



12 Month Website Stats

29,727
Page Views

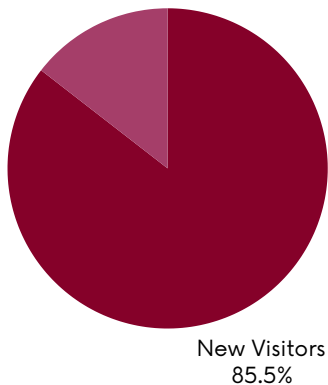
5m 13s
Av Time on Site

1600
Unique Users

www.meetbeyondlondon.com

New vs Returning

Returning Visitors
14.5%



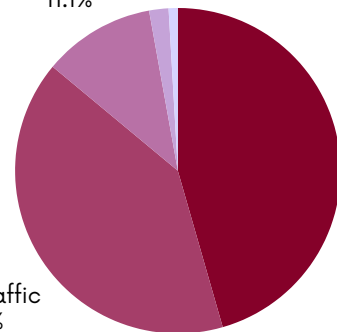
Traffic Sources

Referral
11.1%

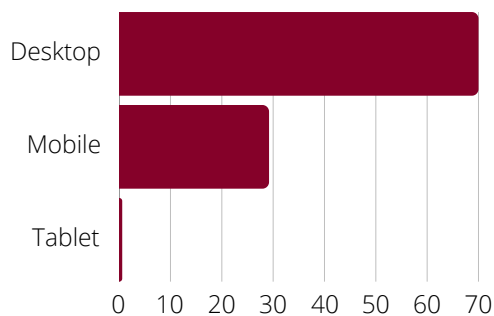
Social
1.9%

Organic/SEO
45.5%

Direct Traffic
40.5%



User Device Breakdown



Top 5 Themed Pages

MEET Beyond London home page
Christmas Party Venues
Unique & Unusual Venues
Venues by Capacity Search
150+ Conference Hotels

2025 Campaign Priorities

Our primary objectives for 2025 revolve around boosting our returning visitor traffic while adding new trending themes including sustainability and well-being. We will also grow our traffic using a small but targeted paid-for Meta ad campaign.

Data April 24 - March 2025. Updated March 2025 - source google analytics



MEET Beyond London

INSPIRING MEETING & EVENT VENUES
ACROSS SOUTH EAST ENGLAND: READING

Annual Newsletter Statistics and Breakdown Jan - Dec 2024

5,477

Contacts

19.09%

Av. Open Rate

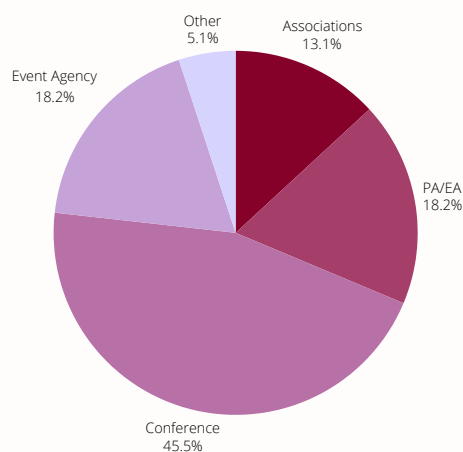
8%

Click-to-Open Rate

**Industry benchmark: 20% open rate | 8.7% click to open. [more info](#)

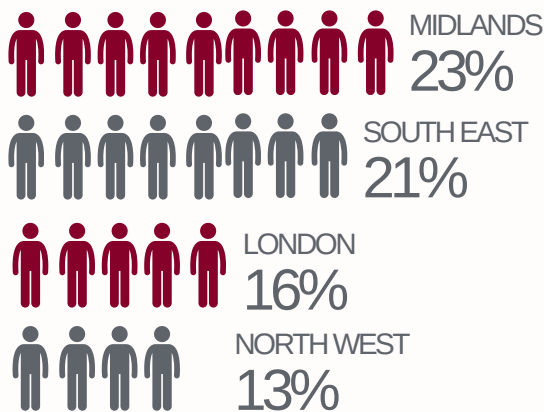
As of 30/4/2025 fresh contacts have been integrated into the database from Target Response, bringing the database up to **6800**.
Open rates will be adjusted in due course.

Catagory Breakdown



Geographic Breakdown

For those that have provided information



4% of data has an unknown location

E-news Schedule



>

[View upcoming theme & schedule](#)

>

[View examples](#)

A synopsis of most common job titles

Marketing Manager Managing Director Event Director
PA to Managing Director Marketing Director
Personal Assistant Event Manager Secretary
Executive Assistant Sales and Marketing Manager CEO
Director of Operations Business Development Manager
Office Manager Executive PA to CEO
PA to the Executive Board Events & Marketing Manager
Sales and Marketing Director Head of Events
Account Manager Marketing & Events Executive
Support Co-ordinator Deputy Head of Conference
Company Secretary

GET IN
TOUCH

For more information about becoming a campaign partner visit

www.tourismsoutheast.com/meet-beyond-london

Contact Elaine or Jane. 02380 625400 ecolley@tourismse.com jchiver@tourismse.com



Social Media Reach



2,689 1,085 84,455 3,453

followers

posts

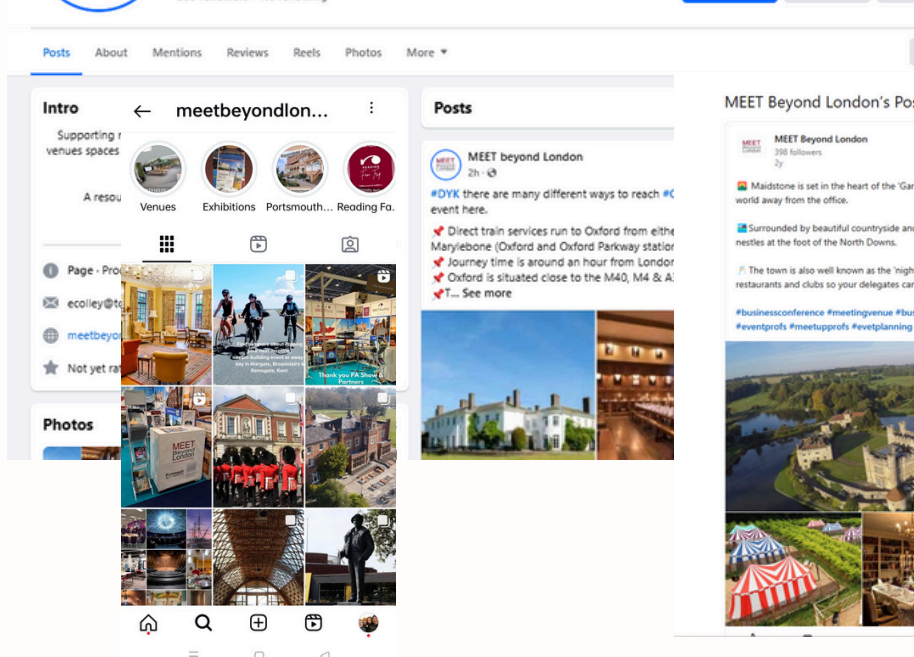
reach

engagement



MEET Beyond London ... · 27 Feb ·
Day two of the @pashowuk at London Excel. Some new faces from @MaryRoseMuseum and @NatMuseumRN #Portsmouth joining us today, alongside #reading partners @RoseateReading and @VenueReading. Looking forward to a busy day.

#venues #outsidelondon



MEET Beyond London's Post

MEET Beyond London
388 followers
2y

📍 Maidstone is set in the heart of the 'Garden of England' away from the office.

📍 Surrounded by beautiful countryside and right next to the River Medway, Maidstone nestles at the foot of the North Downs.

📍 The town is also well known as the 'nightlife' capital of the county, with its theatre, bars, restaurants and clubs so your delegates can kick back and relax after the day's business.

#businessconference #meetingvenue #businessvenue #b2b #businessevent #event #events #eventprofs #meetupprofs #eventplanning #meetingplanners #mice #meeting



More from this author

Reading! New meetings location at the end of the Elizabeth Line
MEET Beyond London · 2y

Explore topics

Sales
Marketing
IT Services
Business Administration
HR Management
Engineering
Soft Skills
See All

GET IN TOUCH

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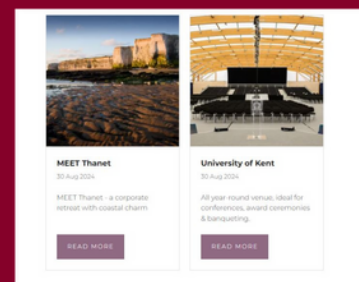
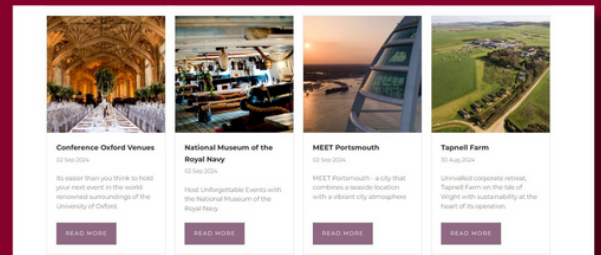
Contact Elaine or Jane. 02380 625400 ecolley@tourismse.com jchiver@tourismse.com

MEET Beyond London THE PA SHOW

2024/25 Exhibitions

THE PA SHOW
AUTUMN 2024
Billingsgate London London

THE PA SHOW
SPRING 2026
Excel. London

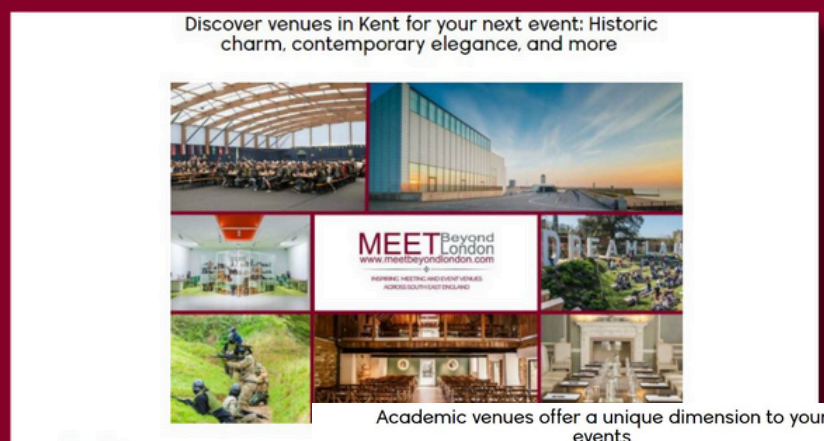


Our MBL team work along side partners to fly the 'fly the flag' for South East England, encourage buyers to look beyond the city for their next event. Each event has a programme of pre and post event activity included.

Publication Content

2024/25

PA Life is a leading and widely read resource tailored specifically for the UK's community of PAs, EAs, VAs, Office Managers, and Corporate Bookers. It reaches 7,500 print readers and 20,000 digital readers. Content is distributed throughout the year with a series of themes published within their digital channels. MBL took a DPS spread in the summer edition, which had an increased print run for the Summer PA Show.



September 12, 2024 By Marya Towland

If you're a PA, EA, or event organiser looking for unique and memorable venues for your next event, the county of Kent offers a perfect mix of tradition and modernity—just a stone's throw away from London.

Historic venues in Kent: Where history meets modernity



Salisbury College, Oxford

Unique and historic – you'll find it at venues

Many of the historic venues in the South East are full of history and stories, some dating back centuries. For example, the historic public museum in Britain, offers a spectacular backdrop for conferences, dinners, and receptions, allowing guests to be surrounded by centuries of history.



Salisbury College, Oxford

Christmas party at the 'Outdoor Winter Lodge' Experience in Portsmouth

For something a little different, how about the 'Outdoor Winter Lodge' in Portsmouth? The experience offers a unique and memorable venue for your next event, with a mix of historic and modern architecture.



The Essence of Oxford at the Sheldonian Theatre

The Sheldonian Theatre is synonymous with Oxford, welcoming up to 500 for dinner or 200 for a Christmas dinner reception. The Theatre gives your guests a centre-stage view of Sir Christopher Wren's architecture and Robert Smeaton's famous painted ceiling.

Email Conference Oxford at conferences@oxford.ac.uk with your requirements, for the perfect Christmas party venue within Oxford University or colleges.