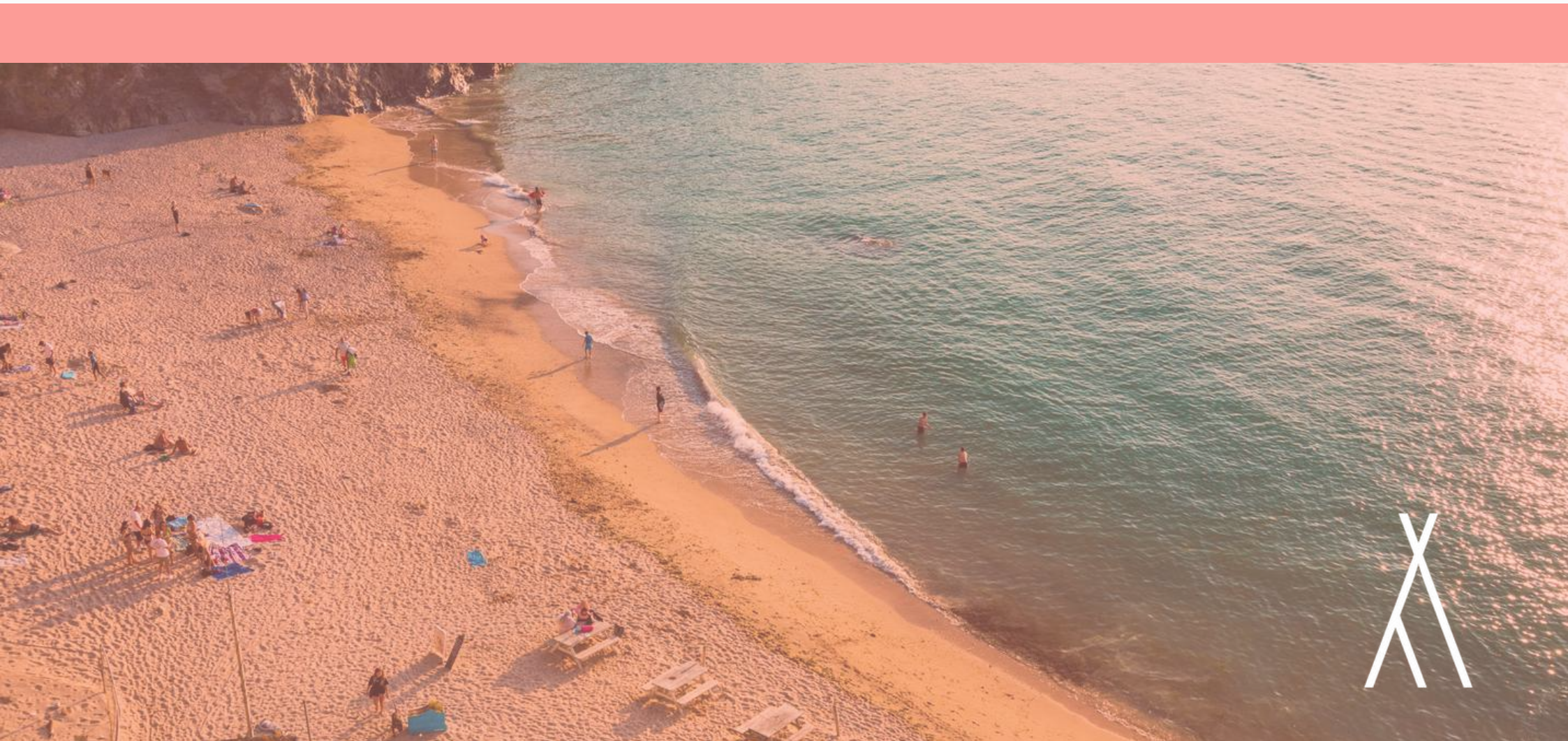


Social Media Marketing Report

Love Newquay

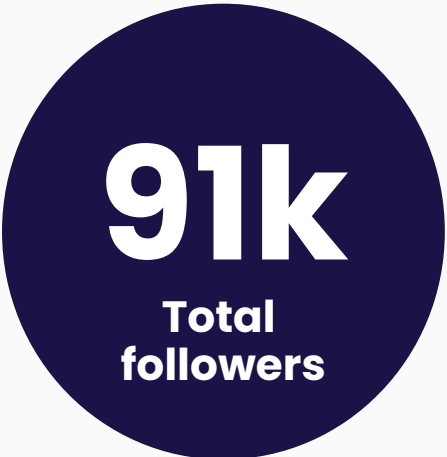
May – August 2026



Social Media Overview

1 MAY – 31 AUGUST 2026

Summer delivered another exceptionally strong period for Love Newquay, with reach, engagement and video consumption all growing year-on-year. Almost 10,000 new followers joined the community between May and August, taking the combined audience above 90,000.



Video continues to sit at the heart of performance, but the biggest win is the breadth of content now working: standout destination imagery is still capable of generating huge reach, while timely events, local businesses and practical visitor content are giving audiences more reasons to engage, share and save. This gives us a strong base to move from peak-season inspiration into year-round destination demand in Q4.

Impressions

Engagements

Video views

New followers

May to
August
2026

6.8M
+ 35.2% YoY

219K
+ 38.4% YoY

3.2M
+ 68.2% YoY

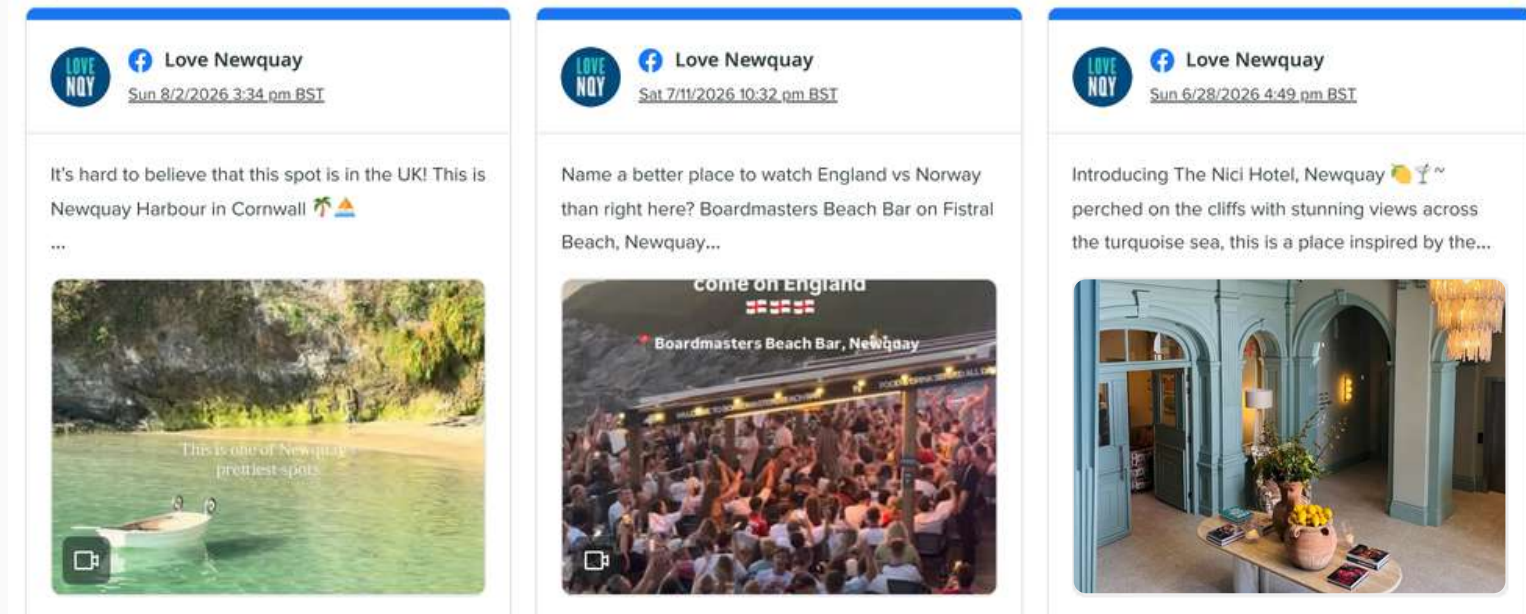
+9,899
across all
platforms

Facebook overview

Total audience: 65,026

Facebook remained the biggest driver of scale, delivering 4.2M views and 113K engagements across the period. Destination-led content performed best, with the Newquay Harbour Reel reaching 18.6K engagements, while timely content around Boardmasters and strong local business stories also cut through. The clearest opportunity is to keep combining big Newquay visuals with real-time moments, events and useful local content.

Top performing posts



May to August Performance

4.2M
Impressions

113K
Engagements
(2.7%)

101
Posts

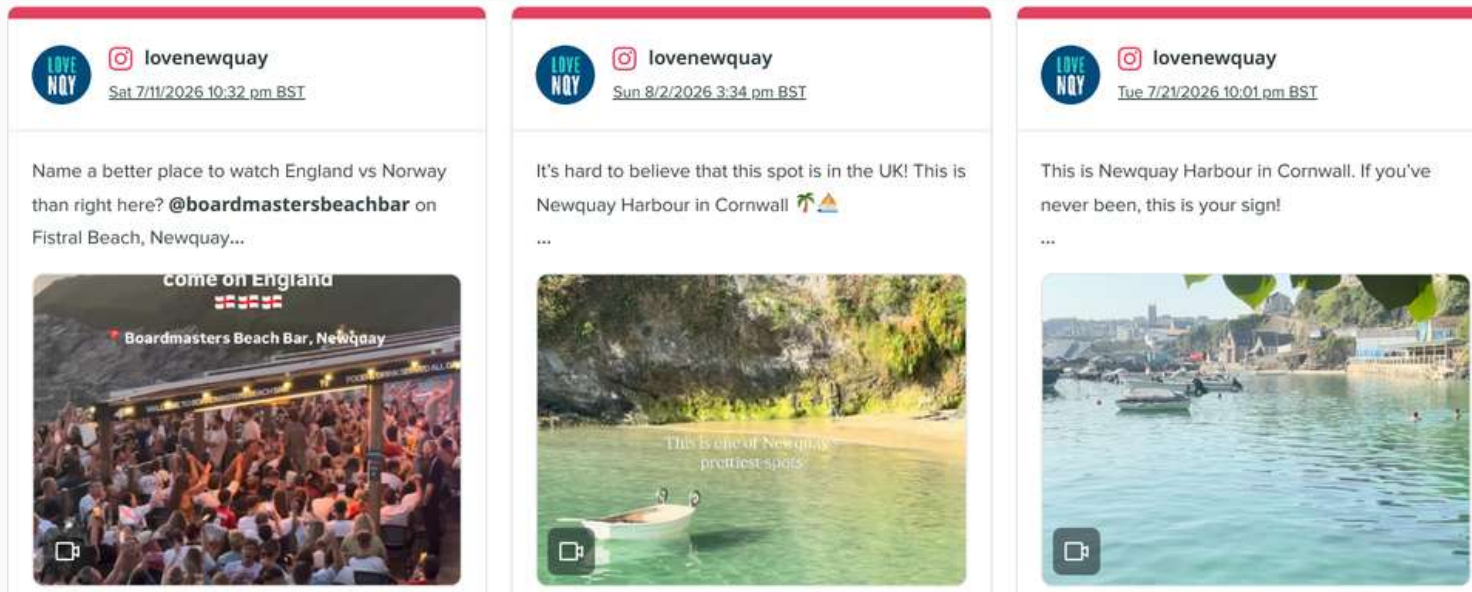
+4,462
Followers

Instagram overview

Total audience: 23,595

Instagram was the standout growth channel, with 1.88M views (+161% YoY), 65K engagements (+144%) and 4,095 new followers. Highly shareable destination Reels led performance: the Boardmasters Beach Bar post generated 9.2K engagements and 2.1K shares, while the Harbour Reel delivered 1,523 saves and 1,257 shares. The strongest content pairs beautiful, recognisable Newquay imagery with simple hooks that make people want to save, share or plan a visit.

Top performing posts



May to August Performance

1.9M
Impressions

65.4K
Engagements
(3.5%)

837
Posts
(inc. Stories)

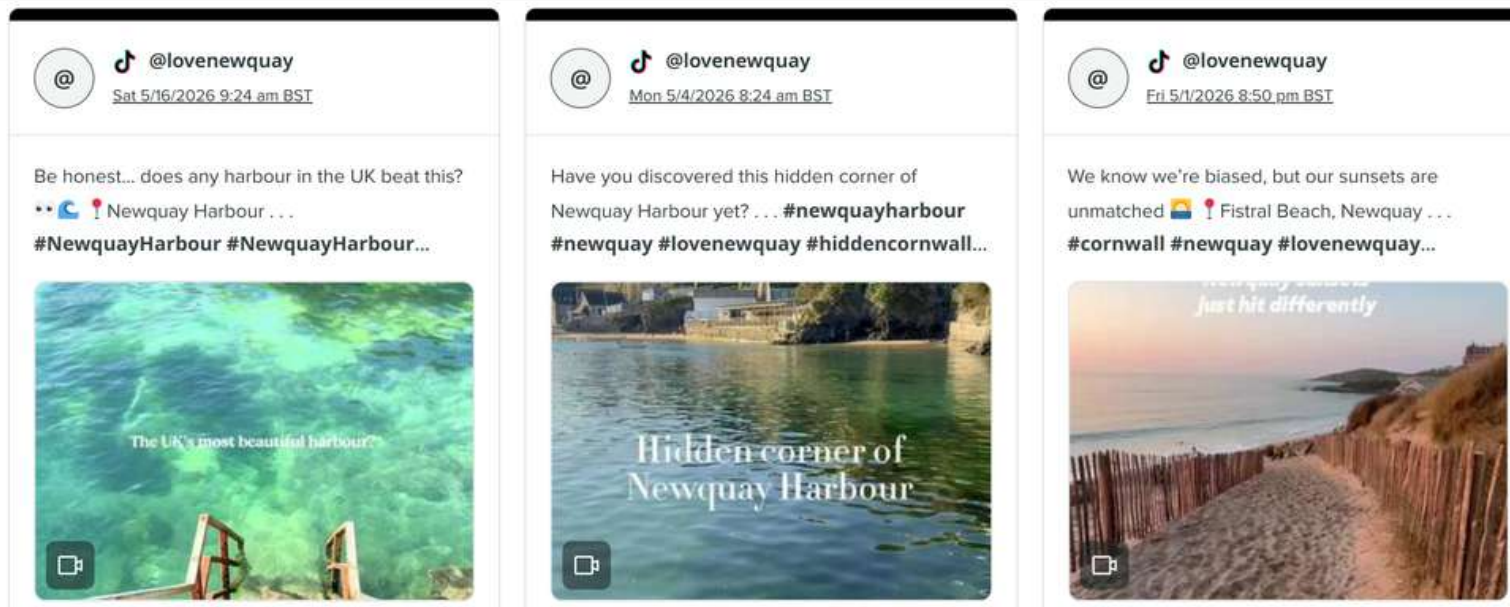
+4,095
Followers

TikTok overview

Total audience: 2,230

TikTok continues to show strong growth potential, delivering 675K views, 40.5K engagements and a 6% engagement rate – the highest across all three channels. Newquay Harbour was the standout again, while discovery-led food and business content also performed strongly. The opportunity is to lean further into native, fast-paced discovery content – hidden spots, recommendations, businesses and practical Newquay guides – alongside the destination ‘wow’ moments that already perform well.

Top performing posts



May to August Performance

675K

Impressions

40.5K

**Engagements
(6.0%)**

80

**Posts
(inc. Stories)**

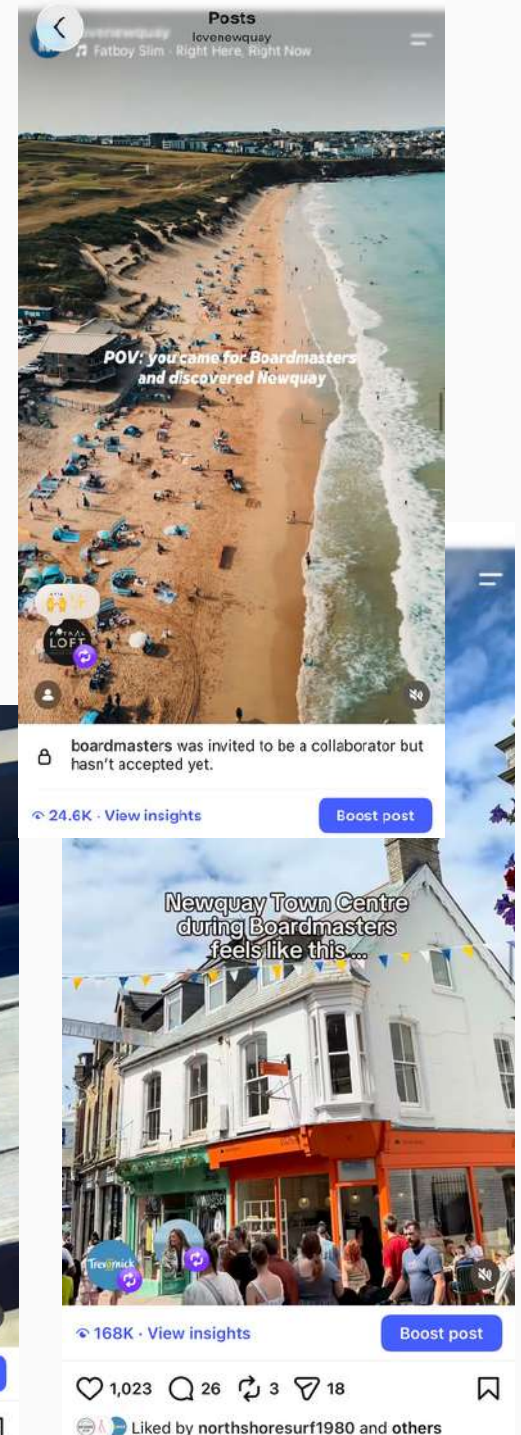
+1,342

Followers

Beyond Boardmasters

New follower growth: 1,731

We created a series of posts for “Beyond Boardmasters” which did well but we could do better. It was only a week lead in time which wasn’t long enough, however, the reach was still into the hundreds of thousands and this was without any support from Boardmasters. Despite previous meetings and conversations, they didn’t share or support any of the Love Newquay content. We hope the Newquay businesses felt supported by Love Newquay during this week, we shared hundreds of pieces of content and anyone who asked for support, we helped but we can make this more organised in 2027.



Beyond Boardmasters

We shared over 66 pieces of content from Newquay businesses – this was the first year we had hundreds of tags and messages from businesses asking for support in Boardmasters week. We also did live coverage of Fistral, Newquay Town Centre and the Fetsival Site – Boardmasters didn't share anything to do with the Town Centre. We also invited them to collab on a reel about Beyond Boardmasters which they previous said they would support and they didn't. They gave no influencer support despite asking mutiple times and we didn't have tickets – we relied on friends sending us content.

Received Messages Metrics	Totals	% Change
Total Received Messages	549	↗ 67.9%
Facebook Received Messages	310	↗ 189.7%
Instagram Received Messages	230	↗ 4.5%
TikTok Received Messages	9	↗ —

Audience Metrics	Totals	% Change
Audience	89,258	↗ 31.9%
Net Audience Growth	1,731	↗ 294.3%
Facebook Net Follower Growth	971	↗ 187.3%

Performance Summary

View your key profile performance metrics accrued during the selected time period.

Impressions

879,454 ↗ 239%

Engagements

29,537 ↗ 166.8%

Businesses featured

We **filmed** and **photographed** a lot of content across the summer so we have lots of sunny content to keep us going on social media throughout the year. We also featured the following businesses in Newquay across social media:

- Pauline's Tea Room
- The Good Lyfe
- Smile Surf Shop
- Cave Activity Bar
- Pavilion Bakery
- Blend
- Nalu
- The Headland
- Colonial at Tolcarne
- The Clover Club
- Harbour Fish & Grill
- Counter Culture
- Tom Thumb
- Ruby's Ice Cream
- Parlour
- Kook
- Little Western Railway
- Freddo's Ice Cream
- Surf & Skate Expo
- Boardmasters
- Newquay Food Festival
- BIG Markets
- Trenance Cottages
- Newquay Zoo
- Heron Tennis
- Trenance Crazy Golf
- Trenance Garden Cafe
- RoBo Kitchen
- Fore Street Cafe
- Milk
- Atlantic View Cafe
- Saltd Cafe
- House of Glass
- Box & Barber
- Hyorcaus
- Sprout Health Foods
- The Brew & Tattoo
- SeaSpray Fistril
- Graze Tapas
- Atlantic Hotel
- Olive & Surf
- Clemo Books
- Boardmasters Beach Bar
- Eats & Beats Festival
- Proper Photography Kernow
- The Nici
- Ginger & Joe
- FINS Cafe
- Strands
- Stable Fistril
- Fish House Fistril
- Boathouse Harbour
- Great Western Surf Cafe
- Fistril Bar & Kitchen
- Saunassa
- The Station
- The Fern Pit Cafe
- Saltsheds
- Oceanside
- Artisan's Emporium
- Esplanade Hotel
- Fistril Beach Hotel & Spa
- Lewinnick Lodge
- Newquay Lifeguards
- The Red Lion
- Out Of Office Conference



What worked well?

Destination-first storytelling

The Harbour, turquoise water and iconic coastal views remain Love Newquay's most powerful reach drivers, repeatedly appearing amongst the strongest content on all three platforms.

Content people want to share

The strongest Instagram and TikTok posts generated thousands of shares and saves. That is a stronger signal than likes alone: audiences are actively using Love Newquay content to recommend, plan and inspire trips.

Timeliness + cultural relevance

Boardmasters and World Cup content proved that tapping into what people are already talking about can dramatically increase reach and sharing, when delivered in line with the destination-led brand.

Local businesses add depth

Pauline's, The Nici and food/discovery content demonstrate that businesses can be integrated into considered destination marketing without sacrificing performance — particularly when the story leads with the experience rather than feeling purely promotional.



Looking ahead to Q4

- **Even more useful and beautiful content.** Keep the premium destination storytelling, but layer in more saveable evergreen guides: where to eat, rainy-day ideas, winter walks, family days out, parking, weekends and local recommendations. This is a particular focus for the TikTok channel
- **Lean into each platforms area of high performance.** Instagram continues to build Destination Newquay; Facebook becomes more real-time and community-led, particularly with seasonal events and activities; TikTok leans harder into native discovery, businesses, hidden spots and fast-paced insider recommendations.
- **Turn events into content campaigns.** Own the conversation around Zombie Crawl, Spooky Newquay, Christmas and New Year with teasers, guides, behind-the-scenes, live content and recaps — it's bigger than just event promotion.
- **Create repeatable series that drive follows.** Build recognisable formats such as 24 Hours in Newquay, According to Locals, One Street, Five Stops and Save This etc. to give audiences a reason to keep coming back, sharing and saving content.
- **Focus on shareability and discovery.** The strongest summer content used simple and relatable hooks, local insight and standout visuals. Q4 should continue to ask: would someone save this, send it to a friend or follow for the next one?
- **Our Q4 ambition:** Push Instagram towards 30K followers and TikTok towards 5K+, while strengthening Love Newquay's position as the go-to social guide for the destination year-round.

Thank you!

If you have any questions, please do not hesitate to get in touch

