

Gower Walking Festival 2025

Appendix 2 : Marketing outcomes & ticket sales

Date	E-news	Soc Med Post	FB Likes	FB Shares	Insta Likes	Press	Tx Sale
26/6							12
27/6	Tickets on Sale	Booting Up	18	21	16		9
		repost	6				
28/6							18
29/6							6
30/6		Updated Cover	1			Wales 24/7	6
1/7						Tenby Observer	1
						Path	
2/7							3
3/7		Power of Walking	8	5	21		11
4/7							4
5/7	Gower F&F						15
6/7		B B B walk	11	32	8		4
7/7							7
8/7		Dog Walkers	6	31	10		6
		repost	6				
9/7							7
10/7							2
11/7		Forget-me-not	9	6	11		0
		park repost	1	1			
12/7							0
13/7							0
14/7		Batty	6	6	3		2
15/7	All Things Gower						7
		repost	1	1			
16/7		Communities	7		10		0
17/7		repost	4			All Events	0

17/7		open repost	2			Holiday's blog	
18/7							4
19/7							1
20/7		Poet & Jazz	12	68	3		2
		repost	1	1			0
21/7							0
22/7		General (scoop)	13	7	7		
		repost	7	1			4
		repost	1				
23/7						In Your Area	2
23/7						Swansea Scoop	
24/7						Evening Post	1
25/7		Bryn Penmaen	8	5	8		16
26/7							0
27/7							9
28/7							5
29/7	ages	Gower Society	5	1	5		4
		Football Legends	8		7		
30/7		repost	11			online/PRINT	1
		repost	4	1			
		EVENT	1				
		Valley	3	5	4		
31/7							5
01/08		SA2 repost	2			walking	5
		Kilvey Hill	9	5	3		
		Prom repost	3	2			
02/08		community repost	3				0
		Club repost	2				
		reminder	7	26			
		Event	4				
03/08		Stand	18	11			8
04/08		comm repost	5			SA2 Mag - print	3

		Dog Filter	7	2	8		
		General post					
05/08							1
06/08	Football - Jazz	Pub to Pub	16	9			8
07/08							3
08/08							1
09/08							2
10/08						Q&A	3
		Graig Fawr	7	1	5		
11/08		Bird Walk Event					5
12/08		BOOSTED	703	81	8		12
13/08							3
14/08	Not Just a Little						6
15/08							
16/08							
17/08		BOOSTED	19	15	5		9
18/08		History Event					9
19/08							
20/08		Cefn Bryn	13	6	9		8
21/08		Jim Young BBB	6		4		7
22/08							8
23/08							1
24/08	Best Views						5
25/08		Circular	1	1			12
26/08		Clyne	7	3	5		
27/08		Bishops Wood	9	1	7		3
28/08		Circular	6		6	Trail Magazine	10
29/08		Circular					2
30/08	7 Days to Go	One Week to go	8	25	3		8
31/08		Around Mumbles	5	1	3		6
		Jim Young	10	16			
01/09		Arthurs Stone	3	1		Community	8
		Scoop					
02/09		Walk to the worm	3	24			12

03/09							15
04/09		Golden Hour					8
		2 days to go	5				
05/09		Booted Up				Swansea Scoop	9
06/09	Festival is Go	Starts today	10	1		Wales online	12
07/09		reminder	4				5
		reminder you can come on the day					
		Forget me not	17	3			
		Giants & Jazz	3				
08/09		Kilvey & Pub	15	3			11
		Wildlife hour	7	2	7		
		Early morning	13		9		
09/09		so far	7	3	6		-1
		BBB	12		3		
10/09		Football legends	5	1	3		1
		Graig Fawr	8				
11/09		so far	7		5		-18
		oxwich	5				
		cwm ivy	5		4		
12/09		last rally call	17				-5
		getting close	6				
13/09		swansea	7		5		4
		Green Cwm	14	2	4		
		End in sight	10		4		
		Whiteford	17	2	8		
14/09		last day	20	1	5	Community Project	
Total							383
18/09		the end!	19	3	8		
20/09		sponsors	11	1	3		
22/09		Don't forget to enter photo comp	7	1	7		
24/09		year?	10	2	6		

24/09	boots						
26/09		Dates for 2026	15	26	14		
29/9		leaders	10		7		
3/10		year?	4		2		
15/10		New 2026 logo	6				
20/10		Winner	16	1	7		
21/10		runner ups	9	1			
		Victoria Adams			2		
		Kevin Corcoran			8		
		Debra Nunan			7		
29/10						In your Area	
31/10						Evening Post	