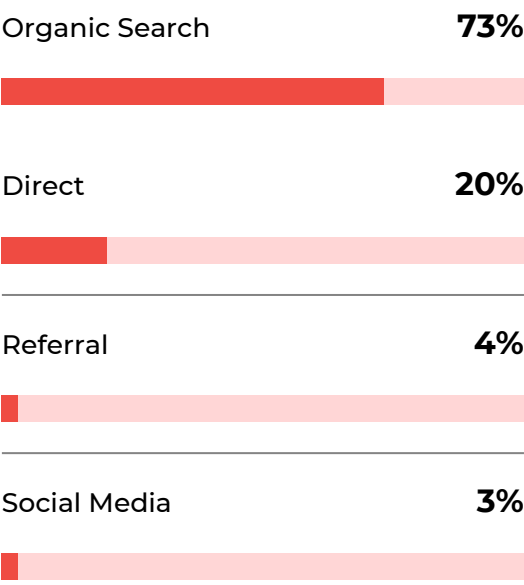




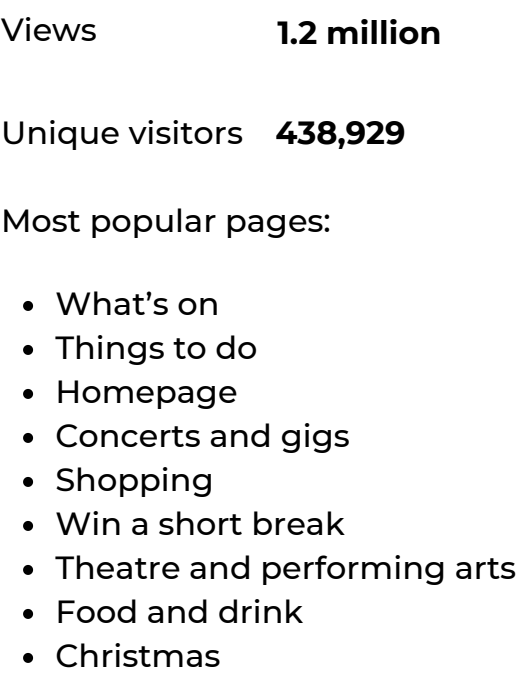
WEBSITE PERFORMANCE OVERVIEW

This infographic provides an overview of the performance of the Visit Exeter website in 2025. We invested in paid digital campaigns throughout the year, to drive traffic to the website and member’s listings.

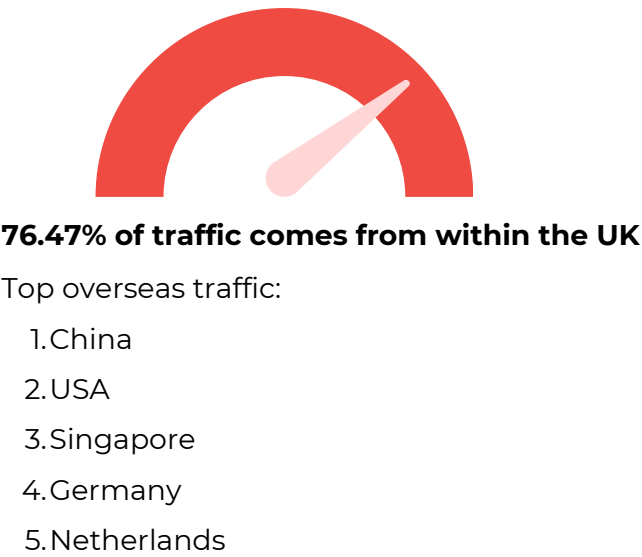
TRAFFIC SOURCES



WEBSITE TRAFFIC

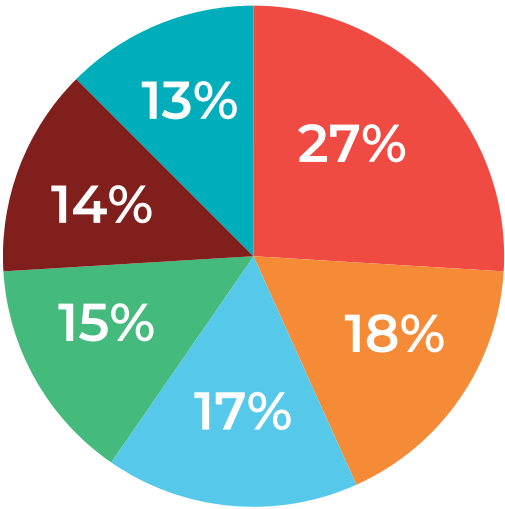
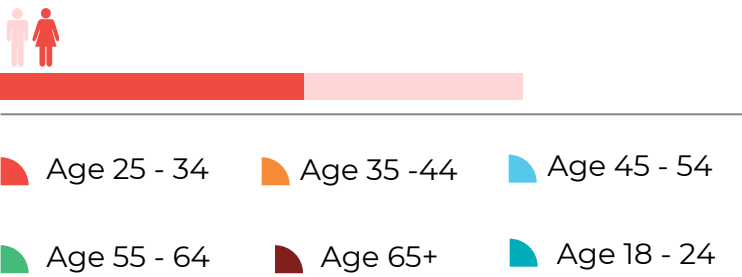


DOMESTIC V OVERSEAS TRAFFIC

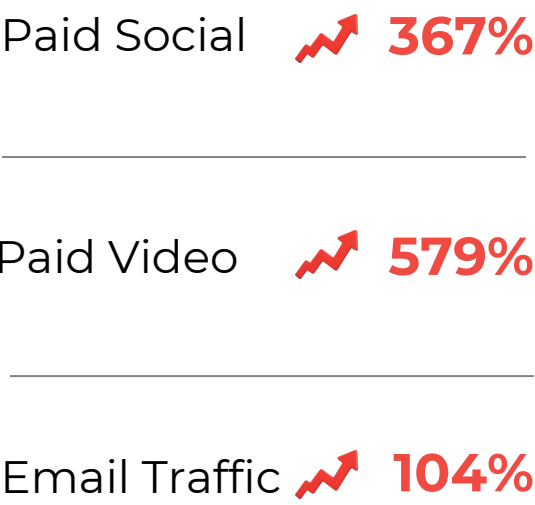


DEMOGRAPHICS

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



TRAFFIC SOURCES



TRAFFIC BY DEVICE

