



MEET Beyond London

INSPIRING MEETING & EVENT VENUES
ACROSS SOUTH EAST ENGLAND: READING

12 Month Website Stats

14,563
Page Views

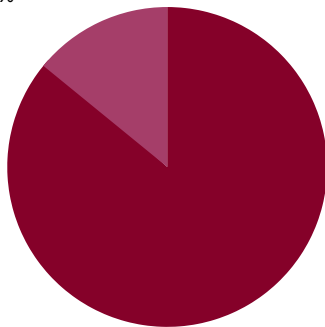
6384
Sessions

4658
Unique Users

www.meetbeyondlondon.com

New vs Returning

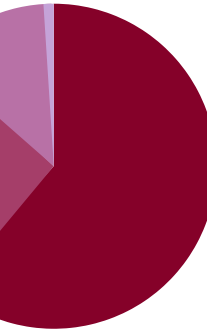
Returning Visitors
14.1%



New Visitors
85.9%

Traffic Sources

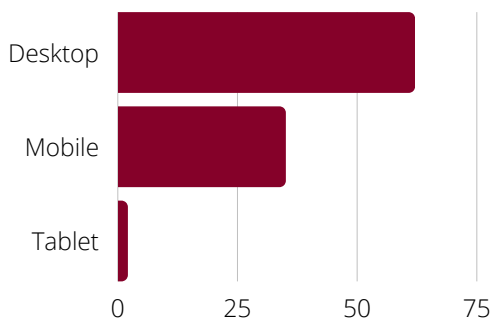
Referral
12.5%



Direct Traffic
25.4%

Organic/SEO
61%

User Device Breakdown



Top 5 Themed Pages

- Unique & Unusual
- Teambuilding
- Exclusive Use
- Outdoor Event Spaces
- Historic Venues

2023 Campaign Priorities

Our focus for 2023 is to increase our returning visitor traffic through the use of newly available resources for event planners. [Our Capacity Finder](#) and [News Pages](#) were launched in March 2023.

A special offers page will be available for partner venues to use by June 2023.



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Newsletter Statistics and Breakdown

6500

Contacts

14.8%

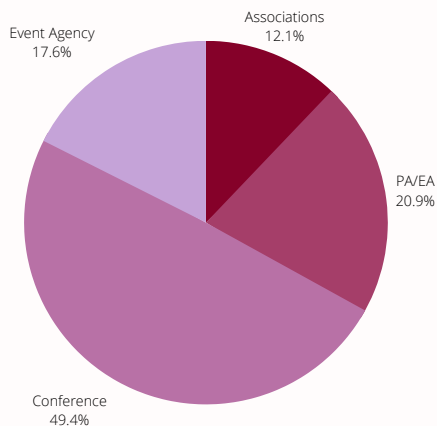
Av. Open Rate

13.3%

Click-to-Open Rate

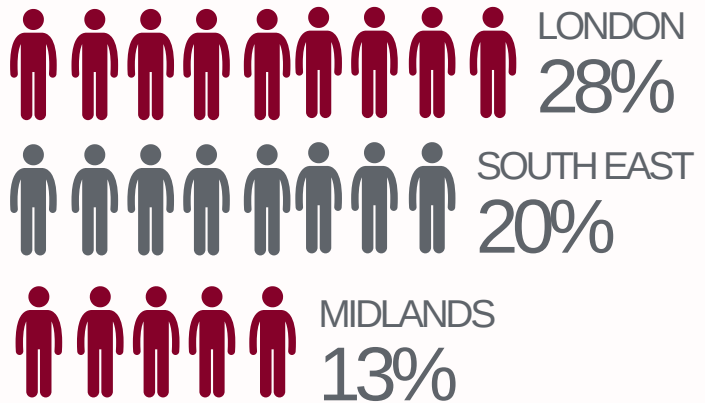
**Industry benchmark: 20% open rate | 8.7% click to open. [more info](#)

Category Breakdown



Geographic Breakdown

For those that have provided information



E-news Schedule



- > [View upcoming theme & schedule](#)
- > [View examples](#)

A synopsis of job titles

Event Director **Head of Events**
 Venue Sourcing Executive **Executive PA to CEO**
 PA to the Executive Board **Director of Operations**
Events & Marketing Manager Personal Assistant
 Marketing & Events Executive **Executive Assistant**
 Director of Purchasing Deputy Head of Conference

2023 Campaign Priorities

** Whilst our open rate has currently fallen below the 2022 industry benchmark average, our Click-to-Open rate remains significantly higher than average. Therefore providing confidence that our content is wanted, and relevant. Our focus for 2023 is to re-engage with our inactive database and further rebuild our open rates to our pre-covid levels of 21%

GET IN TOUCH

For more information about becoming a campaign partner visit

www.tourismsoutheast.com/meet-beyond-london

Alternatively please do not hesitate to contact Elaine or Dyllan.

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