

Email Marketing Benchmark Stats

For the Travel and Tourism Sector 19 & 2020



2020

Average rates to date

Open Rate - 22.5%

Click Rate - 2.6%

Click to Open Rate - 11.4%

2019

Open Rate - 19.5%

Click Rate - 2.4%

Click to Open Rate - 12.1%

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Helping Tourism Businesses Grow


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