LLANDRINDOD WELLS

Wi-Fi Stats 2018

The Llandrindod Wells Town WiFi system collects data because it can detect a WiFi enabled mobile device (it does not know who owns that device, just that it is there.)

The system knows whether it has seen that device before and it can detect when that device leaves the area. In this way the system collects data about how many devices are in the town, how often they visit and how long they stay in town.

Access to data can be very powerful if we know what it means. This report has been commissioned to support the town's business community by interpreting the data and suggesting actions.

UK

5 HR 51 MINS
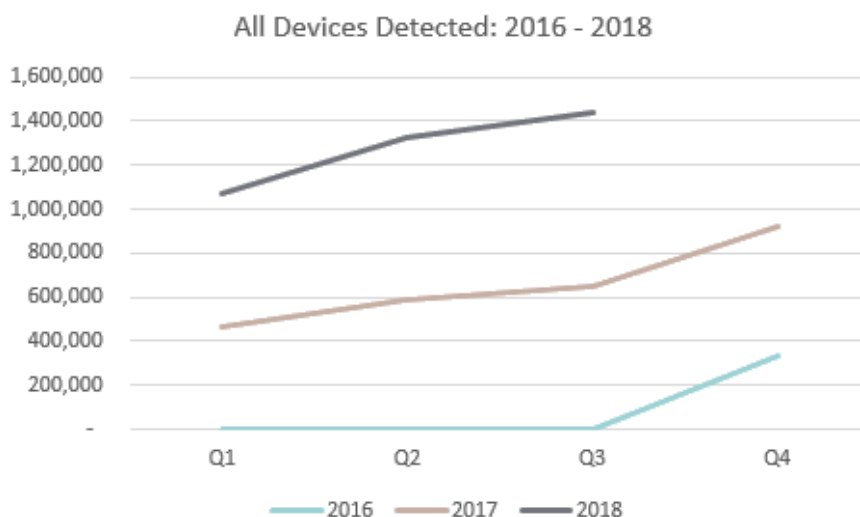
av time spent on internet per day

52%

of all web traffic is via mobile phones

+4% increase 2017 to 2018

+30% increase 2016 to 2017

Wi-Fi Stats 2018

Llandrindod Wells

The number of Wi-Fi enabled devices (e.g. a mobile phone or tablet that has Wi-Fi switched on) detected by the system is increasing every quarter. These enabled devices are referred to as devices hereafter

All Devices Detected: 2016 - 2018

Line chart with y-axis from - to 1,600,000 and x-axis Q1, Q2, Q3, Q4. Series: 2016, 2017, 2018

2,139,869

devices detected by the Wi-Fi system between Jan and Sept 2018. Of whom:

Passersby: Wi-Fi enabled device e.g. a mobile phone, detected by the system for less than 5 mins

Visitors: Wi-Fi enabled device detected by the system for more than 5 mins
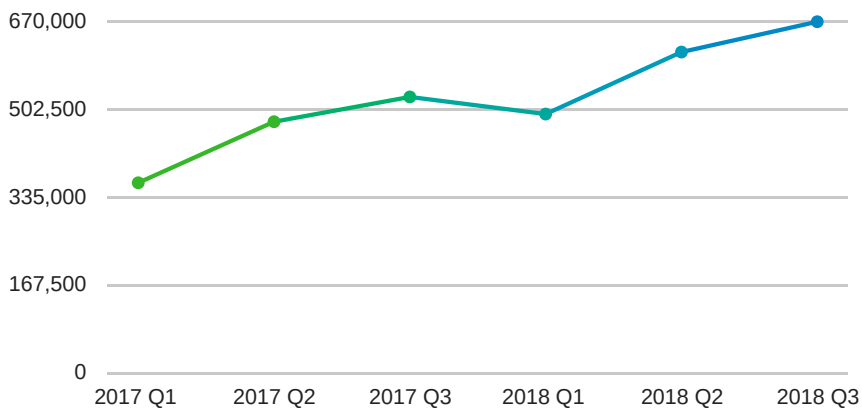
Connected: a mobile device that connects to the Town Wi-Fi

Pie chart:
- Connected 4%
- Visitors 13%
- Passersby 83%
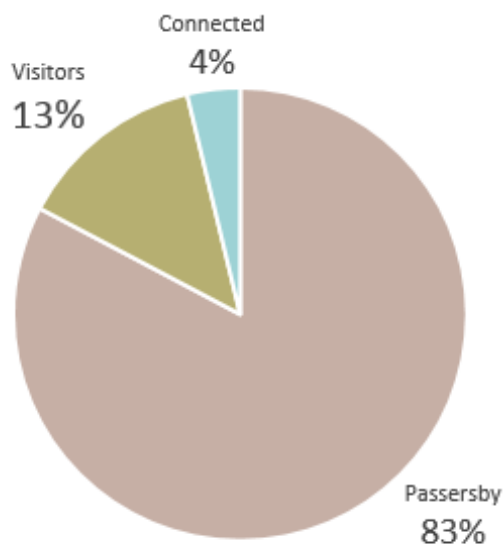
Llandrindod Wells Wi-Fi Stats *2018* *

Passersby { Wi-Fi enabled device detected by the system for less than 5 mins }

On average **6,453** passersby per day in 2018*, up from 4,994 in 2017*

+ 30% on 2017

The number of devices passing through Llandrindod Wells is increasing. This could be an increase in enabled devices and / or an increase in the number of people. Either way, there are

- More chances to grab people's attention via digital communications such as:
  - i-beacons
  - digital signage

- More opportunities to turn those passing by into visitors to the town by
  - creating a relevant programme of events & activities to encourage them to stop in the town
  - targeting key market segments identified in the Town's Wellness Marketing Strategy

- Better opportunities to attract more people to stay for longer in the town by
  - providing more information
  - increasing engagement with passersby

Key Question

- How can passersby be encouraged to become visitors in the town?

* Q1 to Q3 inclusive

How can passersby be encouraged to become visitors in the town?

What can the Town do?

- Improve the road signage for the town to encourage people to stop (see Gateways report) eg replace existing outer gateways signs with photographic ones like in Bewdley + Pembridge.
- Display posters about forthcoming town events like late night shopping or an Independent Traders festival week.
- Prominently display a reason to stop – best coffee for miles, loads of parking, town quiz for kids.
- Prominently advertise the free town Wi-Fi.
- Use the digital displays on the T4 bus to encourage people to stop off in Llandrindod Wells for 2 hours until the next bus
- Use poster spaces on the trains to encourage people to stop off in Llandrindod Wells
- Consider adding digital sign boards to public spaces – eg sides of bus stops on A483
- Make a virtue of the public toilets – 'The best loos in Wales' (may not be true today but it could be)

What can businesses do?

- Display posters / banners where people walk or drive by eg in the car park, or where they get off the bus or train telling people where to go, what there is and why they should go there.
- Businesses with premises along the A483 could attach banners to their buildings advertising seasonal attractions or events (permissions may be required).
- Develop offers that can be widely publicised to encourage passersby to stop, have a break, or see / do something etc

Llandrindod Wells Wi-Fi Stats 2018 *
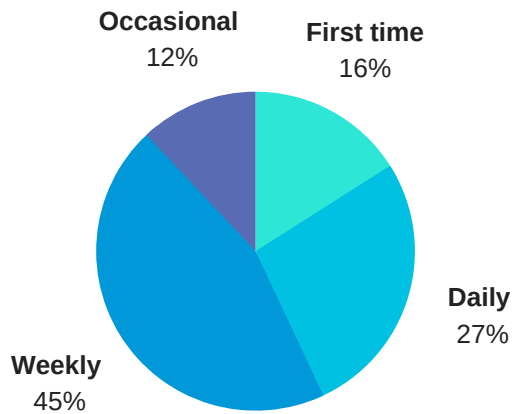
Visitors

{ Wi-Fi enabled device detected by the system for more than 5 mins }

369,246

Visitors in 2018. **+9%** on the same period in 2017, but significantly lower than the 30% increase in passersby

On avegerage **1,353** visitors per day in 2018*, up from 1,240 in 2017*

Occasional 12%
First time 16%
Daily 27%
Weekly 45%

The following analysis provides an overview of visitor frequency throughout Q1-Q3. This overview will allow year on year comparisons.

Around 3/4 of those in the town are classified as either daily or weekly visitors. This does not necessarily mean that they are local, however, they could be tourists that have been in town several times during their stay:

- **Occasional Visitors**: have visited at least once before. This visitor may have visited several times but does not meet weekly requirements
- **Weekly visitors:** have visited in at least two distinct weeks out of the past four, but not frequently enough to be considered daily visitors.
- **Daily Visitor:** visitors have visited in at least five distinct days in the past eight.
- **First Time**: have never been seen before today.

Most visitors (77%) stay in town for less than 1 hour

The length of time people spend in town does not differ significantly by quarter:

- Q1 16% of visitors stayed 1-6 hours
- Q2 17% stay 1-6 hours, and in
- Q3 18% stay 1-6 hours

Overall, visitors at the weekend stay slightly longer with
19% of Saturday visitors and
21% of Sunday visitors staying in town for 1-6 hours
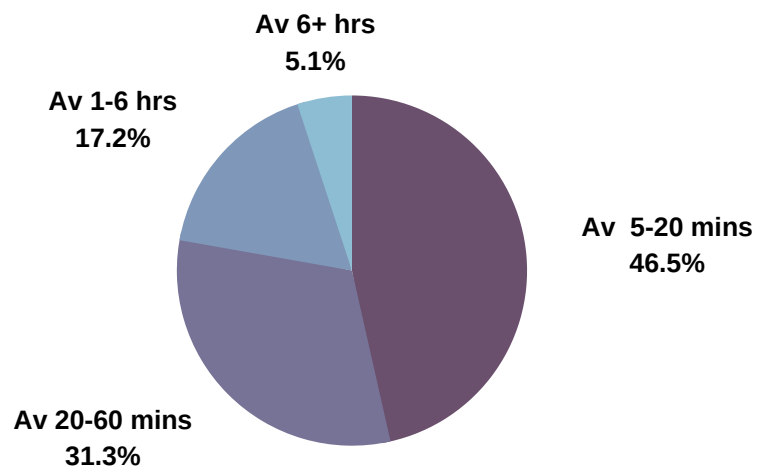
There are **no** notable increases in the length of time people stay in town on days with existing regular activities in the town i.e. on Fridays (Market Day)

Av 6+ hrs 5.1%
Av 1-6 hrs 17.2%
Av 5-20 mins 46.5%
Av 20-60 mins 31.3%

Key Questions

- How can visitors be encouraged to stay in town longer?
- Could visitors be encouraged to connect to the town Wi-Fi? and would this help? i.e. useful if ibeacons & app in use

* Q1 to Q3 inclusive

How can the Town & Businesses encourage people to stay in the town longer? ?

- Develop offers which upsell your products or services eg have you thought about buying this as well? It takes time for the customer to consider this new information and maybe they see another thing / service during this time that interests them.

- Develop offers which encourage customers to spend longer in town or to return (loyalty) eg instead of 10% off today's item now, 10% off their purchase on another day.

- Develop collaborative offers which cross sell with other businesses eg spend over £20 today and get a free coffee at 'X' Café; 'X' Café displays a broad sheet of this month's deals in Llandrindod Wells on each table.

- Develop extended experiences for families – children's quiz / treasure hunt around town carried in all premises; family meal deals; have games / activities available for children in shops, services and eateries.

- Develop themed offers that work with #LlandrindodWellness and use mailing list, newspapers and social media to tell customers about it eg financial services – undertake to ask every customer if they have a will and offer easy access will writing with a free coffee thrown in at a local café. All shops co-ordinate to display a poster for where to find some #LlandrindodWellness (Offers) this Month - where the best relaxation can be found from a swim to a massage, from an indulgent hot chocolate to a cheeky little gin.

Photo courtesy of Keith Morris and the Eden Project

Llandrindod Wells Wi-Fi Stats *2018* *

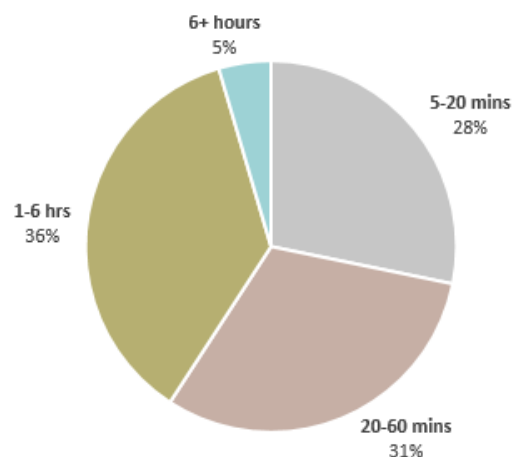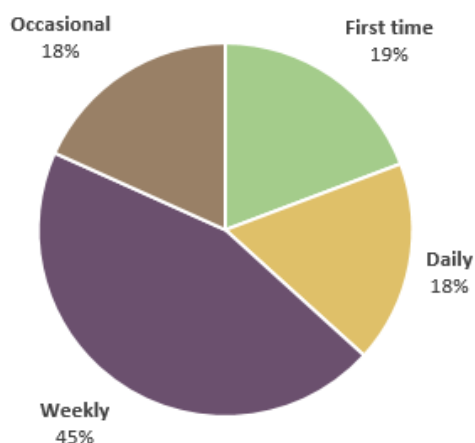# Visitors at Events

Carnival Sat July 7th

was the busiest day of 2018 in Llandrindod Wells:

- **13,491** people were detected by the system
- **11,294** (83.7%) were passersby
- **2,197** (16.2%) were visitors (staying longer than 5 mins),
- **531** of whom connected to the town Wi-Fi

While Carnival Day attracts the highest numbers of visitors to the town, 62% more than the average day, the proportions of visitors compared to passersby by remains relatively static: 16% of the devices detected stayed in town for 5 mins or more on Carnival Day compared to 13% on average for 2018

Visitors to the town on the 7th July do however display some significantly different characteristics to the average visitor. Most notably:

- they are more likely to be first time or occasional visitors to town, highlighting opportunities to engage with new visitors and encourage repeat visits
- they stayed significantly longer than average, with notably higher proportions than average staying between 1-6 hours (36% compared to 17% av for Q1-Q3)
- they predominantly visited the Lindens and Metropole ares of town: (1,218 visitors were recorded at Lindens, 379 of whom connected to the Wi-Fi system, and 1,020 visitors were recorded at The Metropole, 300 of whom connected to the Wi-Fi)
- these numbers are the highest for these areas on any day in 2018, and present great opportunities for local businesses to engage and interact with these visitors through signage, advertising, digital comms and social media

* Q1 to Q3 inclusive

Visitors at Other Events & Attractions

Other days recorded higher numbers of passersby, but fewer visitors were detected for 5 or more minutes:

- **Saturday 23rd June 2018 - Fringe Festival**: 16,545 devices were detected, but only 10% (1,667) were visitors staying 5 mins or longer
- **Weds 27th June 2018 - Welsh 2 Day Enduro**: 15,111 devices were detected, 11% of whom visited for 5+ mins

Lakeside:

The Lakeside access point has registered significant increases in people in the area in 2018 when compared to 2017:

- 2018 saw an increase of **85%** in the numbers of passersby
- the number of visitors, those staying longer than 5 mins, **increased by 45%,** and
- **35%** more connected to the Wi-Fi

Lakeside Data 2017 vs 2018

	Sum of Passersby	Sum of Visitors	Sum of Connected
June to Aug 2017	79,042	12,792	3,388
June to Aug 2018	145,899	18,609	4,569

While we can't assume this increase is due to the return of the boats, it is likely to have been a significant reason for the increase.

In 2018, between June and Aug, that means:

1,585 were passing by Lakeside per day compared to 859 in 2017

202 others, stopped at the lakeside per day compared to just 139 in 2017

Visitors at Lakeside are also more likely to stay in Town for between 20 and 60 mins (42% compared to 31% for the town as a whole) and for between 1 and 6 hours (21% compared to 17% overall), making them ideal people to talk to about the town and upcoming events and activities that might be of interest.

- Average of 6+ hrs 1%
- Average of 1-6 hrs 21%
- Average of 5-20 mins 36%
- Average of 20-60 mins 42%
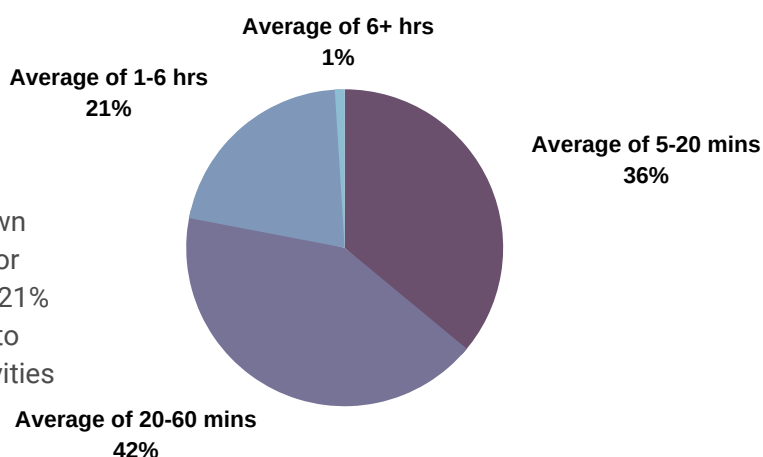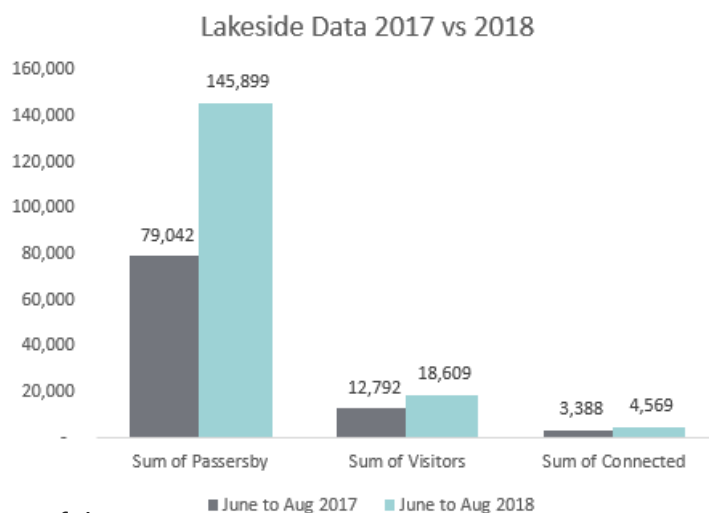
Key Questions

- How can the Town & Businesses take advantage of high numbers of visitors at Events like the Carnival?
- how can specific areas i.e. leisure areas like lakeside be used to encourage people to stop in the Town and extend their stay?

How can the Town & Businesses take advantage of the high numbers of visitors at key events i.e. Carnival?

What can the Town do?

- More town led advertising about the town's year-round programme of events on sites like Visit Wales.
- Display banners about future town events
- Change the town Wi-Fi landing page to carry a message about the next big town event in the calendar.
- Develop a #LlandrindodWellness physical or digital frame for town events to place their posters within. This would give all events a likeness but allow them to remain distinct
- Place a weather proof banner prominently in the centre of town promoting the Town Wi-Fi as a great way of keeping up to date with what's happening in the Town. The town could consider investing in a digital sign board with scrolling ads for town facilities, events and businesses. This could be linked to the town website where those with an account could log on and create their advert.
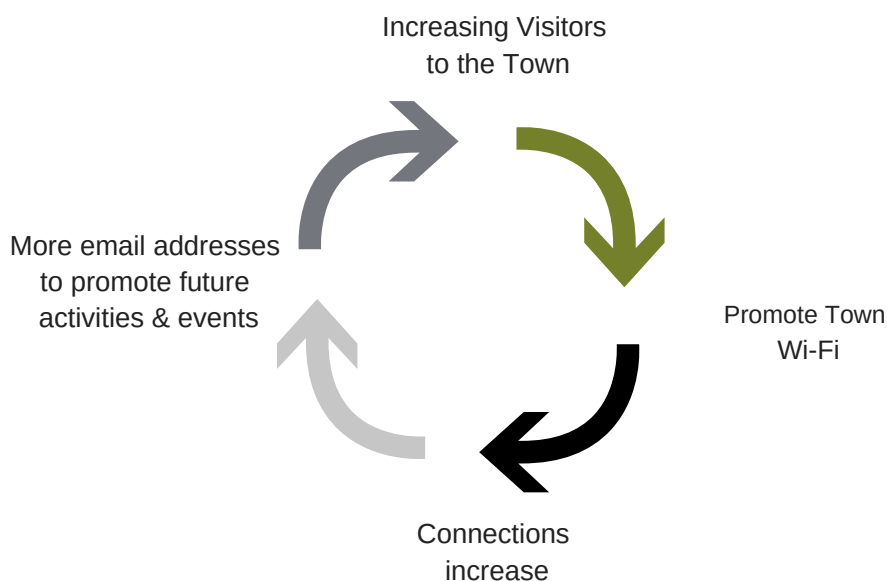
What can Businesses do?

- The event website or social media feed chould promote stay in town deals for that event developed by hotels, campsites and B+Bs.
- Work with Carnival / event organisers to develop stalls where town businesses could run something which promotes what they do or sell. This could be coupled with a competition to win something which makes people come back to a town business in future.
- Businesses could have a physical presence even if the event doesn't lend itself to stalls eg local butcher or corner shop sends a 'mini shop' (basket on a bicycle) up to the event site with breakfast items for sale for those camping at the event (Welsh 2 Day Enduro at the Lake park).
- Actively asking people at the event to like your page, follow you or join your mailing list to be in with a chance to win something – then you can let them know what's new, what's hot and what's happening. No reason why you can't do this one day a week to your customers outside of events. If they follow you, they are more likely to see your posts if they hop onto the town Wi-Fi to use social media.
- Theme your social media content to the current event.
- Consistently use the town hashtags #LlandrindodWellness and match your social media content to that theme.
- Incentivise people to engage with you by teaming up with a local charity – 'if we get 10 new likes this week we'll donate £10 to this charity'
- Incentivise people to engage with you through quirky rewards – offer an immediate reward like a high five for every 5th customer at the till in the week running up to the event and every customer on event day. People love a quirky thing!

Why Town Wi-Fi?

The town Wi-Fi

- is something that is more usually associated with big towns and cities, it establishes Llandrindod Wells as a forward thinking destination
- enables businesses to speak directly with potential customers before, during and after visits to town via social media, i beacons (if activated and used with a suitable app for the town), through the splash page, town website and email marketing post visit
- allows visitors to the town to stay connected with friends, family and activities
- encourages visitors to stay longer and spend more leisure time in town, boosting trade for businesses
- tackles digital exclusions by ensuring access to a secure Wi-Fi connection
- improves visitors' experience

Promotes a virtuous cycle of conversations and engagement with visitors to the town, encouraging repeat visits, longer stays and more successful events

Increasing Visitors
to the Town

More email addresses
to promote future
activities & events

Promote Town
Wi-Fi

Connections
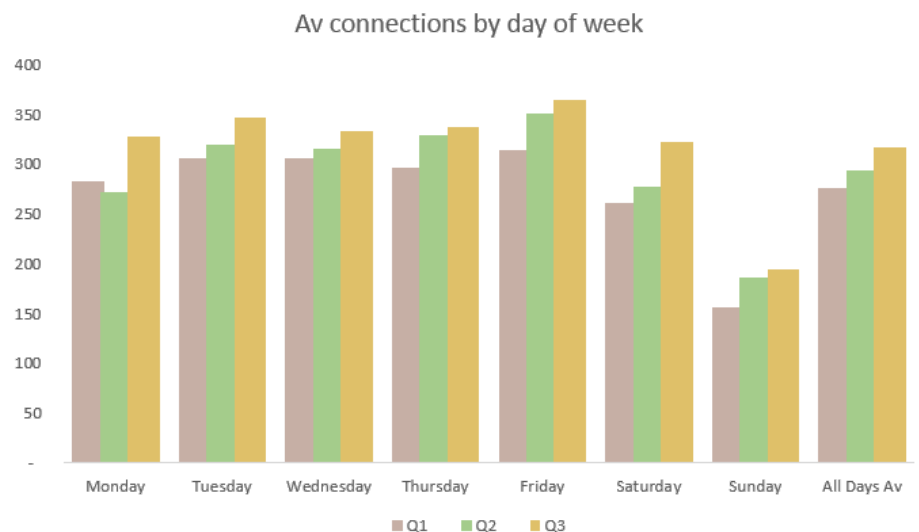increase

Llandrindod Wells Wi-Fi Stats 2018 *

Connected { a device that connects to the Wi-Fi system, by logging in with their email address, and is then automatically directed to the Town website }

4% of all devices detected by the Wi-Fi system connect to it

On average **295** connections per day in 2018* down slightly from 313 per day in 2017

Fridays have the highest number of Wi-Fi connections

Av connections by day of week

Chart: Av connections by day of week. X-axis categories: Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, Sunday, All Days Av. Y-axis 0 to 400. Series: Q1, Q2, Q3.

+7% more connections each quarter on average in 2018

Despite increases in connections each quarter in 2018, the overall number of people connecting to the town Wi-Fi has decreased since 2017 This is likely to be due to

- increased data allowances in mobile contracts
- wider 4G coverage
- lack of signage and promotion of the Wi-Fi system
- lack of a relevant and engaging offer to encourage connection

* Q1 to Q3 inclusive

Llandrindod Wells Wi-Fi Stats 2018 *

Connected { a device that connects to the Wi-Fi system, by logging in with their email address, and is then automatically directed to the Town website }

**4,068** unique clients reached the Wi-Fi sign up splash page, of these

1,930 logged in to the system, and

421 fully opted in email addresses have been collected and are available for email marketing since May 2018: 21.8% of those using the Wi-Fi signup for emails

Usage:

- **Facebook** is the most popular application used by those that connect to the Wi-Fi system, although use of this application is declining slightly. With 44% of the UK online population logging in more than once a day, it still has huge appeal and reach
- use of the the Wi-Fi system for **other applications** remains consistent throughout 2018 at 28%
- during Q3 a higher proportion of Wi-Fi usage was through **You Tube**, which attracts a broad demographic of users

2018 Usage of the WiFi system

Application	Q1	Q2	Q3
Facebook	33%	32%	29%
Misc Secure Web	28%	28%	28%
You Tube	10%	9%	13%
Google	9%	9%	8%
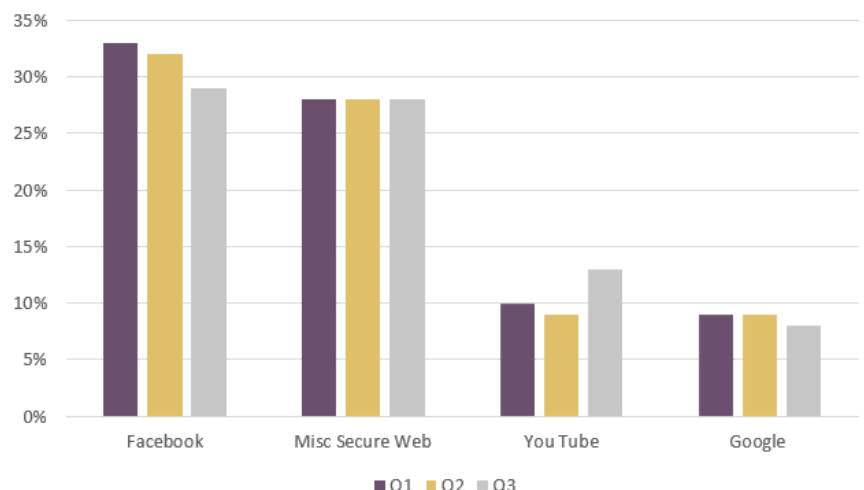
Key Questions

- How can the Town make use of the connectivity data to encourage others to connect?
- What can be done to make sure those that connect to the town Wi-Fi find it relevant?
- How can the wi-fi offering become an essential part of the Llandrindod Wells experience?
- How can we engage those that have opted in to receive emails from Llandrindod Wells?

Why should the Town & Businesses encourage people to connect to the town Wi-Fi?

When a visitor connects to the Town Wi-Fi it presents several opportunities for the Town and Businesses:

1) Visitors are greeted by the Splash page which presents the first digital communications about the Town. This is the portal for the entire town and the chance to grab attention and make them want to connect. Currently, only 47% of those that reach the splash page connect to the Wi-Fi. By creating a compelling message & reason to connect this figure could be substantially increased. Connection rates could also be increased by including the option to log in using a Facebook profile, the most widely used application on the Wi-Fi system. While this would not yield email addresses for marketing purposes it could provide some useful demographic data on which to build and target messaging and communications.

2) Visitors are required to provide an e-mail address to access the Wi-Fi, and at this point are given the option to receive information about future town events, activities and other incentives to visit or stay etc through a centrally held e-mail marketing list. This presents a huge range of opportunities for the Town to start developing long term relationships with locals and visitors from further afield, to keep them i in the loop about Llandrindod Wells and the development of the Town. While fully opted-in email addresses are being collected through the system, these are not currently being for any Town marketing. Dependent on the permissions given on sign up, these could be used to support the wider "Wellness" marketing strategy as well as keeping people up to date on events and activities in the town.

3) Businesses are able to communicate directly with potential customers, in real time while they are in town. The use of social media and i-beacons are the cutting edge of this technology, but require commitment and resource to manage.

How can the Town & Businesses encourage people to connect to the town Wi-Fi?

- Create a compelling message and reasons to connect e.g. be connected without limits to share photos, gather information, look for the nearest place to eat and find out what's on nearby.
- Prominently display posters about the existence of the FREE town Wi-Fi. Towns like Hereford promote their wi-fi with posters in the stair well of the multi storey car park, making it the first thing you see after paying for parking.
- Consider displaying headline figures for visitor numbers or numbers of devices logged onto the Wi-Fi in real time on a digital display board (same board suggested for e posters to advertise events).
- Advertise that the town has FREE town Wi-Fi and indicate where it covers on the town website.
- Run competition to increase connections e.g. When visitor numbers are expected to be very high run a prize draw where you must sign into the town Wi-Fi for a chance to win. Prizes could be things like a meal at a town restaurant and joint funded by all businesses in town
- Consider a town loyalty scheme, ideally digitised at the till using QR codes & advertised on the Wi-Fi connection page
- Use the opted in email addresses for Wellness themed town marketing.
- Use the mailing list from the town Wi-Fi to send marketing e-mails to people telling them what's going on in town

What can my business do to make use of the 300 Wi-Fi connections each day?

- Ensure your business has a digital presence via a website or on social media, and share this with your customers
- Keep your content fresh, pictorial, engaging and clearly tell people what you want them to do e.g. choose between 2 things 'A or B?' gets far more engagement than 'what do you think of this?'; ask them to like something or follow a link to see today's Wellness themed offer.
- Have content exclusive to social media – this could be an on-going story, a quirky fact, a joke or a riddle to solve
- Have digital content that requires a physical presence in the town eg what poster is Meraki displaying in the window today? Come in our shop and claim your high 5 if you got the right answer!
- Facebook remains the most popular use amongst town Wi-Fi connectors - set up a town Facebook page where visitors can post pictures around engagements with the above eg photo of you next to the poster in Meraki's window; post your favourite place in the town centre; post a screen shot of the Pokemon Go you just played in town etc.
- Use the splash landing page in a more interactive way – there could be a one click link to a town centre page with this month's themed offers, vouchers or upcoming events / what's happening
- Work with other businesses to create town-wide engagement, offers and a unified voice

What next for Llandrindod Wells & its business community

To maximise the effectiveness and use of the town Wi-Fi system it is essential that people passing through and visiting the town are fully aware of the Wi-Fi system. This can be achieved by:

- Promoting the town Wi-Fi more widely using posters (see example from Hereford opposite - this is the first thing people seeas they pay for parking), digital signage, promotion in all business premises, the town website and social media channels.
- Using the Wi-Fi system landing page (the place the system takes you if you log on to the Wi-Fi) to demonstrate that the town is somewhere people can spend more leisure time.
- Helping people to stay in touch by using the email addresses collected by the Wi-Fi system.

The Wi-Fi system gives businesses a chance to understand patterns of visitor behaviour and business can use the data collected by the Wi-Fi system to:

- Benchmark their business performance against visitor patterns in the town and then ask questions like 'what can my business do to make sure we take advantage of times when there are high levels of visitors in town?' or 'what can my business do to encourage more visitors on quiet days?'
- Develop relevant offers and loyalty schemes for visitors to increase the amount of time people spend in town and thus the likelihood that they will spend more money.
- Collaborate with other businesses in the town to cross sell and promote complementary products and services which can be advertised through the Wi-Fi system as well as in the shops.
- Share details of offers, special events in email marketing campaigns using the addresses collected when people connect to the Wi-Fi system.

The system identifies and collects e mail addresses for a large potential base of people that want to hear more about the town. To maximise the potential of this incredible resource:

- The owners of the Wi-Fi system and its data (Powys County Council), the owners of the town website (Llandrindod Wells Town Council) and the business community will need to collaborate to ensure these resources are accessible to the business community and that the business community are able to make use of the resource.
- There may be potential for these parties to raise funds to employ someone to manage these systems, measure business successes and enable business application which is beyond the scope of the current project's pre-commercial development.
- The development of a marketing group for the town would be useful. This could resemble a Chamber of Trade or another existing organisation or be a completely new group. It could comprise any businesses in the town or be themed to, for example, tourism. It may evolve from the emerging town centre traders group or the newly formed Llandrindod Wellness group. The group could produce periodic e mails marketing campaigns advertising upcoming town events,
- Activities and offers could be developed and communicated to an already engaged audience i.e. those who opt into receiving more information about the town.

The Wi-Fi system is one way that businesses can come together to boost the profile of the Town. By working together and using the town brand - Llandrindod Wellness - businesses will have a louder voice and a unique proposition for potential visitors across all sectors. Actions to support this could include:

- Developing a Llandrindod Wellness section of the town website focused on visitors where unified brand themed messages about our town will be more powerful than multiple mixed, individual messages from each business. Promoting the town will in turn benefit individual businesses.
- Developing a resource section of the town website for businesses which in time will hold a 'Llandrindod Wellness toolkit'. Businesses can start using #LlandrindodWellness now and can consider how they can support the brand further e.g. using their own images and stories which depict an aspect of Llandrindod Wellness and using this in communications, social media or on their website.