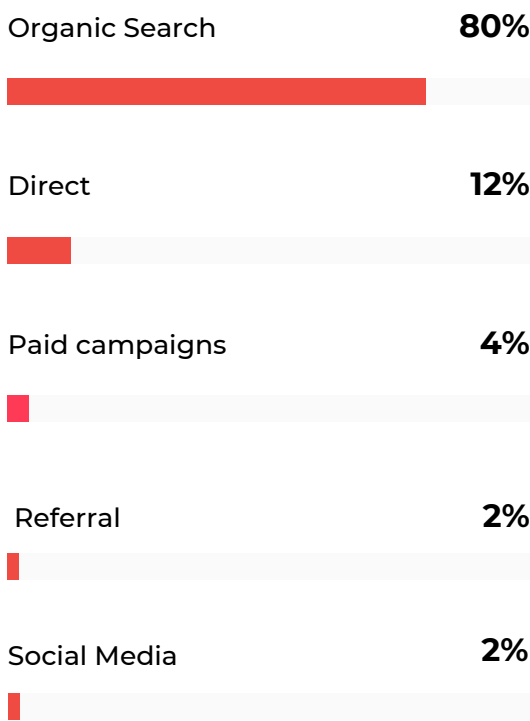




WEBSITE PERFORMANCE OVERVIEW

This infographic provides an overview of the performance of the Visit Exeter website in 2024. We invested in paid digital campaigns throughout the year, to drive traffic to the website and member's listings..

TRAFFIC SOURCES



WEBSITE TRAFFIC

Views **1,365,651**

Unique visitors **485,833**

Most popular pages:

- What's on
- Homepage
- Things to do
- Shopping
- Concerts & gigs
- Exeter City of Literature
- Christmas in Exeter
- Park & Ride
- Summer in Exeter
- Family friendly attractions
- Food & drink
- Places to stay

Top 3 in Google search engine results page for popular searches:

- 'Things to do in Exeter'
- 'Short breaks in Exeter'
- 'Hotels in Exeter'
- 'Family attractions Exeter'
- 'Places to stay in Exeter'
- 'Pubs in Exeter'
- 'Visit Exeter'
- 'Attractions in Exeter'
- 'Restaurants in Exeter'
- 'Events in Exeter'
- 'Cafes in Exeter'
- 'Self-catering in Exeter'
- 'Activities in Exeter'
- 'Summer in Exeter'
- 'Christmas events in Exeter'
- 'Exeter'

DOMESTIC VS OVERSEAS TRAFFIC



86.8% of traffic comes from within the UK

Top overseas traffic:

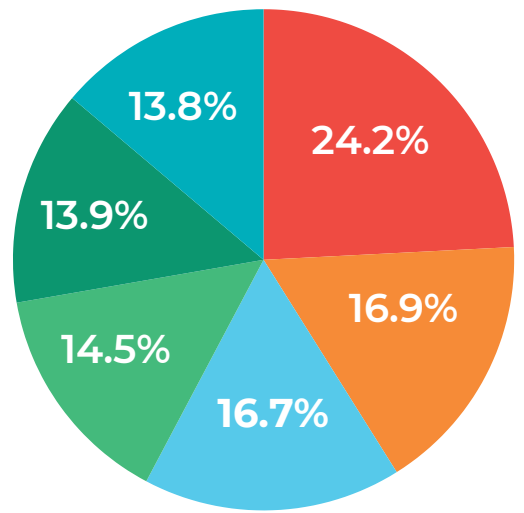
1. USA
2. Germany
3. India
4. Australia
5. China

DEMOGRAPHICS

Age and gender data for visitors to www.visitexeter.com



- Age 25 - 34
- Age 35 - 44
- Age 45 - 54
- Age 55 - 64
- Age 65+
- Age 18 - 24



PAID TRAFFIC



Increase in paid traffic in 2024 compared with 2023, as a result of investment into digital campaigns

Increase in paid traffic **94.4%**

TRAFFIC BY DEVICE

