

Social Media Report



Client: Love Newquay (Newquay BID)
Reporting Period: 1 May 2025 - 30 April 2026

Love Newquay Performance

A standout year redefining destination marketing for Newquay and the UK.

12.7 MILLION

Impressions
(+218% YoY)

338K

Engagements
(+119% YoY)

4.6 MILLION

Video Views
(+846% YoY)

24.4k

New Followers This Year
(+44.6% Growth)

Highlights for 2025-2026

Viral Destination Content

- Multiple posts exceeding 100K-1.7M views
- Flagship content positioning Newquay as a must-visit UK destination
- Strongest performance driven by:
 - Coastal POV + lifestyle storytelling
 - Food & drink discovery
 - "You need to visit" / saveable content

Supporting Local Business

- Hundreds of businesses featured across the year
- Strong focus on:
 - New openings
 - Independent high street & beyond
 - Food, retail and experiences
- Directly contributing to visibility, discovery and footfall

Christmas Campaign & Giveaways

- Major spike in reach, engagement and seasonal visibility
- Positioned Newquay as a year-round destination
- High shareability + audience growth driver

Love Newquay TikTok Relaunch

- Successfully reintroduced platform with immediate traction
- Strong engagement rate (5.7%) showing high content relevance
- Clear opportunity for continued scale

Always On Strategy

- Consistent, on brand publishing
- Sustained engagement across all seasons
- Shift from seasonal spikes → always-on destination demand

Performance Summary

A clear, video-first strategy has transformed Love Newquay into a true destination marketing engine, using storytelling to shape how people see and choose Newquay, with millions of views putting the town firmly on the national stage.

The result is high-impact, fully organic growth delivering exceptional ROI. Love Newquay is now a high-performing media platform, not just a social channel, opening opportunities for strategic partnerships, amplified business visibility, and year-round destination growth at scale.

80,954
Total Audience