



Tourism Development Officer Update

Social media stats

July was the most popular month. This is due to Kite Festival promotion, which was very popular on social media.

		July	August	September (until 20th)
Instagram 2,430 followers (+201 since last meeting)	Reach	7.1k	5.4k	5.6k
	Content interactions	1.7k	614	538
	Views	89.3k	25.9k	63.1k
	Follows	107	89	42
Facebook 6,070 followers (+341 since last meeting)	Follows	239	78	50
	Viewers	84.9k	112.7k	51.1k
	Content Interactions	2k	633	677
	Views	305.2k	243.9k	121k
	Link Clicks	709	1.5k	490
TikTok	Followers			222
	Likes			1,240

Most popular posts

Title	Date published ↑↓	Reach ↑↓	Shares ↑↓	Views ↑↓	Viewers ↑↓	Comments ↑↓	Likes and reactions ↑↓
 Dorchester Kite Festival - Let's Go Fly! site... Photo • Discover Dorchester	15 July 13:27	38,043	23	59,223	38,849	14	67
 Santos + Co - Dorchester AD I @sant... Reel • life.with.sophiee	16 August 19:03	21,242 20,073 from ads	29 19 from ads	5,873 3,742 from ads	—	13 0 from ads	57 21 from ads
 Dorchester is such a friendly town. It... Photo • Crossposted • Disc...	6 July 11:41	20,161	8	30,679	19,903	70	272
 Dorchester's beloved Dray Horse, Br... Photo • Crossposted • Disc...	14 September 13:58	18,476	2	25,439	18,013	25	217
 Can you believe that this is Dorchester?! To... Photo • Discover Dorchester	15 July 10:00	11,905	7	17,011	12,094	7	151
 A huge thank you to Dorsetbays for captu... Multi media • Discover Dorchester	27 July 15:41	11,009	6	15,788	10,701	8	105
 What a wonderful day! We loved seeing so ... Multi media • Discover Dorchester	25 July 18:28	10,922	1	16,563	10,782	39	124
 Hazy summer evenings dining outside in D... Photo • Discover Dorchester	11 July 16:19	10,431	3	13,916	10,671	2	56
 Congratulations to Fudge's Wool & Haberd... Multi media • Discover Dorchester	25 August 13:25	9,774	5	15,633	9,380	9	109
 The Dorset Sunflower Trail at Maiden C... Reel • maidencastlefarm	28 July 10:12	8,541	128	11,438	—	7	356
 Have you tried the new takeaway tea venu... Multi media • Discover Dorchester	13 July 10:31	8,186	4	12,074	7,952	2	23

Website stats

Month	Users	New Users
January 2026	4.2 K	4 K
February 2026	4.5 K	4.3 K
March 2026	6 k	5.7 k
April 2026	5.3 k	4.9 k
May 2026	5.7 k	5.4 k
June 2026	6.4 k	6 k
July 2026	7 k	6.5 k
August 2026	7.5 k	6.8 k
September 2026 (until 20th)	3.4 k	2.9 k
October 2026		
November 2026		
December 2026		

Website hits have increased over the Summer but have gone back down again in September (not a full month of stats though)

Events have been popular pages on the website. Good to see Maumbury Rings, walks in and around Dorchester and the Autumn Bucket list also featuring in the list of most popular pages.

Most popular web pages

July 2026

	PAGE	VIEWS
1	Let's Go Fly! Dorchester Kite Festival - Discover Dorchester	1861
2	What's On, Events, Exhibitions - Discover Dorchester	1573
3	Discover Dorchester - Official destination website for Dorchester Dorset	624
4	A-Line Taxis - Discover Dorchester	593
5	Dorchester Market - Discover Dorchester	337
6	Shopping in Dorchester - Discover Dorchester	312
7	See & Do - Discover Dorchester	290
8	Eat & Drink - Discover Dorchester	239
9	The Great Field - Discover Dorchester	239
10	Love Parks Day - Discover Dorchester	227
11	Maumbury Rings - Discover Dorchester	196
12	Free Summer Outdoor Music Events - Discover Dorchester	192
13	The Poundbury Great Park on The Great Field - Discover Dorchester	173
14	Dorchester Showground - Discover Dorchester	170
15	Borough Gardens - Discover Dorchester	156

August 2026

	PAGE	VIEWS
1	What's On, Events, Exhibitions - Discover Dorchester	1390
2	Anonymous Festival 2026 - Discover Dorchester	1021
3	Discover Dorchester - Official destination website for Dorchester Dorset	882
4	One World Festival 2026 - Discover Dorchester	561
5	A-Line Taxis - Discover Dorchester	539
6	Dorchester Inflatable Theme Park - Discover Dorchester	463
7	See & Do - Discover Dorchester	386
8	Dorchester Market - Discover Dorchester	380
9	Shopping in Dorchester - Discover Dorchester	300
10	The Poundbury Great Park on The Great Field - Discover Dorchester	295
11	Bark in the Park - Discover Dorchester	276
12	Eat & Drink - Discover Dorchester	246
13	Heritage Open Day - Discover Dorchester	229
14	Maumbury Rings - Discover Dorchester	214
15	Dorchester Vegan Market - Discover Dorchester	205

September 2026

	PAGE	VIEWS
1	Heritage Open Day - Discover Dorchester	675
2	What's On, Events, Exhibitions - Discover Dorchester	534
3	Discover Dorchester - Official destination website for Dorchester Dorset	379
4	A-Line Taxis - Discover Dorchester	315
5	Dorchester Market - Discover Dorchester	271
6	Shopping in Dorchester - Discover Dorchester	156
7	See & Do - Discover Dorchester	135
8	Eat & Drink - Discover Dorchester	114
9	Dorchester Autumn Bucket List - Discover Dorchester	99
10	Country in the Square - Discover Dorchester	98
11	Parking in Dorchester - Discover Dorchester	88
12	Fairfield Car Park - Discover Dorchester	82
13	Dorchester Showground - Discover Dorchester	72
14	The Poundbury Great Park on The Great Field - Discover Dorchester	56
15	Walks in and around Dorchester - Discover Dorchester on foot	55

Blogs - new and updated

I have written two new blogs and updated two blogs since the last meeting. The most viewed of these was the Dorchester Bucket List for Autumn with 99 views.



Events

Since the last tourism partnership meeting at the end of June we have had Dorchester Kite Festival at the end of July and Heritage Open Day in the middle of September. The kite festival was very well attended and all involved would like to do it again. The sponsorship was successful, meaning that the event did not cost anything to the tourism partnership apart from staff time.

Partners have also put on some brilliant events over the Summer. The event calendar has been packed. It would be helpful if people uploaded events and let us know about events further in advance though. It would be useful to be able to promote what is happening in Autumn half term further in advance than the end of September.

Campaigns

- Show off your Dorchester

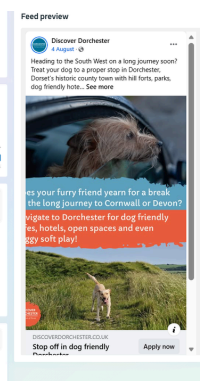
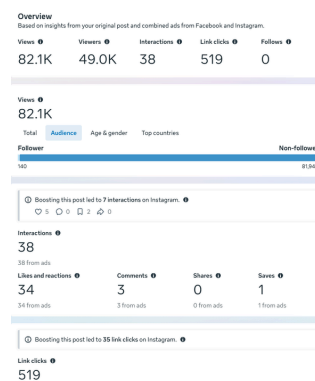
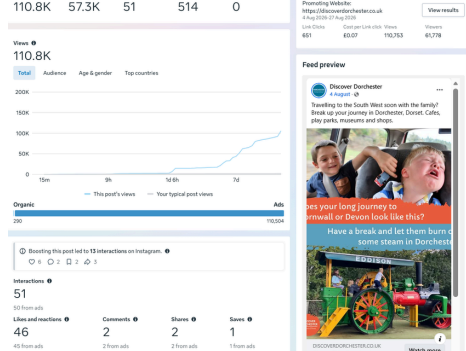
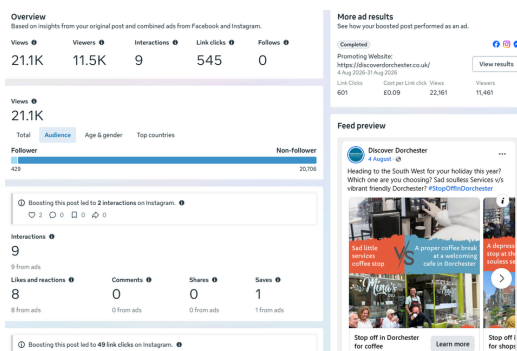
The plan for this campaign was to do a Dorchester Town Council printed Newsletter article, Street interaction Reels, How to entertain your guests in Dorchester blogs, Interactive content with residents on Facebook Groups and Nextdoor, Enewsletter articles, Targetted social media posts, and promote events to invite your family and friends to come down for. I managed to achieve two blogs and two enewsletter articles.

The first blog “How should we entertain our grandchildren in Dorchester” acheived 85 views

The second blog “Shopping, coffee and self-care: Enjoy a prefect friends’ day out in Poundbury” acheived 49 views

- Stop off in Dorchester

The plan for this campaign was to use targeted social media ads (not on our feed), posts in Groups like “Cornwall Holiday”, temporary roadside signage and blogs to encourage people to stop off in Dorchester on thier way down to Devon and Cornwall. I managed to achieve the targetted social media ads and I am in the process of seeking approval to get signage at the side of the road with Maiden Castle Farm. This will be going to Dorchester Town Council Management Committee in November.



Reach	Frequency	Cost per results	Amount spent (GBP)	Ends	Quality ranking	Engagement rate ranking	Conversion rate ranking	Impressions	Link clicks
15814	1.44	0.07	11.04	27/08/2026	Above average	Above average	Above average	22917	144
34494	1.57	0.08	36.86	14/09/2026	Above average	Average	Above average	54368	436
4911	1.45	0.09	19.01	31/08/2026	Above average	Average	Above average	7145	204
4492	1.16	0.09	10.01	14/09/2026	Average	Above average	Above average	5245	103

Projects

- Summer Shopfront of the Season

The last of the year of shopfront of the season awards too place. Not as many nominations as other seasons. The winner was Fudges Wool Shop on Durngate Street.

- Hardy 2028

Bid almost ready to submit to Heritage Lottery. Partnership agreement to be signed by partners and waiting for some documents from partners. Officer now attending North Dorset Tourism meetings to link up Hardy projects happening across the County.

Finance

<u>Heritage Tourism Budget (diminishing).</u>	
Budget Available	£50,000
Remaining	£26,116.49
<u>Annual marketing Budget (April - April).</u>	
	2026/2027
Budget	£8,000
Spend	£6,018.85
Remaining	£2,304.15

Tourism partnership plans for the next three months

Visit Dorset Marketing Plan 2026	Keys dates	Key events and Festivals	Dorchester Tourism Partnership Marketing Focus	Press releases / marketing opportunities	Blogs and reels	Anticipated costs
Hidden Dorset Nature & Culture, Comfort & Convenience Autumn in Dorset Nature & Culture, Active & Mindful, Comfort & Convenience Spooky Dorset Fun & Relaxation, Active & Mindful	Thursday Oct 01 National Poetry Day Thursday Oct 01 - Saturday Oct 31 Black History Month Saturday Oct 31 Halloween October Half Term	Dorset County Show 5 and 6 September The Script's The Thing 10 and 11 Oct Dorchester Literary Festival 17 – 24 Oct Heritage Open Day	Instagramable Dorchester Nature and culture, learning and luxury Continue stop off in Dorchester and Show off your Dorchester Campaigns?	Taste of Dorset – wine tourism, food and drink weekend - Competition with Visit Dorset Guide to Instagramable Dorchester Visit Dorset Blog	· Event promotion · Food and drink focus · Spooky Dorchester · Instagramable Dorchester · Joint reels and blogs with partners	· Meta ads
Bonfire Night Fun & Relaxation Festive Dorset Luxury & Learning Active & Mindful Warm up in Dorset Luxury & Learning Nature & Culture	Thursday Nov 05 Guy Fawke's Night Saturday Dec 05 Small Business Saturday Christmas break	Christmas Markets Christmas Carols Christmas Cracker 13 December	Bonfire Night Fun & Relaxation Festive Dorset Luxury & Learning Active & Mindful Warm up in Dorset Luxury & Learning Nature & Culture		· Shop local · Christmas market promotion · Cosy evenings · Winter walks	

Other focuses for next three months include:

- Hardy 2028 bid off ASAP
- Roman Festival 2027 planning
- Marketing plan for 2027