

Harwich Harbour Ferry 2018	2017	2016	2015
March	238		
April	3654		
May	4934		
June	5372		
July	8153		
August	11442		
September	4200		
October	2461		
Total	40454	total 36656	total 28233
			total 17134

14 days no service due to strong wind 2 days no service due to mechanical break down

Leaflet marketing 25000 printed and 22500 distributed

Facebook marketing reach: 314311 Impressions: 1115126

The percentage stands for the proportion of the total sold tickets and includes one way or return tickets:

Felixstowe to Harwich 29.93% of ticket sale

Felixstowe to Shotley 4.91%

Harwich to Felixstowe 28.54%

Harwich to Shotley 12.12%

Harwich roundtrip 1.97%

Shotley to Harwich 18.52%

Shotley to Felixstowe 4.01%

Plans for 2019

Unfortunately the January 2018 refurbished engine needs replacing.

All the paint work outside and inside needs to be sanded off and renewed.

The rudder needs adjusting, lots of little repair work all round will be done.

The engine hood is leaking and needs complete replacement with major changes to the layout.

The beaching in Felixstowe takes a lot of strain on the underwater fiberglass and needs a major repair work.

Increase in Marketing:

Things to see & do is distributed from Take one media and we booked a space on the map in Essex and Suffolk.

Social media like Twitter, Instagram and mainly Facebook advertising with good video and photo footage.

Trip advisor reviews are getting better and need to improve. I am waiting for a quotation for a radio ad on Heart.

3 all year round full time jobs, 1 seasonal full time job, 4 seasonal part time jobs.

Harwich Harbour Ferry services won a "highly commended" award at the National transport awards in the category Ferry operator of the year 2018.