



# 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

Organic Search **73%**

Direct **20%**

Referral **4%**

Social Media **3%**

## DOMESTIC V OVERSEAS TRAFFIC



**76.47% of traffic comes from within the UK**

Top overseas traffic:

1. China
2. USA
3. Singapore
4. Germany
5. Netherlands

## WEBSITE TRAFFIC

Views **1.2 million**

Unique visitors **438,929**

Most popular pages:

- What's on
- Things to do
- Homepage
- Concerts and gigs
- Shopping
- Win a short break
- Theatre and performing arts
- Food and drink
- Christmas

Top 3 in Google search engine results page for popular searches:

<b>'Things to do in Exeter'</b>	<b>'Hotels in Exeter'</b>
<b>'Short breaks in Exeter'</b>	<b>'Pubs in Exeter'</b>
<b>'Family attractions Exeter'</b>	<b>'Events in Exeter'</b>
<b>'Places to stay in Exeter'</b>	<b>'Restaurants in Exeter'</b>
<b>'Attractions in Exeter'</b>	<b>'Cafes in Exeter'</b>
<b>'Activities in Exeter'</b>	<b>'Self-catering in Exeter'</b>
<b>'Christmas events in Exeter'</b>	<b>'Summer in Exeter'</b>

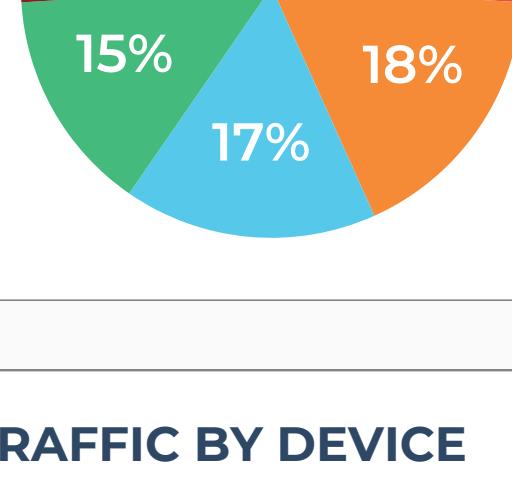
## DEMOGRAPHICS

Age and gender data for visitors to [www.visitexeter.com](http://www.visitexeter.com)



Age 25 - 34      Age 35 - 44      Age 45 - 54

Age 55 - 64      Age 65+      Age 18 - 24



## TRAFFIC SOURCES

Paid Social  **367%**

Paid Video  **579%**

Email Traffic  **104%**

## TRAFFIC BY DEVICE

Mobile  **61%**

Desktop  **36%**

Tablet  **3%**