



# MEET Beyond London

INSPIRING MEETING & EVENT VENUES  
ACROSS SOUTH EAST ENGLAND: READING

## 12 Month Website Stats

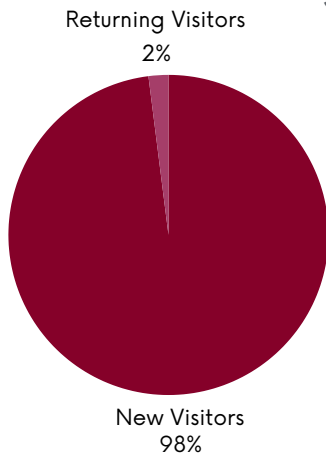
**28,654**  
Page Views

**4,544**  
Sessions

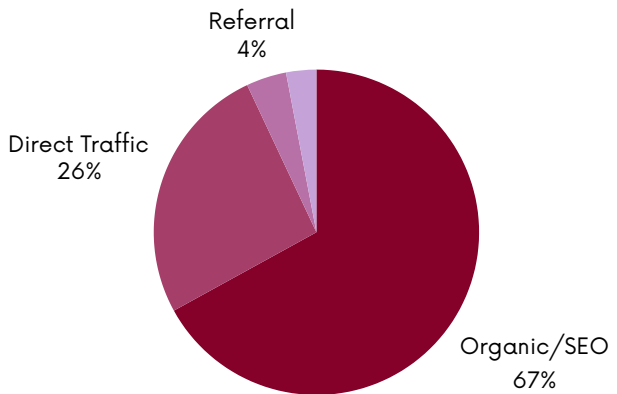
**3,697**  
Unique Users

[www.meetbeyondlondon.com](http://www.meetbeyondlondon.com)

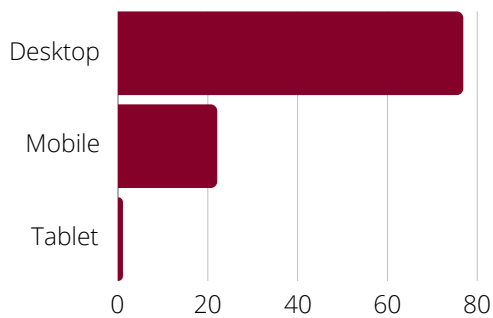
### New vs Returning



### Traffic Sources



### User Device Breakdown



### Top 5 Themed Pages

- MEET Beyond London home page
- Browse by capacity page
- Unique & Unusual Venues
- Venues in the Royal Borough of Windsor & Maidenhead
- 250+ large capacity venues
- Venues in Hampshire

### 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%

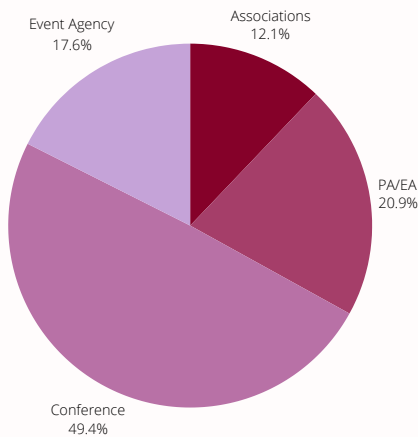
Av. Open Rate

14%

Click-to-Open Rate

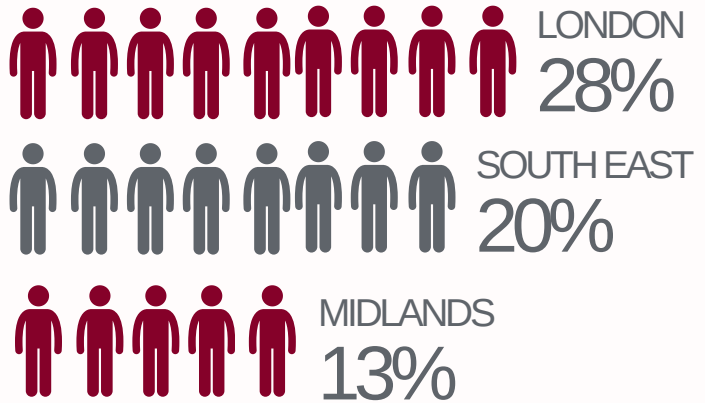
\*\*Industry benchmark: 20% open rate | 8.7% click to open. [more info](#)

### 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](http://www.tourismsoutheast.com/meet-beyond-london)  
 Alternatively please do not hesitate to contact Elaine.  
 Telephone 02380 625400 or email [ecolley@tourismse.com](mailto:ecolley@tourismse.com).