

Having relaunched the Visit Cheltenham platforms in April 2018*, in five months we have achieved...

+6.12%

visitors to the site
(that's 8,000 extra users)



50,000

more page views than last year

Referrals from social channels
to the site have tripled



Top 5 pages:

Home Eating Out
Shopping What's On
Things To Do

15 seconds

longer spent on the site per person



18,298

itineraries created by visitors



6,223

clicks through to member websites

122 blogs

written & read

22,214 times



Supporting

500

local members

492,693

reach via Facebook, Twitter, and Instagram

Became a top five referring site for Cheltenham Festivals



8.73%

uplift in page
views to

37,405

9.62%

increase in
landings, showing
that the website is
ranking better and
increasing in
authority



Shopping

15

new pages
dedicated to the
shops in our town



14.51%

Fall in bounce rate
(the number of people arriving &
immediately leaving the site)



Average of

7.7

pages per session



53

food-centric
blogs written
about eating
& drinking in
Cheltenham



Eating Out

42.52%

fall in bounce rate

(the number of people arriving &
immediately leaving the site)

9.68%

uplift in page
views to

22,999