



TORBAY AIRSHOW
MEDIA EVALUATION

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“For Two Days only, in case you hadn’t noticed, Paignton was the centre of the universe and it was rather great. From a spectator’s point of view the 2017 Torbay Airshow was a huge success. The crowds that thronged the beach the Green will tell you that.”

Guy Henderson, Herald Express

**PRINT &
ONLINE REACH:
OVER 10
MILLION**

**BROADCAST
REACH:
OVER
15 MILLION**

**TOTAL
REACH:
25.9 MILLION**



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Herald Express

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ITV REPORT 2 June 2017 at 6:36pm

Red Arrows set for stunning Torbay Airshow display



The Red Arrows will be a highlight of the Torbay Airshow.
Photo: Red Arrows

Around a hundred thousand people are expected to visit Torbay this weekend to watch the Bay's Airshow.

The organisers are hoping it will become an annual event after the success of last year's inaugural show. A number of roads around the centre of Paignton will be no-parking zones and some close to the seafront will be closed altogether.

Among those taking part this year are the Red Arrows. The team sent this footage of their last session before this weekend's display.



Last updated Fri 2 Jun 2017

RED ARROWS • TORBAY

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"It's finally here – Torbay Airshow weekend and all roads lead to the bay for a massive free show that will fill the skies over Paignton with noise and colour across two action packed days."

Devon Live

AT THE HEART OF AVIATION HERITAGE


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News: First air display line-up announced for Torbay Airshow 2017

Published 15 March 2017, 15:41



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Road restrictions for air show

Wednesday 15 May 2017 by [Lisa Jones](#) in [Environment](#)

ORGANISERS of the Torbay Air Show have released details of road restrictions during the event and alternative ways to get to the event.

Numerous roads in Paignton will be closed to all apart from residents and businesses for the two day show on Saturday, June 3 and Sunday, June 4 between 11am and 7pm.

There will also be a number of on-street parking suspensions in force for the Torbay Council-run show which will feature the first display of the season for the aerobatic team the Red Arrows.

Also appearing will be the Typhoon jet, Battle of Britain Memorial Flight, the Tigers freefall parachute display team, world aerobatic competitor Genaid Cooper in his Extreme XA41, the Gyo Display, Raven Aerobatic team, Strikmaster, Piston Provost and the former British Female Aerobatic champion Lauren Richardson in the Pitts Special.

Anyone planning to attend the event is encouraged to make travel arrangements in advance.

Entry is free but car parking can be pre-booked online before the event at www.torbayairshow.com and the park and ride service at Broadlands will be available throughout the weekend.

Services will be available on buses in and out of Paignton which is also accessible by train with Cross Country Rail providing services in and out of Paignton station.



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The Torbay Air Show 2017



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Check out the photos from the 2017 Torbay Air Show!

The 2017 Torbay Airshow has been hailed a huge success after receiving a record number of entries for an action packed two-day programme of flying displays, aerobatics and static displays on Saturday 3 and Sunday 4 June.

devonlive.com

18.9°C Partly Sunny

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Why are half the Red Arrows called Gypo?

Neil Shaw | Posted: June 04, 2017

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Salary: Circa £20,000 pa

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PROPERTY AND BUILDING MAINTENANCE
Yewdale Gardens, Plymouth, PL6 8...
07935 9...



Spectacular aerial displays

Turkey Airshow is back for another year, providing a rare opportunity to see stunning, back-to-back aerial displays from a wide range of iconic and historic aircraft, as well as the chance to chat to the pilots, writes Dave McDermott

ON JULY 2016, against the wish, some Royal Air Force pilots took to the skies in an astonishing display of aerial acrobatics the Turkish Airshow. Against the odds, because the aircraft were not scheduled to fly, it is believed the show was cancelled, but the pilots' determination to perform was so strong that they decided to go ahead with the show. The show was cancelled because of a bad weather forecast, but the pilots' determination to perform was so strong that they decided to go ahead with the show. The show was cancelled because of a bad weather forecast, but the pilots' determination to perform was so strong that they decided to go ahead with the show.

THE TURKISH AIRSHOW, which runs annual displays in the last weekend of the month, is a spectacular event that has become a tradition. The show was cancelled because of a bad weather forecast, but the pilots' determination to perform was so strong that they decided to go ahead with the show. The show was cancelled because of a bad weather forecast, but the pilots' determination to perform was so strong that they decided to go ahead with the show.



the range of aircraft displayed from various eras around the world. "The show is a fantastic opportunity to see some of the most iconic aircraft in aviation history," says the show's director. "We have a mix of military and civilian aircraft, and it's a great chance to see some of the most skilled pilots in the world. The show is a fantastic opportunity to see some of the most iconic aircraft in aviation history." The show is a fantastic opportunity to see some of the most iconic aircraft in aviation history.



The Battle of Britain aircraft flying over the English Channel

THE SHOW IS A FANTASTIC OPPORTUNITY TO SEE SOME OF THE MOST ICONIC AIRCRAFT IN AVIATION HISTORY. THE SHOW IS A FANTASTIC OPPORTUNITY TO SEE SOME OF THE MOST ICONIC AIRCRAFT IN AVIATION HISTORY. THE SHOW IS A FANTASTIC OPPORTUNITY TO SEE SOME OF THE MOST ICONIC AIRCRAFT IN AVIATION HISTORY.

Things to do this May half-term - the best events and activities for kids including the bank holiday weekend

From fun-filled days out at the farm to action-packed festivals and scenic railway tours, there's plenty to keep the kids occupied this half-term...

BY FLE DELAHAYE
11.11.2017 11:21 AM GMT+1

RECOMMENDED: "I cannot fight... Manchester says..."

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Free Things To Do With The Kids In London And The UK This June

Family fun this June - all for free.

© 04852017 10:38

Twitter: [Katie](#) Commercial Freelance Writer @ The Huffington Post UK

Going out with the kids doesn't have to cost a fortune. Here's a selection of some free family days out taking place across the UK this month.

Free Things To Do With The Kids In London And The UK This June

in local parks, year-round, including mountain boarding, laser circuits and horse riding.

Hoop is an excellent free app to help parents discover local things to do with kids. Created by a group of dads and aimed at parents with children aged under 11, it's available on iPhone and Android and lists over 20,000 family friendly events and activities each month throughout the UK.

Name Generator: **Rosalinda** Variant of Rosalind, Compound of 'Rose' and

YAHOO!

50 amazing free things to do in Britain this May half term

By Trip with Travel The Telegraph 28 July 2017, 11:31

Children playing in Scotland? Need to find the May 1 pub - David Am and Steve Sun (Alamy Stock Photo)

The summer half-term is upon us and while for older children that means an intensive burst of last-gasp revision, for younger children and their parents it means Things To Do.

That also means Money To Spend, and the most popular attractions and theme parks have especially breathtaking term prices (Legoland: £80; Chessington: £52.99; Harry Potter Studio Tour - sold out...) and that's before you've started on snacks and souvenirs.

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Broadcast Coverage

PUBLICATION	HEADLINE
BBC Radio Devon	Tim Manns
BBC Radio Devon	The Sunday Request Show
ITV 1 West	Catchphrase
BBC 1 South West	Question Time Leaders Special
BBC 1 South West	Election Questions
BBC Radio Devon	Summer Saturdays
BBC 1 South West	Spotlight; Weather
BBC 1 South West	BBC News at One; Weather
BBC 1 South West	Spotlight; Weather
ITV 1 West	ITV News West Country
Heart North Devon	Jack Miles
BBC 1 South West	BBC News at Six; Weather
Heart North Devon	Jack Miles
BBC 1 South West	Spotlight; Weather
BBC 1 South West	The One Show
BBC 1 South West	The Graham Norton Show
ITV 1 West	ITV News West Country
BBC Radio Devon	Tim Manns
Heart North Devon	JK and Lucy
BBC Radio Devon	Tim Manns
BBC Radio Devon	Tim Manns
BBC Radio Devon	Tim Manns
BBC Radio Devon	Tim Manns

PUBLICATION	HEADLINE
The Breeze	Promo Trailer
The Breeze	Promo Trailer
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PUBLICATION	HEADLINE
The Breeze	Promo Trailer
The Breeze	Promo Trailer
The Breeze	Torbay Airshow 2017 Line up Announced
The Breeze	Red Arrows Chose Devon
The Breeze	New displays added to Torbay line-up
The Breeze	Torbay Airshow Overview
The Breeze	Airshow's full line up revealed
The Breeze	Live @ The Airshow
The Breeze	Red Arrows Interview
The Breeze	Battle of Britain interview
The Breeze	Gerald Cooper Interview
The Breeze	Peter Davis Interview
The Breeze	Typhoon Pilot interview
Riviera FM	Cllr Rober Excell
Radio EXE	The Tigers Interview

Print & Online Coverage

PUBLICATION	HEADLINE
FlyPast	UK airshows
DevonLive.com (Web)	Torbay Airshow 2017 line-up revealed - Red Arrows are coming back!
North Devon Journal (Web)	Torbay Airshow 2017 line-up revealed - Red Arrows are coming...
Herald Express (Torquay)	THEY'RE BACK - NOT ONCE BUT TWICE!
Torbay Times	Torbay Air show 2017 line-up announced.
Flyer Air Portal (Web)	Torbay Airshow 2017
DevonLive.com (Web)	It's take off for Torbay Airshow 2017
DevonLive.com (Web)	It's take off for Torbay Airshow 2017
DevonLive.com (Web)	Torbay Airshow announces more high flying displays
The Breeze (Web)	Red Arrows chose Devon for first 2017 show
DevonLive.com (Web)	Torbay Airshow 2017 goes Virtual Reality with a day of no planes...
Western Morning News (Devon)	Red Arrows display team get ready to headline Torbay Airshow
Air Mail	Airshow Events Calendar 2017*
DevonLive.com (Web)	Fears that Red Arrows may never do a full display over Dartmouth...
Pilot	Calendar
Torbay Times	Latest air displays announced for Torbay airshow 2017
Primary Times	Fayres and Festivals
Primary Times	Listings
DevonLive.com (Web)	Changes to road rules across Paignton for this year's Torbay Air...
Huffington Post UK (Blog)	Free Things To Do With The Kids In London And The UK This June
Devon Life	The diary
Brixham News (Web)	Torbay Airshow on the Saturday 3rd & Sunday 4th June 2017
By the Dart	What's On

PUBLICATION	HEADLINE
DevonLive.com (Web)	All you need to know about how to get to Torbay Airshow next month
Herald Express (Torquay)	Parking restrictions for airshow
Herald Express (Torquay)	Bubbly on ice at parking charges
Newton Today (Web)	Road restrictions for air show
Dawlish Post (Web)	Road restrictions for air show
The Breeze (Web)	Airshow's line up finally revealed
DevonLive.com (Web)	What you need to know about who's flying high at Torbay Airshow
Pilot	Calendar
DevonLive.com (Web)	How to get your #45 family and #750 VIP tickets for...
Herald Express (Torquay)	WHO'S FLYING HIGH AT TORBAY AIRSHOW?
Herald Express (Torquay)	Torbay Airshow's full air display programme unveiled
Herald Express (Torquay)	WHO'S FLYING HIGH AT TORBAY AIRSHOW?
Western Morning News (Devon)	Red Arrows and war planes for air show
Aviation News	AVIATION EVENTS CALENDAR
RadioUser Magazine	airshows
The Breeze (Web)	Win #10,000 at the Torbay Air Show
DevonLive.com (Web)	Whole village of fun and food lined up for Torbay Airshow
Herald Express (Torquay)	But we don't have airfield
Brixham News	How much will airshow cost us?
Pilot Web (Web)	Pilot summer calendar 2017
Brixham News (South Devon)	How much will airshow cost us?
DevonLive.com (Web)	Historic Lancaster bomber will not fly at Torbay Airshow
Brixham News (Totnes)	How much will airshow cost us?
Torbay Times	The full air display programme
Telegraph (Web)	50 amazing free things to do in Britain this May half term
Yahoo! Style UK (Web)	50 amazing free things to do in Britain this May half term

PUBLICATION	HEADLINE
Yahoo! Sports UK and Ireland (Web)	50 amazing free things to do in Britain this May half term
The Sunday Telegraph	Britain for free: 50 family days out
Telegraph (Web)	50 brilliant free family days out
Mirror.co.uk (Web)	Things to do this May half-term - the best events and activities for kids including the bank holiday Monday
Mirror.co.uk (Web)	Things to do this May half-term - the best events and activities for kids during the holidays
DevonLive.com (Web)	Torbay Airshow to bring #7.3m windfall for bay businesses, experts say
Herald Express (Torquay)	Top 5 things not to be missed
Herald Express (Torquay)	Huge £7m boost of airshow on target
Herald Express (Torquay)	Legendary Red Arrows will be highlight of Torbay Airshow 2017
Herald Express (Torquay)	inside today
Herald Express (Torquay)	Seven things to do this week...
Herald Express (Torquay)	Listings
Herald Express (Torquay)	Torbay airshow £7m cash boost
Herald Express (Torquay)	Paignton Green[...]
Herald Express (Torquay)	Travel advice
Herald Express (Torquay)	Activities for all the family at the Event Village
DevonLive.com (Web)	Red Arrows get the go-ahead to fly at the Torbay Airshow
DevonLive.com (Web)	Torbay Airshow 2017: What's the weather going to be like for the big show?
Brixham News (Web)	Marina Events 2017 ? Torbay Airshow Saturday 3rd & Sunday 4th June
DevonLive.com (Web)	Torbay Airshow 2017: Absolutely everything you need to get the...
BBC (Web)	Red Arrows: A view from the cockpit
DevonLive.com (Web)	Torbay Airshow bans swimming, kite-flying, balloons and drones
DevonLive.com (Web)	Watch as the Red Arrows unveil new display ahead of Torbay Airshow 2017
Silver Travel Advisor (Web)	Torbay Air Show
DevonLive.com (Web)	RAF Typhoon jet buzzes Paignton in Torbay Airshow curtain-raiser
Brixham News (Web)	HMS Somerset visiting during Torbay Airshow

PUBLICATION	HEADLINE
ITV.com (Web)	Red Arrows set for stunning Torbay Airshow display
Western Morning News (Devon)	Fresher air set to sweep across region as hopes of June heatwave are dashed
DevonLive.com (Web)	Torbay Airshow 2017: live updates, pictures and videos
DevonLive.com (Web)	Sunny breaks and scattered showers for Devon this weekend
DevonLive.com (Web)	Sunny breaks and scattered showers for Devon this weekend
DevonLive.com (Web)	The Red Arrows touch down in Exeter ahead of Torbay Airshow performance
DevonLive.com (Web)	Torbay Airshow day two: live updates, pictures and videos
DevonLive.com (Web)	Devon will see rain this morning but sunny spells later on
DevonLive.com (Web)	Why are half the Red Arrows called Gypo?
Sunday Independent (Devon)	AIR COMES THE SUMMER
The Breeze (Web)	The Torbay Air Show 2017
DevonLive.com (Web)	June 4 - A day to celebrate all that is great about Devon
Western Morning News (Devon)	Red Arrows' display thrills airshow crowd
Metro (South West)	TORBAY AIRSHOW
DevonLive.com (Web)	Torbay Airshow: Mayor Gordon Oliver says 'Let's do it again!'
Herald Express (Torquay)	Solving the riddle of Safety and fun
Herald Express (Torquay)	FLYING HIGH AND HITTING RIGHT NOTES
Herald Express (Torquay)	Airshow success set to take off?
Herald Express (Torquay)	Air Show takes off to be hailed resounding success
Herald Express (Torquay)	I took that picture
DevonLive.com (Web)	When packed and picnicking Paignton was the centre of the...
Exeter Express & Echo	There's plenty to celebrate in Devon
DevonLive.com (Web)	VIPs on private jets make Exeter Airport super busy
The Lady	THE LADY BRIEFING
Newsflare (Web)	Amazing aerial acrobatics on display at UK airshow
MSN UK (Web)	Amazing aerial acrobatics on display at UK airshow
Herald Express (Torquay)	I took that picture
Herald Express (Torquay)	I took that picture

FACEBOOK
2,132
Likes (Feb-Jun)
21% Increase


118,400
Event Page
Reach
(May 16-Jun 16)

903,843
Post Reach

Torbay Airshow added 5 new photos
 Published by Dan Andrew (M) · 12 May · 🌐

We are delighted to announce the full air display programme for the 2017 Torbay Airshow on Saturday 3 June and Sunday 4 June. This year's programme will include the first display of the season from the world's premier acrobatic team, RAF Red Arrows, the Eurofighter Typhoon, the RAF Chinook Display Team, the Battle of Britain Memorial Flight (Official), The Tigers Freefall Parachute Display Team, world aerobatic champion Gerald Cooper in his Extreme X441, Gyro Air Displays, Team Ravens, the Strikeraster, the Pterival Inhot Provost, former British female aerobatic champion Lauren Richardson Airshows in her Pitts Special and the historic PBY5A Catalina.

Full details can be found on the website - www.torbayairshow.com Images by Paul Johnston and Graham Taylor



95,698 People Reached

2,017 Reactions, comments & shares

1,377 Like	379 On post	988 On shares
64 Love	23 On post	41 On shares
1 Grateful	0 On post	1 On shares
19 Wow	8 On post	11 On shares
228 Comments	149 On Post	79 On Shares
228 Shares	200 On Post	8 On Shares

6,397 Post Clicks

1,948 Photo views	610 Link clicks	3,929 Other Clicks 🌐
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16,038 people reached

111 Comments 320 Shares

Like Comment Share

Torbay Airshow added 4 new photos
 Published by Dan Andrew (M) · 20 May at 09:30 · 🌐

In just two weeks we'll be getting ready to open the 2017 Torbay Airshow and welcome the incredible display teams! We can't wait to see RAF Red Arrows, the Eurofighter Typhoon, the RAF Chinook Display Team, the Battle of Britain Memorial Flight (Official), The Tigers Freefall Parachute Display Team, Gerald Cooper, Gyro Air Displays, Team Raven, the Strikeraster, Piston Provost, Lauren Richardson Airshows & the PBY5A Catalina



66,558 People Reached

946 Reactions, comments & shares

710 Like	309 On post	401 On shares
26 Love	16 On post	10 On shares
1 Wow	0 On post	1 On shares
81 Comments	60 On Post	21 On Shares
128 Shares	126 On Post	2 On Shares

2,302 Post Clicks

631 Photo views	34 Link clicks	1,637 Other Clicks 🌐
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66,558 people reached


105 44 Comments 126 Shares

Like Comment Share

Torbay Airshow added 4 new photos
 Published by Elio Klaut (M) · 4 June at 11:57 · 🌐

We have another afternoon of incredible air displays planned and the weather looks set to brighten up this afternoon. So keep your eyes to the skies.

Battle of Britain Memorial Flight (Official), Team Ravens, The Tigers Freefall Parachute Display Team, RAF Red Arrows, Percival Provost, Strikeraster Display Ltd, PBY5A Catalina, Gyro Air Displays, Lauren Richardson Airshows, The Blades Aerobatic Team, Gerald Cooper, RAF Chinook Display Team, RAF Typhoon Display Team. Thanks to Ultimate Shot for their images.



33,529 People Reached

725 Reactions, comments & shares

470 Like	308 On post	164 On shares
28 Love	23 On post	5 On shares
1 Wana	0 On post	1 On shares
9 Wow	5 On post	4 On shares
46 Comments	53 On Post	13 On Shares
182 Shares	136 On Post	17 On Shares

4,033 Post Clicks

1,991 Photo views	15 Link clicks	2,027 Other Clicks 🌐
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33,529 people reached


304 38 Comments 136 Shares

Like Comment Share

Torbay Airshow added 13 new photos
 Published by Simon Bobby (M) · 3 June at 19:43 · 🌐

What a day, what a show. It's do it all at our again tomorrow. Thanks to all who came & thanks to Ultimate Shot for their images.

The Breize Devon Torbay Council The English Riviera The Herald Boost Innotate Torbay Torbay Family Information Service Visit Devon RAF Typhoon Display Team SAC Strikeraster The Blades Aerobatic Team Red Arrows The Tigers Freefall Parachute Display Team Gyro Air Displays Battle of Britain Memorial Flight (Official) Team Raven



24,363 People Reached

774 Reactions, comments & shares

567 Like	412 On post	185 On shares
39 Love	31 On post	8 On shares
15 Wow	12 On post	3 On shares
55 Comments	38 On Post	17 On Shares
98 Shares	94 On Post	4 On Shares

6,362 Post Clicks

4,230 Photo views	1 Link clicks	2,066 Other Clicks 🌐
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24,363 people reached

105 29 Comments 94 Shares

Like Comment Share

TWITTER
737,560
Impressions
29,772
Profile Visits
1,700
Retweets
3,800
Likes
53,342
Mentions

Top mention earned 2,948 engagements



Martyn Foss

@Martynfoss · Jun 4

Favourite photo from the weekend
[@torbayairshow](#). The all new
[@rafredarrows](#) Tornado.
pic.twitter.com/pzvD8Piahq



↩ 10 ↻ 146 ❤ 573

Top mention earned 415 engagements



Claire Hartley

@CHartleyPhotos · May 22

Less than 2 weeks until I get a fix of Red jets
at [@torbayairshow](#) ...It's been a long few
weeks without [@rafredarrows](#) !
pic.twitter.com/Ck4IP5RjgG



↩ 1 ↻ 20 ❤ 99

Top Tweet earned 41.1K impressions

Huge round of applause for the
[@rafredarrows](#) Best of luck for the rest of
the season! It's been an honour to host your
first 2017 display
pic.twitter.com/MM6UBlgt3



↩ 5 ↻ 61 ❤ 325

Top Tweet earned 17.7K impressions

We are delighted to announce the full air
display line-up for this year! Check it out
here: torbayairshow.com/air-displays/
pic.twitter.com/pvnnnVdIAf




↩ 6 ↻ 62 ❤ 122

INSTAGRAM

44
Posts

1675
Likes



 torbayairshow

torbayairshow Soon to be one very wet Tiger!
@tigers_parachute_team
#torbayairshow #torbay #tigers #parachute
#display #britain #unionflag #unionjack
#airshow #aviation #aeroplane



56 likes

JUNE 4



 torbayairshow

torbayairshow What a weekend. It's been amazing to see so many people fill the Bay to enjoy the incredible displays. The event wouldn't be possible without your support and we would like to say a big thank you to all of our partners, suppliers and most of all the stars of the show, our displays teams.
#TorbayAirshow #paignton #torbay #aircraft #aviationphotography #airdisplays
atlubamiteva This was my first air show ever and I had such a great time - it was so awesome. Thank you. @torhavairshow!



50 likes

JUNE 4

Add a comment