVE**
Sun 9th Mar, 6pm
Tom Browns Pub, FREE Entry
- POEMS FOR PALESTINE**
Wed 12th Mar, 7pm
Vinyl Van & C-Side, FREE Entry
- MAGIC MIC - OPEN MIC NIGHT SESSIONS**
Wed 12th & 26th Mar, 7pm-10pm
Vivo Lounge, FREE entry
- STORYTIME AT THE MUSEUM**
Thurs 13th & 27th Mar, 10am-10:30am
Dorset Museum & Art Gallery, FREE
- SPRAY 600 PAINT NIGHT**
Thurs 13th Mar, 6pm-9pm
Creative Image Studio, £15, Book Online
- HATASHA MUSSON SPRING STYLE EOD**
Sat 15th Mar, 10am
The King's Arms, £10, Book Online
- LUNCHEON CONCERT**
Sat 15th Mar, 12:30pm-1pm
St Peters Church, FREE
- RESIN WITH VIV**
Sat 15th Mar, 1pm-3pm
The Crafty Cuggin, £40, Book Online
- JURASSIC MUSIC SOCIETY**
Sat 15th Mar, 3pm
Tom Browns Pub, FREE Entry
- DORSET CHAMBER ORCHESTRA'S CONCERT FOR YOUTH WITH MARTIN CLUNES**
Sat 15th Mar, 4pm-5pm
St Mary's Church, £12/£1, Book Online
- MADEN CASTLE GUIDED TOUR**
Mon 17th Mar, 10am-11am
Maden Castle, FREE, Book Online
- ST PATRICK'S DAY CELEBRATION**
Mon 17th Mar, 7pm-10pm
The Duchess of Cornwall Inn, FREE Entry
- LEARN TO DASH WITH THE SLOPPED STITCH**
Tues 18th Mar, 10:30am-12:30pm
Loving By Nature, £20, Book Online
- FILM SCREENING: THE WELL-DIGGER'S DAUGHTER**
Tues 18th Mar, 2:30pm-4:30pm
Corn Exchange, £6 on the door
- KINGTON MAUWARD PLANT FAIR**
Fri 21st Mar, 11am-3pm
Kington Mauward Animal Park & Gardens, Donation Encouraged
- WOMEN OF THE ROMAN AEREA**
Fri 21st Mar, 6pm-7pm
Dorset Museum & Art Gallery, £20/£18, Book Online
- CATCH YOUR BREATH: THE SECRET LIFE OF A SLEEPLESS ANAESTHETIST**
Fri 21st Mar, 7pm-9pm
Dorchester Arts @ Corn Exchange, £16/£14, Book Online
- THE ANABOLICALISTS 40 WORKS**
Tues-Sat, Sat 23rd Mar to 18th Apr, 10am-5pm
Sculpture by the Lakes, FREE Entry
- CUT & PASTE COLLAGE WORKSHOP**
Sat 23rd Mar, 10:30am-12:30pm
Loving By Nature, £10, Book Online
- CHORAL EVENSONG**
Sat 23rd Mar, 4:30pm-5:30pm
St Peters Church, FREE
- AWAKE MY SOUL - THE HUMFORD AND SONS STORY**
Sat 23rd Mar, 7:30pm-9pm
Dorchester Arts @ Hardye Theatre, £25/£23, Book Online
- LOOK AROUND CORNERS**
Sat 23rd Mar, 9pm
Tom Browns Pub, FREE Entry
- WGS**
Sun 23rd Mar, 3pm
Tom Browns Pub, FREE Entry
- WHEN THE WORLD TURNS - OLY CART (PMLD AUDIENCES)**
Mon 24th & 25th Mar, 11am-12pm & 1:30pm-2:30pm
Dorchester Arts @ Corn Exchange, £10/Carens go FREE, Book Online
- SPOKEN WORD NIGHT**
Tues 25th Mar, 7pm-10pm
The Post Laureate, FREE Entry
- COLLECTIONS DISCOVERY STORE TOUR**
Wed 26th Mar, 2pm-3pm
Dorset Museum & Art Gallery, £15/£12/FREE, Book Online
- MAKE A SONG & DANCE ABOUT IT!**
Thurs 27th Mar, 5pm-6pm
Vinyl Van & C-Side, FREE Entry
- TALK: THE NOTRE FORT BY IAN BROOKE**
Thurs 27th Mar, 1:30pm-4:30pm
The Dorford Centre, £5 donation encouraged
- EASTER ACTIVITIES (DECORATE AN EGG/BUNNY TRAIL)**
Sat 29th Mar to Mon 31st Apr, All Day
Kington Mauward Animal Park & Gardens, £2.50/£1.50
- YOGA & BRUNCH**
Sat 29th Mar, 9am-12pm
The King's Arms, £30, Book Online
- MAGIC OF MIDDLE EARTH EXHIBITION**
Sat 29th Mar to Sat 14th June, 10am-4pm
Shire Hall Museum, Included in Entry
- DORCHESTER REPAIR CAFE**
Sat 29th Mar, 10am-12pm
United Church Dorchester, FREE

DORCHESTER SCIENCE FESTIVAL March 7th to 16th

Returning for another year, Dorchester Science Festival is back with a huge range of workshops and events being held by local organisations. There will be fun for all the family including:

- Family Science Day 2025!
- Starlight Planetarium shows
- Themed craft sessions
- Interesting science talks
- Interactive science shows
- Outdoor investigations

FOR THE FULL LINE UP & TO BOOK YOUR TICKETS HEAD TO:
WWW.DISCOVERDORCHESTER.CO.UK/DORCHESTER-SCIENCE-FESTIVAL



FIND OUT MORE ABOUT THESE EVENTS AT: WWW.DISCOVERDORCHESTER.CO.UK

Events

- Roman Festival - 12th and 13th April 2025
- Walking Festival - 10th -18th May 2025
- Food and Drink Festival -October 2025
- Hardy 2028



DORCHESTER ROMAN FESTIVAL

SATURDAY 12TH & SUNDAY 13TH APRIL 2025
10.30AM-4PM, MAUMBURY RINGS ROMAN AMPHITHEATRE

Live gladiatorial combat fighting displays
Fascinating displays & artefacts on show
Make your own mosaic with pottery tiles
Play Roman games & learn Roman crafts
Food stalls on site (picnics welcome)

FREE
Roman Dress encouraged!

PLUS An exciting schedule of extra Roman (paid) events going on in various locations across Dorchester from Fri 11th to Sun 13th April. Including family activities, guided walks & tours, fascinating talks, film showings and trails.

Visit www.discoverdorchester.co.uk for the full schedule!

Festival organised by: **DORCHESTER HERITAGE COMMITTEE**
With funding from: **Dorchester Town Council**
In partnership with: **Dorset Museum & Art Gallery**, **Dorset Council**, **DISCOVER DORCHESTER** (The Heart of Dorset), **NATURAL HISTORY SOCIETY**, **DorchesterArts**



DORCHESTER Walking Festival
DISCOVER DORCHESTER
The Heart of Dorset

Sponsored by **KINGSTON MAURWARD COLLEGE**

Dorchester Walking Festival 2025
10th - 18th May

Experience the beauty of Dorchester and Dorset's Jurassic Coast

Lace up your boots and get ready to explore stunning landscapes and rich history.

An exciting programme of varied walks led by experienced and knowledgeable volunteer walk leaders.

Scan the QR code to book your walks

Further information to help plan your trip to Dorchester visit discoverdorchester.co.uk

- Blogs with itineraries and rich online content
- Targeted social media campaign
- ~~Printed and online magazine advertisement~~ Visit Dorset Competition

Please send over fresh imagery for this campaign 😞



Blogs with itineraries and rich online content



Itinerary – Escape the madding crowds and...



Itinerary – 48 hours Exploring Poundbury



A Roman Weekend in Dorset







Itinerary – 48 hours in Dorchester ...

PAGE	VIEWS
What's On, Events, Exhibitions - Discover Dorchester	944
Discover Dorchester - Official destination website for Dorchester Dorset	697
Itinerary Escape the madding crowds and enjoy an enchanting weekend discovering Thomas Hardy	674
Itinerary 48 hours Exploring Poundbury	633
Dorchester Science Festival 2025 - Discover Dorchester	582
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Shopping in Dorchester - Discover Dorchester	343



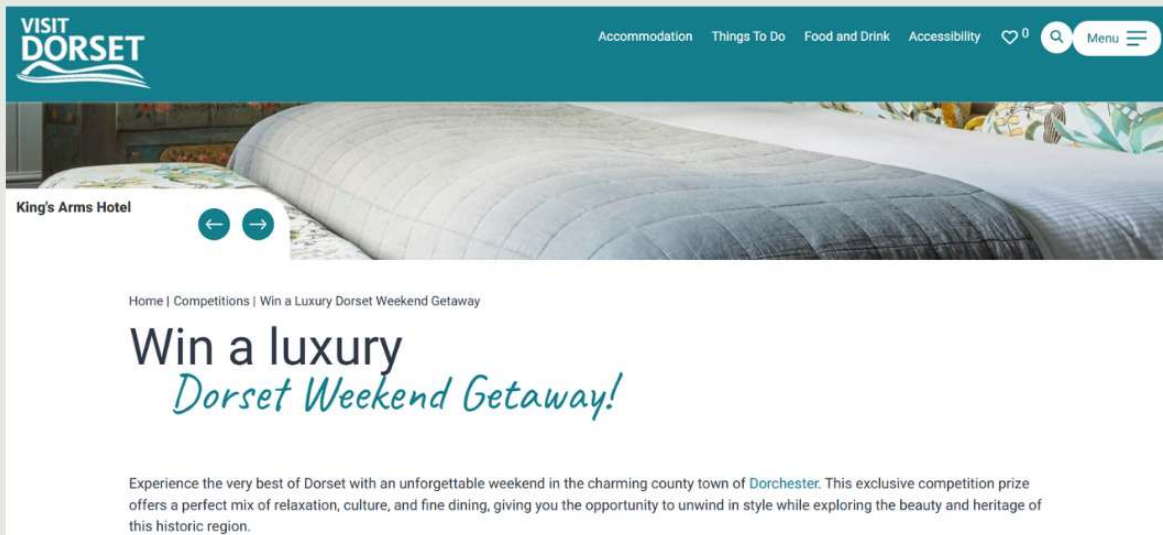
Targeted social media

Plus one for Roman Weekend blog that went live on 26th March

Ads ⓘ		Views ↑↓	Reach ↑↓	Results ↑↓	Amount spent ↑↓
Boosted Facebook post					
 24 Mar • Created by Matild... Video views Spring has Spring has arrived – the perfect time for a luxu...	Active	3,061 Views	1,642 Reach	905 ThruPlays	£15.85 Spent out of £100.00 ⓘ
Ad					
 10 Mar • Created by Matild... Website visitors Enjoy a weekend in Poundbury! Poundbury is a...	Completed	20,731 Views	14,597 Reach	625 Link Clicks	£55.95 Spend of £8.00 per day ⓘ
Ad					
 4 Mar • Created by Matilda... Website visitors Escape the madding crowds and enjoy an enchanting...	Completed	43,329 Views	29,317 Reach	715 Link Clicks	£101.91 Spend of £6.00 per day ⓘ
Ad					
 3 Mar • Created by Matilda... Website visitors Win a luxury Dorset Weekend Getaway with Discover...	Completed	16,102 Views	9,687 Reach	1,326 Link Clicks	£69.88 Spend of £10.00 per day ⓘ

Spring
Campaign

Visit Dorset Competition



The screenshot shows the Visit Dorset website header with navigation links: Accommodation, Things To Do, Food and Drink, Accessibility, a search icon, and a menu icon. Below the header is a large image of a bed with a grey quilted coverlet. The text on the page reads: "King's Arms Hotel", "Home | Competitions | Win a Luxury Dorset Weekend Getaway", "Win a luxury Dorset Weekend Getaway!", and "Experience the very best of Dorset with an unforgettable weekend in the charming county town of Dorchester. This exclusive competition prize offers a perfect mix of relaxation, culture, and fine dining, giving you the opportunity to unwind in style while exploring the beauty and heritage of this historic region."

- Dorchester Town Council – 1,796
- Kings Arms Hotel (Stay Original) – 1,760
- Dorset Museum & Art Gallery – 1,573
- Summer Lodge Hotel – 1,611
- National Trust – 1,659
- Monart Spa – 1,475
- Pavilion in the Park – 1,438
- Visit Dorset – 3,191

5,882 entrants (we had 7,000 entrants with our last Visit Dorset competition).

Winner this time is from the Bournemouth area.



Train station advertising

Huge thank you to Mark and Claire at Dorset Museum & Art Gallery

DISCOVER DORCHESTER
DISCOVER DURNOVARIA

Discover Roman Britain by train with a trip to Dorchester, or Durnovaria as the Romans would have called it, and discover all of these amazing Roman sites for FREE and all within a 15 or 20 minute walk of Dorchester South Train station

- Visit the remains of a July Roman legion base known as the Castra, complete with a massive wall & ditch
- See the remains of Roman Walls that once defended the Roman town. The ruins of these walls are now transformed into beautiful tree-lined 'avenues'
- Walk the remains of a Roman temple up to the Maiden Castle, one of the biggest Iron Age & Bronze Age hill-forts in Britain
- Visit the Roman Amphitheatre
- See the remains of Roman Walls that once defended the Roman town. The ruins of these walls are now transformed into beautiful tree-lined 'avenues'
- Explore the route of the Roman Road at Dorchester

discover more... discoverdorchester.co.uk

Dorset Museum & Art Gallery

A British Museum Partnership Exhibition with Colchester and Ipswich Museums

GLADIATORS OF BRITAIN

25 January – 11 May 2025

Dorset Museum & Art Gallery
High West Street
Dorchester DT1 1XA

dorsetmuseum.org

The British Museum Colchester+Ipswich Museums

Supported by the Dorset Foundation



A Greener Future
One train journey at a time

South Western Railway



WELCOME TO DURNOVARIA

Historic Roman Town of Dorchester

Travel by train
Book your travel at GWR.com
or on our app



Great Western Railway



Dorset Museum & Art Gallery



- BASINGSTOKE Station Supervisor
- BOURNEMOUTH Station Manager
- BRANKSOME Ticket Office
- DORCHESTER SOUTH Ticket Office
- HAMWORTHY Ticket Office
- MORETON Unstaffed
- NEW MILTON Ticket Office
- POOLE Ticket Office
- UPWEY Unstaffed
- WAREHAM Ticket Office
- WOOL Ticket Office
- BROCKENHURST Ticket Office
- CHRISTCHURCH Ticket Office
- HINTON ADMIRAL Ticket Office
- LYMINGTON PIER Unstaffed
- LYMINGTON TOWN Ticket Office
- POKESDOWN Ticket Office
- SWAY Ticket Office
- TOTTON Ticket Office
- EASTLEIGH Ticket Office
- HEDGE END Ticket Office
- BOTLEY Station Unstaffed
- FAREHAM Ticket Office
- SHAWFORD Station Unstaffed
- ST. DENYS Ticket Office
- WOOLSTON Ticket Office
- COSHAM Ticket Office
- PORTCHESTER Ticket Office
- CHANDLERS FORD Ticket Office
- REDBRIDGE Station Unstaffed
- SOUTHAMPTON AIRPORT PARKWAY Ticket Office
- SOUTHAMPTON CENTRAL . Ground Fl. Ticket Office
- SWAYTHLING Ticket Office
- MICHELDEVER Ticket Office
- WINCHESTER Ticket Office

Easter

- Day out in Dorchester website refresh to ensure that target audience can see Easter Holiday offers and activities easily on the homepage.
- Day out in Dorchester social media promotion - on the day reminders of events happening. Weather related on the day posts. Paid for targeting of audience to families staying in Dorset.
- ~~Paid advertising on www.daysoutwiththekids.co.uk~~ SEO Workshop after Easter instead.
- Running Egg rolling and Roman Festival
- Photo shoot with kids enjoying their time in and around Dorchester for us in Summer campaign. £1000.



After Easter (May - July) Action Plan

- New leaflets printed?
- SEO workshop
- New campaign focus - Dorchester as a base for your Dorset adventure
 - Website refresh to ensure that this target audience can see themselves on the home page, create itineraries and blogs for this audience.
 - Blog on Visit Dorset.
 - Try and set up advertising with National Trust about Dorchester as a base for your Dorset National Trust adventure.
 - Social media carousels, reels and infographics to target audience.
 - Walking festival.
- Prep summer Day out in Dorchester campaign!

Heritage Tourism Budget (approval needed from Heritage committee for spend from this pot)		
Budget Available		£50,000
Remaining		£26,669.86
Annual marketing Budget (April - April)		
	2024/2025	2025/2026
Budget	£8,000	£8,000
Spend	£6002.22	
Remaining	£1997.78	£8,000
Dimishing Town Council budget		
Budget		£30,226.89
Spend		£28,976.59
Remaining		£1,250.30

Discussions

- Leaflet revisions and reprints
- New Tourist Information Points
- Dorchester Arts Project
- Funding requests for review



Annual Tourism Research?

Annual tourism research ([The South West Research Company](#)), is asking if Dorchester would like to receive their town tourism data for 2024.

The cost would be £288 + vat. If more than one town signs up, then the price would drop to £230 + vat. We would organise the research on your behalf and the invoice would come from Visit Dorset as the intermediary.

The research is carried out in late summer and you would receive the data in late autumn/early winter.

Please could you let me know by the end of June if this would be of interest to you?

Partner updates

- How has 2025 been so far?
- What is your marketing focus for the next 3 months?

Date of next meeting

Tuesday 8th July 2025

1 - 3 pm

(Dorset Tourism Association meeting starts at 3:30 pm)

Venue - ?