



MEET Beyond London

INSPIRING MEETING & EVENT VENUES
ACROSS SOUTH EAST ENGLAND: READING

12 Month Website Stats

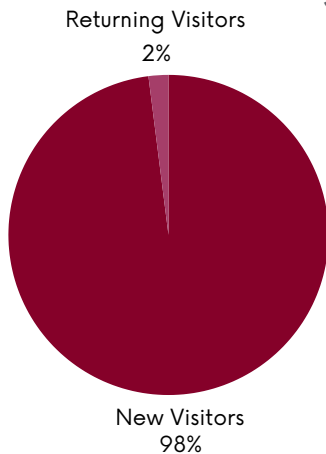
28,654
Page Views

4,544
Sessions

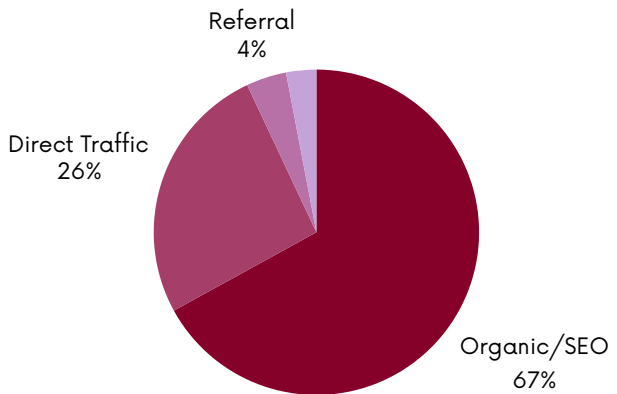
3,697
Unique Users

www.meetbeyondlondon.com

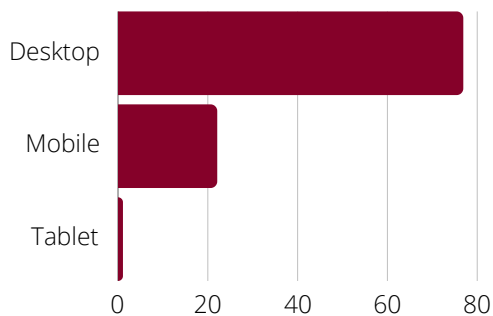
New vs Returning



Traffic Sources



User Device Breakdown



Top 5 Themed Pages

- Unique & Unusual
- Large Capacity Conference Hotels
- Outdoor Event Spaces
- Conference Venues in Hampshire
- Exclusive Use Venues Outside London

2024 Campaign Priorities

Our primary objectives for 2024 revolve around boosting our returning visitor traffic and to increase the functionality and availability of team-building inspiration, while adding new trending themes including Wellbeing and introducing newly accessible resources tailored for event planners.

Updated 18 April 2024 - source google analytics



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Newsletter Statistics and Breakdown

5,500

Contacts

15.29%

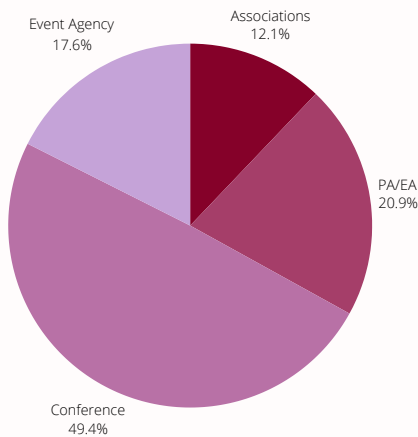
Av. Open Rate

14%

Click-to-Open Rate

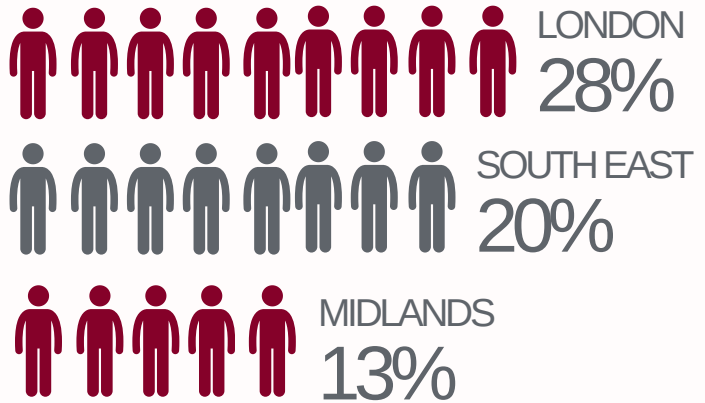
**Industry benchmark: 20% open rate | 8.7% click to open. [more info](#)

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

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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.
 Telephone 02380 625400 or email ecolley@tourismse.com.