DMO Market Analysis
Anicca Digital

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Introductions

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About Anicca

2007
Est

27
Crew

45+
Clients

Supporting your digital ambitions.

No Ego and No Bull, we invest in relationships with businesses and brands to drive growth and succeed in what we do.

Our multi award winning agency in the heart of Leicester speaks for itself.

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Methodology

Utilising some of the top industry tools, Anicca have put together a competitor/market analysis piece for 31 DMO's across:

- **National level**
- **County level**
- **City level**

Our market analysis will take you through 4 key categories. These include:

- **The market as a whole**
- **Marketing channels & Leaders**
- **Audience & Demographics**
- **Personas**

Market Overview

Similarweb Data

Top Performing DMOs (July 22)

	Domain (31)	Traffic Share ↓	MoM traffic change	Country Rank	Monthly Visits	Unique Visitors	Quarterly Change	Desktop vs Mobile	
1	visitlondon.com	21.03%	↑ 26.62%	#2,367	1.240M	982,864	↑ 9.66%	27.3%	72.7%
2	visitscotland.com	15.17%	↑ 29.42%	#2,970	894,685	633,831	↑ 14.95%	33.5%	66.5%
3	visitwales.com	6.35%	↑ 6.09%	#8,038	374,564	275,794	↑ 20.89%	25.2%	74.8%
4	visit-dorset.com	5.02%	↓ 1.5%	#9,660	295,718	213,363	↑ 8.42%	17.1%	82.9%
5	visitmanchester.com	4.30%	↑ 9.03%	#9,017	253,677	203,366	↑ 0.87%	26.3%	73.7%
6	visitliverpool.com	4.21%	↑ 37.33%	#10,617	248,298	185,363	↑ 13.66%	13.9%	86.1%
7	visitcornwall.com	4.06%	↑ 20.79%	#10,244	239,210	171,345	↑ 12.45%	30.7%	69.3%
8	visitcumbria.com	3.92%	↓ 8.85%	#10,839	231,363	131,710	↓ 6.92%	22.4%	77.6%
9	visitbristol.co.uk	3.27%	↓ 20.09%	#13,994	192,865	138,993	↓ 10.6%	32.5%	67.5%
10	yorkshire.com	3.27%	↑ 25.9%	#13,570	192,787	148,316	↑ 3.24%	20.8%	79.2%
11	visitpeakdistrict.com	3.10%	↑ 17.64%	#13,424	182,610	123,924	↑ 0.24%	38.3%	61.7%
12	visitblackpool.com	3.02%	↑ 3.74%	#12,507	177,994	117,916	↑ 44.01%	16.9%	83.1%
13	visitengland.com	2.43%	↑ 14.02%	#18,234	143,013	119,873	↓ 16.37%	24.5%	75.5%
14	visit-nottinghamshire.co.uk	2.36%	↑ 38.93%	#19,955	139,318	100,694	↑ 90.22%	21.1%	78.9%
15	visitbath.co.uk	2.29%	↑ 6.22%	#14,904	135,202	90,153	↑ 4.6%	31.7%	68.3%
16	visitsoutheastengland.com	2.15%	↑ 24.08%	#20,974	126,662	101,664	↓ 6.75%	28.0%	72.0%

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Top Performing DMOs (July 22)

	Domain (31)	Traffic Share ↓	MoM traffic change	Country Rank	Monthly Visits	Unique Visitors	Quarterly Change		Desktop vs Mobile
17	visit-hampshire.co.uk	2.13%	↑ 2.5%	#18,312	125,851	93,886	↓ 16.93%	18.2%	81.8%
18	discovernorthernireland.c...	1.94%	↑ 30.99%	#23,216	114,239	85,912	↑ 0.76%	23.9%	76.1%
19	visitbirmingham.com	1.79%	↓ 28.22%	#20,434	105,313	73,220	↓ 21.98%	21.5%	78.5%
20	visitnorthumberland.com	1.71%	↓ 6.87%	#25,437	100,834	71,653	↑ 12.57%	26.1%	73.9%
21	visitwiltshire.co.uk	1.57%	↓ 2.48%	#25,628	92,660	71,322	↑ 27.14%	26.7%	73.3%
22	northyorkmoors.org.uk	1.28%	↑ 7.82%	#19,718	75,451	43,777	↑ 0.21%	40.7%	59.3%
23	experienceoxfordshire.org	0.61%	↑ 27.99%	#68,984	35,981	22,966	↑ 4.34%	30.9%	69.1%
24	visitkent.co.uk	0.55%	↓ 23.12%	#61,211	32,365	23,192	↓ 27.95%	34.2%	65.8%
25	visitsomerset.co.uk	0.51%	↓ 11.5%	#56,611	30,147	19,321	↓ 7.15%	36.1%	63.9%
26	visiteastofengland.com	0.45%	↓ 6.12%	#62,459	26,383	15,950	↓ 4.81%	24.9%	75.1%
27	visitleicester.info	0.41%	↓ 34.28%	#95,773	24,397	16,401	↓ 36.9%	22.9%	77.1%
28	cotswolds.info	0.40%	↓ 19.99%	#67,000	23,614	16,631	↓ 21%	41.7%	58.3%
29	exploregloucestershire.co...	0.32%	↓ 12.79%	#53,799	19,086	12,042	↓ 7.88%	30.9%	69.1%
30	visitworcester.co.uk	0.22%	↑ 41.34%	#150,337	12,942	7,491	↑ 2,131.32%	6.9%	93.1%
31	visitlincolnshire.com	0.15%	↑ 66.66%	#223,984	9,051	6,087	↓ 7.59%	64.3%	35.7%

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Quick Market Stats (Jul 22)

Total visits ⓘ   +

5.896M
Visits
↑ **12.72%** from last month

Device distribution ⓘ   +

🖥 Desktop   26.76%
📱 Mobile Web   73.24%

Market size
📅 Jul 2022   🖥 Desktop
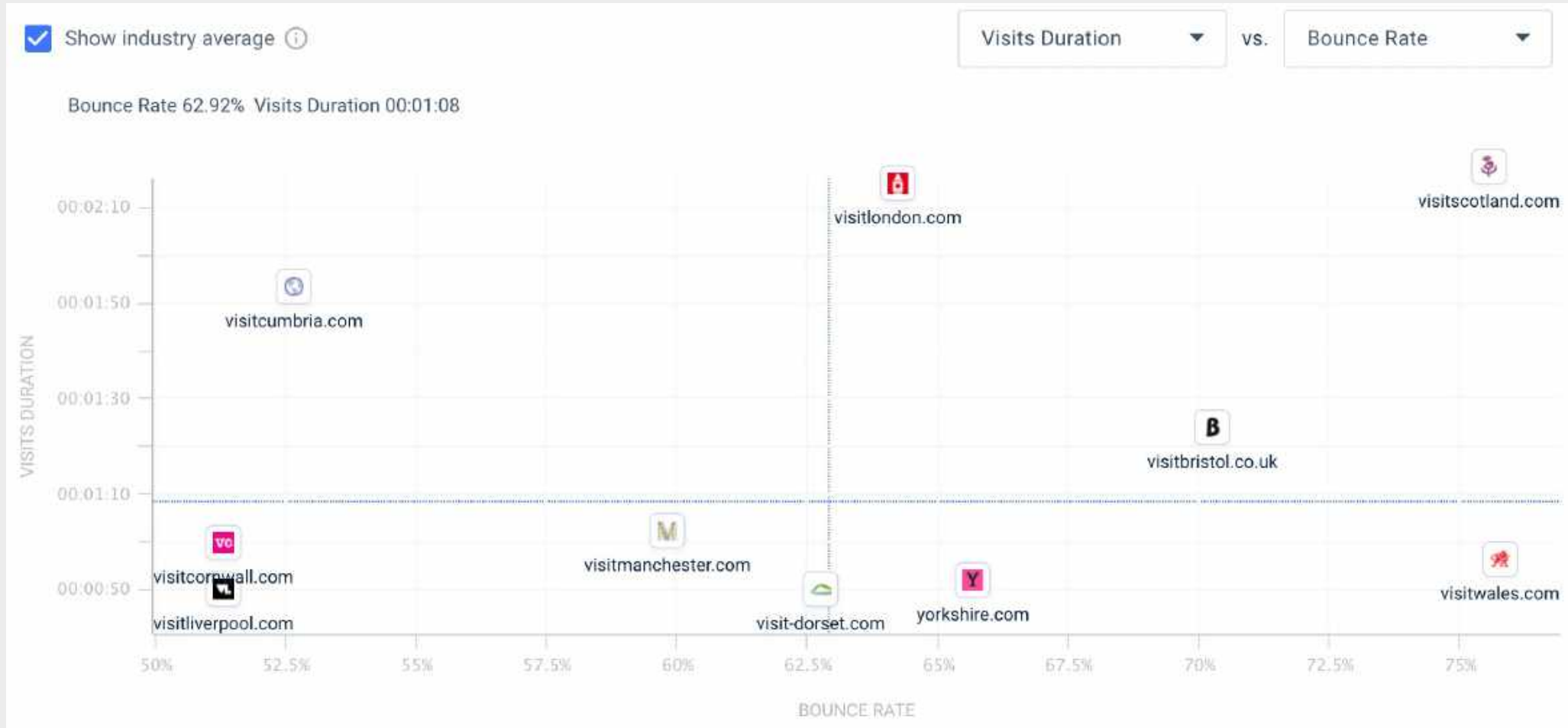
1.077M
Unique Visitors
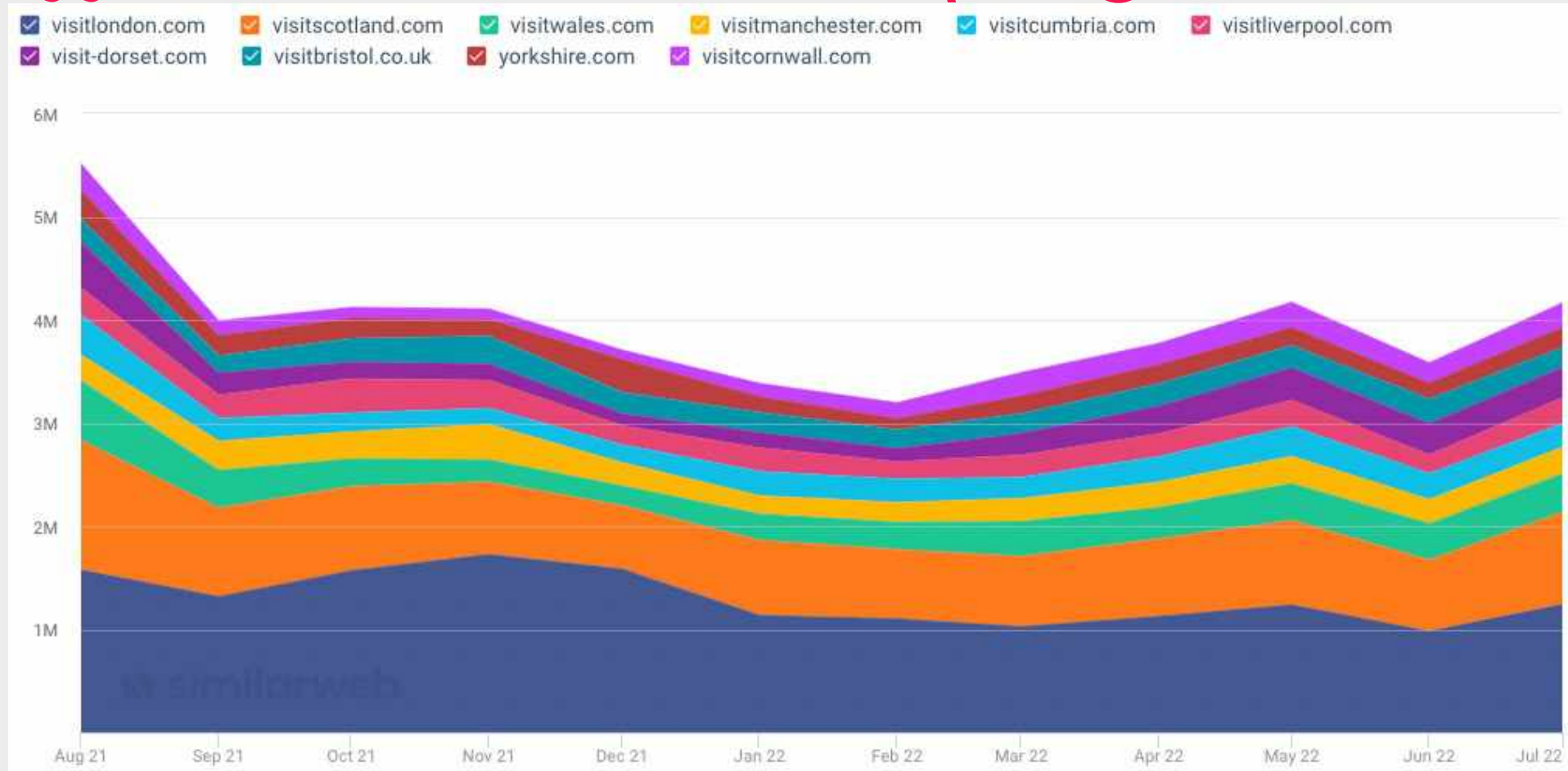
↑ **4.66%** ⓘ
Quarterly Change

🇬🇧 **3.88%** ⓘ
Popularity Score

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Visit Duration vs Bounce Rate

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Traffic Over The Year (Aug 21 –Jul 22)

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Traffic Over The Year (Aug 21 –Jul 22)

Domain	
☑ visitlondon.com	☑ visitscotland.com	☑ visitwales.com	☑ visitmanchester.com	☑ visitcumbria.com	☑ visitliverpool.com
☑ visit-dorset.com	☑ visitbristol.co.uk	☑ yorkshire.com	☑ visitcornwall.com

August 2021

Domain	Traffic share
• visitcornwall.com	255.4K
• yorkshire.com	278.3K
• visitbristol.co.uk	224.1K
• visit-dorset.com	443.5K
• visitliverpool.com	261.9K
• visitcumbria.com	391K
• visitmanchester....	247.7K
• visitwales.com	578.5K
• visitscotland.com	1.3M
• visitlondon.com	1.6M

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Traffic Over The Year (Aug 21 –Jul 22)

☑ visitlondon.com ☑ visitscotland.com ☑ visitwales.com ☑ visitmanchester.com ☑ visitcumbria.com ☑ visitliverpool.com
☑ visit-dorset.com ☑ visitbristol.co.uk ☑ yorkshire.com ☑ visitcornwall.com

July 2022

Domain	Traffic share
visitcornwall.com	239.2K
yorkshire.com	192.8K
visitbristol.co.uk	192.9K
visit-dorset.com	295.7K
visitliverpool.com	248.3K
visitcumbria.com	231.4K
visitmanchester....	253.7K
visitwales.com	374.6K
visitscotland.com	894.7K
visitlondon.com	1.2M

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Summary

- In our analysis the top performing DMOs for July are:
    - National: **visitscotland.com**
    - County: **visit-dorset.com**
    - City: **visitmanchester.com**

- The analysed DMO industry had **1.077m unique visitors** in July 22. These visitors generated a total **5.896m visits.**

- The market has a total split of roughly **26.71% visiting via a desktop** vs **73.29% visiting on a mobile device.**

- Traffic for the top 10 DMOs, within our analysed industry, peaks at a total of **5.58m** in August 21. Traffic to the same 10 DMOs in July this year peaked at **4.123m** suggesting that August is the most important month for DMO's.

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Marketing Channels

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Marketing Channels

Marketing Channel Overview (Aug 21 –Jul 22)

31 DMO's Combined

Visitscotland.com

Experienceoxford.org

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Marketing Channels (Aug 21 - Jul 22)

	Traffic Source (575)	Source Type	Global Rank	↓ Traffic Share	Change	Industry
1	G Google Search	Search / Organic	#1	76%	↑ 14.66%	Computers Electronics and Te...
2	Direct	Direct	-	11%	↑ 19.45%	-
3	Image Search	Search / Organic	-	3%	↑ 11%	-
4	DuckDuckGo	Search / Organic	#34	3%	↑ 6.68%	Computers Electronics and Te...
5	Syndicated Search	Search / Organic	-	2%	↑ 6.79%	-
6	Yahoo Search	Search / Organic	#12	1%	↓ 1.64%	News and Media
7	Q Bing Search	Search / Organic	#28	1%	↑ 15.18%	Computers Electronics and Te...
8	Facebook	Social	#3	1%	↓ 24.3%	Computers Electronics and Te...
9	G Google Search	Search / Paid	#1	0.36%	↑ 0.3%	Computers Electronics and Te...
10	Email	Email	-	0.3%	↑ 39.96%	-
11	G google.com	Referral	#1	0.26%	↑ 78.96%	Computers Electronics and Te...
12	forums.moneysavingexpert...	Referral	#3,117	0.2%	↓ 9.6%	Finance > Financial Planning ...
13	loquax.co.uk	Referral	#81,336	0.15%	↓ 55.49%	Gambling > Gambling
14	Twitter	Social	#5	0.15%	↑ 21.87%	Computers Electronics and Te...
15	theprizefinder.com	Referral	#174,664	0.14%	↓ 58.38%	Gambling > Lottery
16	Video Search	Search / Organic	-	0.13%	↓ 4.82%	-

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Organic Traffic Trend (Aug 21-Jul 22)

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Organic Traffic Leaders (July 22)

	Domain (31)	Traffic Share ↓	Change	Rank	Monthly Visits	Visit Duration	Pages/V...	Bounce Rate
1	🔒 visitlondon.com	23.08%	↑ 22.06%	#35,1...	306K	00:02:16	2.17	62.61%
2	🏴 visitscotland.com	18.89%	↑ 33.82%	#36,9...	250.5K	00:02:46	2.35	65.91%
3	🐉 visitwales.com	5.79%	↑ 0.66%	#144,...	76.8K	00:01:28	1.90	68.57%
4	ve visitcornwall.com	4.72%	↑ 22.46%	#203,...	62.6K	00:03:40	2.68	62.44%
5	M visitmanchester.co...	4.27%	↑ 11.61%	#167,...	56.6K	00:02:08	2.70	60.45%
6	🏔 visitpeakdistrict.co...	4.20%	↑ 19.18%	#261,...	55.7K	00:02:19	2.31	66.13%
7	B visitbristol.co.uk	4.03%	↓ 11.28%	#255,...	53.5K	00:01:33	2.31	63.92%
8	🔺 visit-dorset.com	3.27%	↑ 11.16%	#201,...	43.3K	00:02:20	2.45	61.94%
9	🌐 visitcumbria.com	3.15%	↓ 10.78%	#222,...	41.7K	00:01:46	1.91	66.80%
10	○ visitbath.co.uk	2.91%	↑ 29.94%	#232,...	38.6K	00:02:41	3.39	45.13%

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Direct Traffic Trend (Aug 21-Jul 22)

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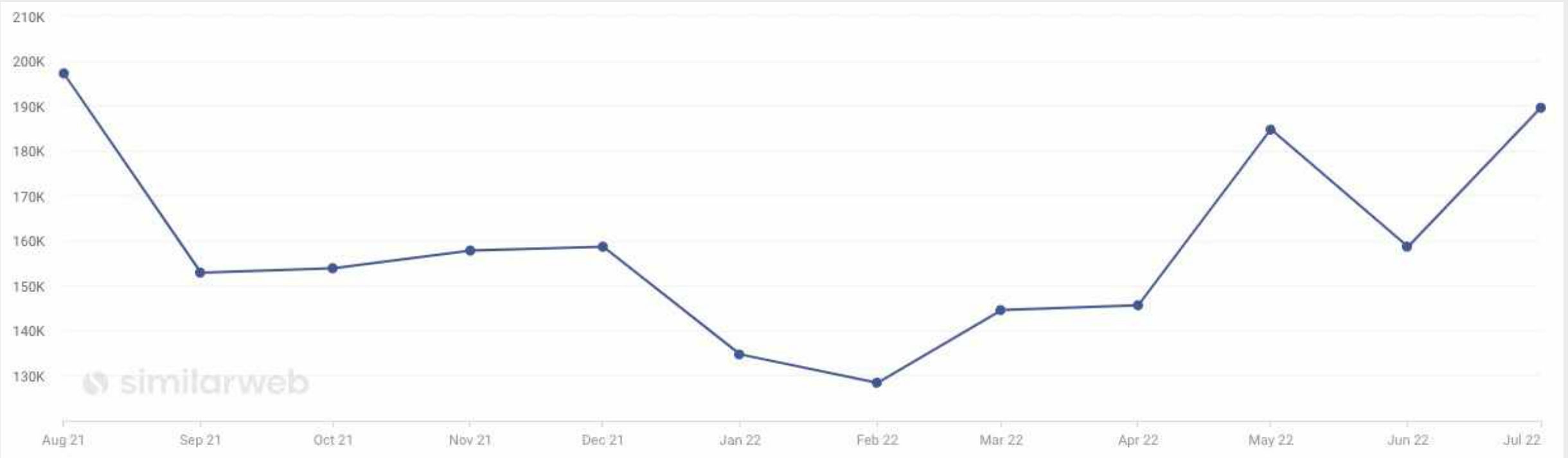
Direct Traffic Leaders (July 22)

	Domain (31)	Traffic Share ↓		Change	Rank	Monthly Visits	Visit Duration	Pages/V...	Bounce Rate
1	visitscotland.com	19.64%		↑ 16.39%	#36,9...	37.2K	00:02:05	2.50	66.46%
2	visitlondon.com	14.63%		↑ 64.56%	#35,1...	27.7K	00:01:30	1.70	71.97%
3	northyorkmoors.or...	7.98%		↑ 46.04%	#367,...	15.1K	00:10:19	6.09	12.53%
4	visitwales.com	5.49%		↑ 0.8%	#144,...	10.4K	00:02:01	1.48	73.30%
5	visitpeakdistrict.co...	5.28%		↑ 73.64%	#261,...	10K	00:01:45	1.91	72.94%
6	visitcumbria.com	4.62%		↓ 2.4%	#222,...	8.8K	00:00:54	1.48	72.98%
7	visitcornwall.com	4.37%		↑ 44.67%	#203,...	8.3K	00:04:12	2.16	52.95%
8	visitnorthumberlan...	4.30%		↑ 19.69%	#474,...	8.1K	00:01:53	1.66	74.78%
9	visitbristol.co.uk	3.92%		↓ 30.79%	#255,...	7.4K	00:01:28	2.73	51.60%
10	visitmanchester.co...	3.64%		↓ 7.53%	#167,...	6.9K	00:04:20	3.14	47.28%

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Referral Traffic Trend (Aug 21-Jul 22)

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Referral Traffic Leaders (July 22)

	Domain (28)	Traffic Share ↓		Change	Rank	Monthly Visits	Visit Duration	Pages/V...	Bounce Rate
1	visitscotland.com	20.17%		↓ 4.09%	#36,9...	6.4K	00:02:19	2.63	56.55%
2	visitpeakdistrict.co...	8.83%		↑ 142.49%	#261,...	2.8K	00:01:05	3.19	72.06%
3	visitlondon.com	7.39%		↑ 65.27%	#35,1...	2.4K	00:01:55	1.75	59.10%
4	visitblackpool.com	7.31%		↓ 8.12%	#259,...	2.3K	00:00:14	1.74	62.15%
5	visitcornwall.com	6.84%		↑ 159.02%	#203,...	2.2K	00:00:04	1.30	74.14%
6	visitwales.com	6.42%		↑ 42.83%	#144,...	2K	00:03:52	3.50	33.64%
7	visitnorthumberlan...	4.79%		↓ 12.97%	#474,...	1.5K	00:00:22	1.11	94.90%
8	yorkshire.com	4.64%		↑ 42.75%	#276,...	1.5K	00:05:38	3.10	75.07%
9	visitcumbria.com	4.49%		↑ 3.35%	#222,...	1.4K	00:04:48	3.25	35.42%
10	visitbristol.co.uk	3.57%		↓ 60.19%	#255,...	1.1K	00:03:45	9.51	5.69%

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Social Traffic Trend (Aug 21-Jul 22)

Similarweb data

Social Traffic Leaders (July 22)

	Domain (24)	Traffic Share ↓		Change	Rank	Monthly Visits	Visit Duration	Pages/V...	Bounce Rate
1	visitwales.com	15.04%		↑ 23.44%	#144,...	2K	00:01:32	1.65	71.54%
2	visitscotland.com	12.41%		↑ 7.14%	#36,9...	1.7K	00:01:15	1.77	68.69%
3	visitmanchester.co...	10.88%		↑ 15.95%	#167,...	1.5K	00:10:46	3.56	58.66%
4	visitpeakdistrict.co...	10.04%		↓ 38.91%	#261,...	1.3K	00:00:06	1.34	76.45%
5	visitlondon.com	8.90%		↑ 120.13%	#35,1...	1.2K	00:00:00	1.00	100%
6	visit-nottinghamsh...	7.24%		↑ 266.12%	#381,...	973	00:02:26	1.60	65.17%
7	visitblackpool.com	6.19%		↓ 46.28%	#259,...	832	00:00:03	1.22	75.24%
8	visitbristol.co.uk	4.43%		↓ 54.9%	#255,...	595	00:00:35	1.41	62.18%
9	visitnorthumberlan...	4.24%		↑ 150.51%	#474,...	569	00:00:00	1.00	100%
10	visit-hampshire.co...	3.55%		↑ 80.4%	#362,...	477	00:00:10	1.77	70.54%

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Paid Search Traffic Trend (Aug 21-Jul 22)

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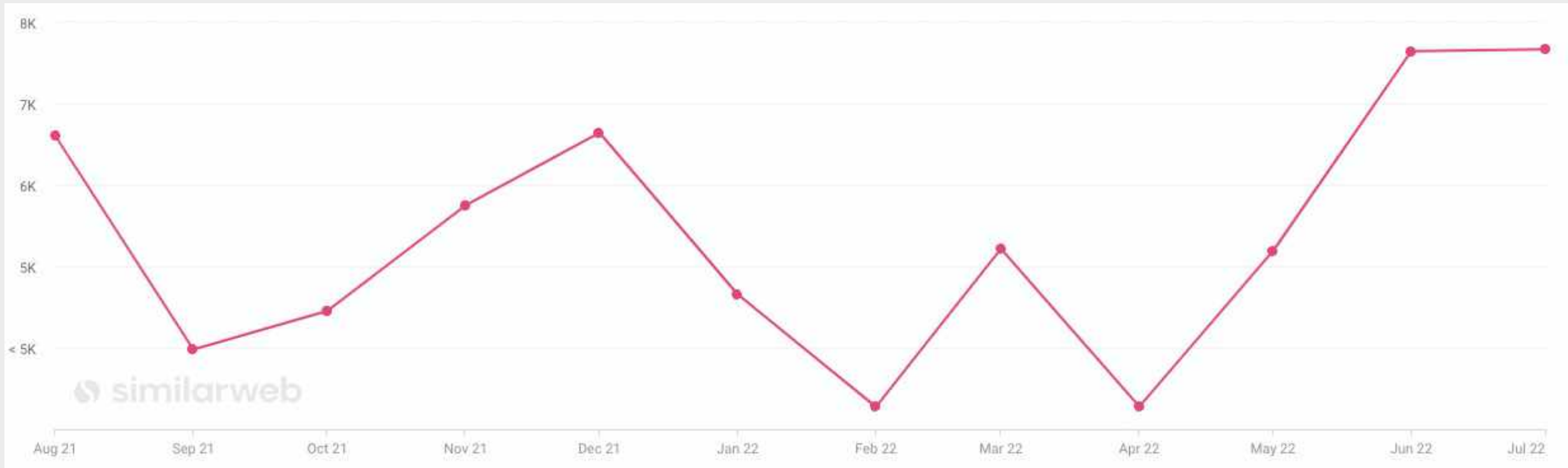
Paid Search Traffic Leaders (July 22)

	Domain (10)	Traffic Share ↓		Change	Rank	Monthly Visits	Visit Duration	Pages/V...	Bounce Rate
1	⊗ experienceoxfords...	44.42%	▮	↑ 23,32%	#808,...	3.4K	00:01:54	2.57	55.10%
2	✿ visitwales.com	28.49%	▮	↑ 29.13%	#144,...	2.2K	00:03:00	1.41	59.54%
3	M visitmanchester.co...	7.55%	▪	↓ 19.24%	#167,...	579	00:01:43	2.17	39.93%
4	🌊 discovernorthernir...	6.09%	▪	-	#314,...	467	00:03:49	4.75	62.40%
5	K visitkent.co.uk	4.88%	▪	-	#758,...	374	00:05:31	2.50	50.00%
6	🏠 visitlondon.com	2.72%	▪	↑ 64.86%	#35,1...	208	00:00:00	1.00	100%
7	☀ visitbirmingham.c...	2.17%	▪	↓ 79.72%	#369,...	166	00:08:44	7.78	-
8	B visitbristol.co.uk	1.94%	▪	↓ 86.51%	#255,...	149	00:00:48	3.36	27.87%
9	VL visitliverpool.com	1.62%	▪	↑ 2.48%	#215,...	125	00:00:00	1.00	100%
10	◯ visitbath.co.uk	0.13%	▪	↓ 96.82%	#232,...	10	00:06:40	12.00	-

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Display Traffic Trend (Aug 21-Jul 22)

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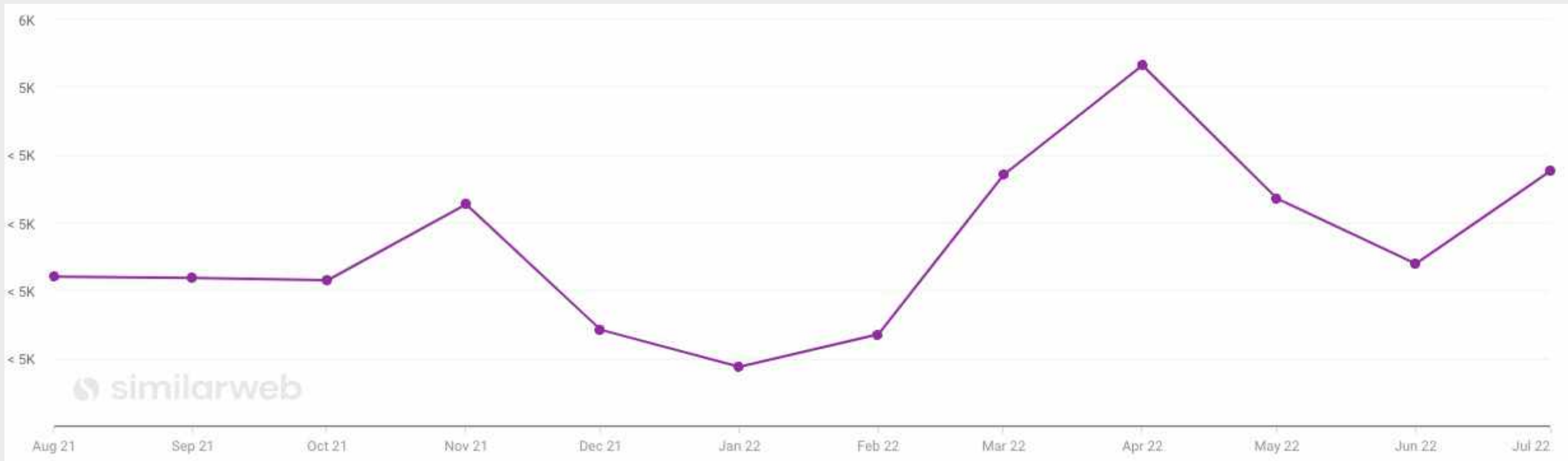
Display Traffic Leaders (July 22)

	Domain (5)	Traffic Share ↓		Change	Rank	Monthly Visits	Visit Duration	Pages/V...	Bounce Rate
1	visitscotland.com	52.16%		↑ 187.35%	#36,9...	2K	00:00:04	1.10	95.94%
2	visitwales.com	19.76%		↑ 155.59%	#144,...	744	00:00:08	1.31	68.42%
3	visitmanchester.co...	12.13%		↓ 50.98%	#167,...	456	00:00:00	1.44	68.35%
4	visitliverpool.com	8.41%		↑ 100.74%	#215,...	316	00:00:00	1.00	100%
5	discovernorthernir...	7.53%		-	#314,...	283	00:00:00	1.00	100%

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Summary

- Currently the key marketing channel for DMO's in **Organic Search.**

- A large increase in **Direct traffic** often demonstrates the use of **display style advertising** across both Google and Social media channels. There's also a strong likelihood of other digital and offline media being used here too.

- **Referral traffic** is the 3rd highest contributor of traffic to the sites in our analysis. This also has a strong knock on effect for **Organic traffic** due to the impact that link building can have on Domain ratings.

- **Paid search** still appears to be an underutilised platform for a number of DMO's.

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Audience Overview

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Geography (Aug 21)

		Country	↓ Traffic Share	Visits	Growth	Change	Avg. Visit Du...	Pages per Vi...	Bounce Rate
☐	1	🇬🇧 United Kingdom	82.72% ▬▬	2.173M	-	-	00:02:57	2.92	58.30%
☐	2	🇺🇸 United States	4.17% ▬	109,673	-	-	00:01:33	2.49	66.16%
☐	3	🇩🇪 Germany	1.57%	41,293	-	-	00:02:28	2.59	56.83%
☐	4	🇫🇷 France	1.30%	34,225	-	-	00:01:39	2.59	55.90%
☐	5	🇮🇪 Ireland	0.89%	23,457	-	-	00:02:28	2.13	67.36%
☐	6	🇮🇹 Italy	0.78%	20,529	-	-	00:01:33	2.09	62.13%
☐	7	🇪🇸 Spain	0.68%	17,927	-	-	00:02:23	2.95	60.87%
☐	8	🇳🇱 Netherlands	0.58%	15,179	-	-	00:02:38	2.63	61.63%
☐	9	🇨🇦 Canada	0.57%	14,982	-	-	00:00:51	1.68	77.39%
☐	10	🇮🇳 India	0.47%	12,373	-	-	00:01:46	2.04	64.14%
☐	11	🇨🇭 Switzerland	0.40%	10,508	-	-	00:02:17	2.74	61.38%
☐	12	🇦🇺 Australia	0.37%	9,833	-	-	00:01:17	1.70	77.51%
☐	13	🇧🇪 Belgium	0.36%	9,342	-	-	00:02:49	2.63	51.16%
☐	14	🇹🇷 Turkey	0.30%	7,856	-	-	00:02:58	2.13	54.44%
☐	15	🇩🇰 Denmark	0.21%	5,593	-	-	00:01:45	1.95	62.15%
☐	16	🇵🇱 Poland	0.20%	5,315	-	-	00:01:52	1.80	64.01%

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Geography (July 22)

		Country	↓ Traffic Share	Visits	Growth	Change	Avg. Visit Du...	Pages per Vi...	Bounce Rate
☐	1	🇬🇧 United Kingdom	65.62% ▬▬	1.577M	-	-	00:02:26	2.41	62.83%
☐	2	🇺🇸 United States	8.88% ▬	213,514	-	-	00:02:23	2.17	67.44%
☐	3	🇩🇪 Germany	2.72% ▬	65,355	-	-	00:03:22	2.37	59.70%
☐	4	🇫🇷 France	2.51% ▬	60,442	-	-	00:03:11	3.21	58.62%
☐	5	🇮🇹 Italy	1.81% ▬	43,538	-	-	00:04:09	4.19	57.84%
☐	6	🇪🇸 Spain	1.62% ▬	39,057	-	-	00:03:04	2.76	61.50%
☐	7	🇳🇱 Netherlands	1.62% ▬	39,050	-	-	00:05:34	5.60	51.21%
☐	8	🇨🇦 Canada	1.24% ▬	29,763	-	-	00:01:42	2.29	72.38%
☐	9	🇨🇭 Switzerland	1.20% ▬	28,952	-	-	00:03:15	2.91	49.57%
☐	10	🇮🇪 Ireland	1.08% ▬	25,895	-	-	00:02:52	2.71	61.19%
☐	11	🇦🇺 Australia	0.95% ▬	22,932	-	-	00:03:29	2.38	64.82%
☐	12	🇮🇳 India	0.90% ▬	21,644	-	-	00:02:46	2.43	58.55%
☐	13	🇧🇪 Belgium	0.76% ▬	18,381	-	-	00:02:59	2.73	57.03%
☐	14	🇵🇱 Poland	0.58% ▬	13,936	-	-	00:01:21	1.82	79.06%
☐	15	🇮🇱 Israel	0.45% ▬	10,833	-	-	00:02:14	2.62	59.63%
☐	16	🇳🇴 Norway	0.43% ▬	10,343	-	-	00:01:36	1.94	68.64%

Similarweb data

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Geographical Growth (Aug 21 – Jul 22)

Similarweb data
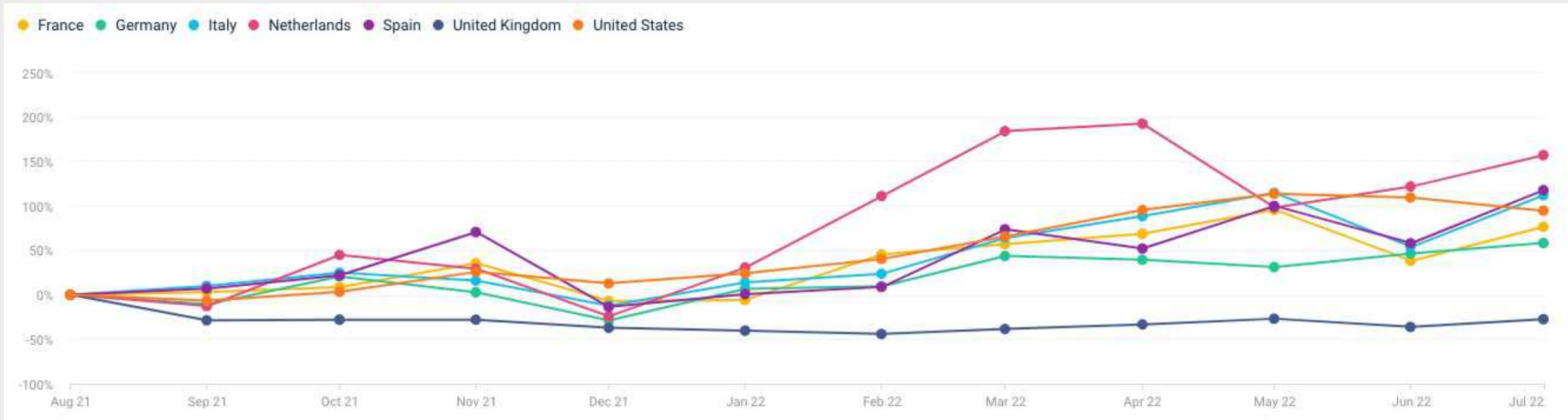
Quick Demographic Stats

Gender distribution

- Male **43%**
- Female **57%**

Age distribution

18-24	25-34	35-44	45-54	55-64	65+
14%	29%	21%	17%	12%	8%

Similarweb data

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Demographic Breakdown (Aug 21 –Jul 22)

#	Domain (31)	Traffic Share ↓	Male vs Female		18-24	25-34	35-44	45-54	55-64	65+
1	visitlondon.com	23.06%	41.3%	58.7%	18.5%	37.3%	20.5%	12.5%	6.9%	4.3%
2	visitscotland.com	14.02%	46.5%	53.5%	11.6%	25.0%	20.8%	18.6%	13.9%	10.1%
3	visitwales.com	5.70%	44.4%	55.6%	10.7%	24.0%	21.4%	19.5%	14.1%	10.1%
4	visitmanchester.com	4.34%	43.2%	56.8%	16.5%	31.8%	21.5%	15.8%	8.9%	5.4%
5	visitcumbria.com	4.19%	47.9%	52.1%	10.0%	23.1%	21.5%	20.0%	14.6%	10.8%
6	visitliverpool.com	4.11%	43.0%	57.0%	15.0%	28.7%	21.4%	16.9%	10.8%	7.1%
7	visit-dorset.com	4.07%	41.2%	58.8%	9.2%	22.9%	21.3%	19.3%	15.1%	12.2%
8	visitbristol.co.uk	3.76%	42.2%	57.8%	14.6%	30.2%	21.6%	16.4%	10.5%	6.7%
9	yorkshire.com	3.36%	43.9%	56.1%	9.4%	22.3%	21.2%	19.9%	15.2%	12.0%
10	visitcornwall.com	3.11%	41.5%	58.5%	10.2%	23.5%	21.1%	19.6%	14.6%	11.1%
11	visitengland.com	3.07%	40.9%	59.1%	13.6%	28.3%	21.1%	17.0%	11.7%	8.3%
12	visitblackpool.com	2.77%	44.4%	55.6%	12.0%	24.9%	21.7%	19.3%	13.2%	8.9%
13	visitpeakdistrict.com	2.59%	46.1%	53.9%	11.8%	25.0%	21.1%	18.6%	13.5%	10.0%
14	visitbath.co.uk	2.56%	38.5%	61.5%	14.2%	30.1%	21.2%	16.1%	10.7%	7.6%
15	visit-hampshire.co.uk	2.52%	43.1%	56.9%	10.5%	22.7%	21.1%	19.4%	15.0%	11.4%

Similarweb data

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Demographic Breakdown (Aug 21 –Jul 22)

#	Domain (31)	Traffic Share ↓	Male vs Female	18-24	25-34	35-44	45-54	55-64	65+
16	visitbirmingham.com	2.37%	43.1% 56.9%	17.2%	30.9%	21.5%	15.5%	9.1%	5.8%
17	visitsoutheastengland...	2.01%	41.1% 58.9%	11.0%	25.2%	21.2%	18.2%	13.9%	10.5%
18	visit-nottinghamshire....	2.01%	44.6% 55.4%	17.2%	27.6%	21.0%	16.9%	10.4%	6.8%
19	discovernorthernirela...	1.87%	48.1% 51.9%	12.5%	26.7%	22.8%	19.0%	11.7%	7.3%
20	visitnorthumberland.c...	1.57%	41.7% 58.3%	9.3%	21.6%	20.2%	19.6%	16.2%	13.0%
21	visitwiltshire.co.uk	1.44%	41.7% 58.3%	9.4%	22.2%	20.6%	19.1%	15.5%	13.1%
22	northyorkmoors.org.uk	1.44%	50.1% 49.9%	10.0%	21.3%	19.8%	19.7%	15.7%	13.4%
23	visitleicester.info	0.78%	46.7% 53.3%	16.6%	28.6%	21.9%	16.4%	10.0%	6.6%
24	visitkent.co.uk	0.72%	44.0% 56.0%	11.5%	25.1%	21.4%	18.6%	13.5%	9.9%
25	experienceoxfordshire...	0.56%	43.8% 56.2%	13.4%	28.9%	22.6%	16.7%	10.9%	7.4%
26	visitsomerset.co.uk	0.52%	45.9% 54.1%	11.3%	23.4%	21.1%	19.0%	14.2%	10.9%
27	cotswolds.info	0.51%	46.4% 53.6%	11.3%	24.8%	21.0%	18.2%	13.7%	11.0%
28	visiteastofengland.com	0.42%	45.2% 54.8%	11.0%	23.3%	21.0%	18.9%	14.4%	11.5%
29	exploregloucestershir...	0.38%	43.9% 56.1%	11.2%	23.9%	21.2%	18.6%	14.2%	10.9%
30	visitlincolnshire.com	0.11%	54.0% 46.0%	12.4%	23.5%	20.2%	18.3%	14.0%	11.6%

Similarweb data

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Summary

- The YoY comparison shows us that Geographically, DMO's are receiving hugely increased traffic from **outside the UK** in 2022. Specifically we can see countries such as the US, Germany, France and Ital's traffic has doubled to these DMO sites.

- The **Geographical growth** information helps highlight which countries are driving more or less traffic throughout specific months of the year.

- **Demographically** we see that **city level** DMO's tend to obtain traffic from a **younger** part of the population.

- **County and National** DMO sites often receive a more mixed range of age groups.

Similarweb data

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Persona Overview

Meltwater Data

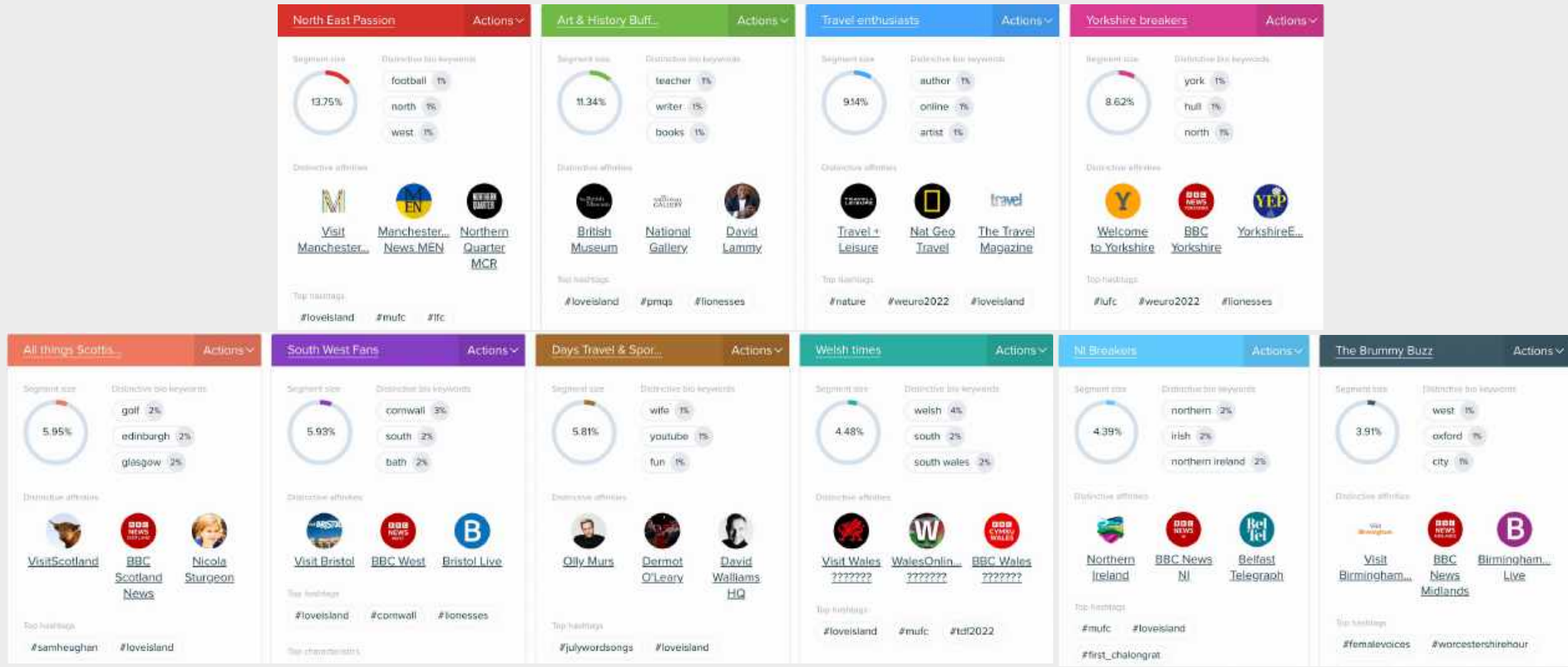*Combined*

Combined Data

Audience definition

The following criteria was used to create the audience for this report

Followers of

Include any

@visitlondon, @VisitScotland, @visitwales, @DorsetTourism, @VisitCumbria, @visit_mcr, @VisitBristol, @VisitLiverpool, @ILoveCornwallUK, @VHEY_UK, @Welcome2Yorks, @LakesCumbria, @vpdd, @visit_bham, @VisitEngland, @visitBlackpool, @VisitHampshire, @visitbath, @VisitSEEngland, @DiscoverNI, @VisitNland, @VisitNotts, @VisitWiltshire, @northyorkmoors, @visit_leicester, @VisitKent, @VisitSomerset, @ExperienceOx, @Eastenglanduk, @exploreglos, @Visit_Lincs, @VisitWorcester, @VisitDevon, @visitneengland, @VisitCambs, @VisitCheshire, @VisitHeartYorks, @VisitSurrey, @VisitLancashire, @VisitDeanWye, @Visit_Wirral, @VisitCardiff, @visit_snowdonia, @goeastlothian
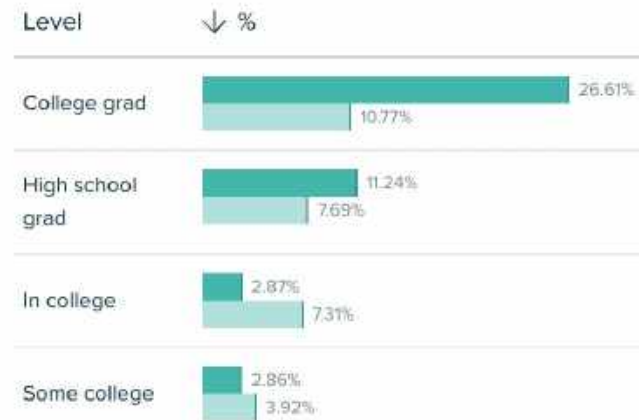
anicca15 Meltwater data
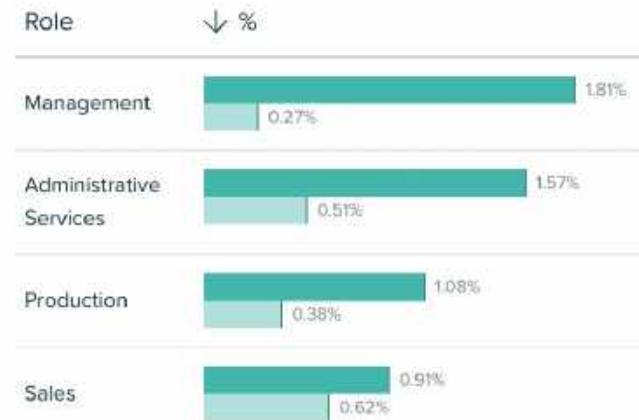
Combined Persona

Combined Socioeconomics

Education level

This graph shows the distribution of the highest education level reached based on self-reported data on social networks and its difference versus the baseline.
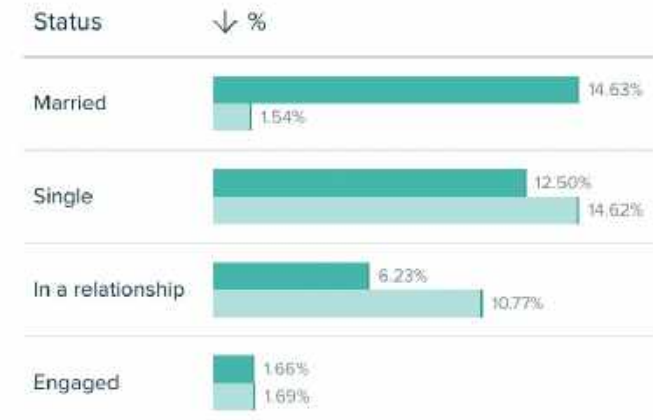
Level	↓ %	
College grad	26.61%	
	10.77%	
High school grad	11.24%	
	7.69%	
In college	2.87%	
	7.31%	
Some college	2.86%	
	3.92%	

Job industry

This graph shows the distribution of the job industries based on self-reported data on social networks and its difference versus the baseline.

Role	↓ %	
Management	1.81%	
	0.27%	
Administrative Services	1.57%	
	0.51%	
Production	1.08%	
	0.38%	
Sales	0.91%	
	0.62%	

Relationship status

This graph shows the distribution of relationship statuses based on self-reported data on social networks and its difference versus the baseline.

Status	↓ %	
Married	14.63%	
	1.54%	
Single	12.50%	
	14.62%	
In a relationship	6.23%	
	10.77%	
Engaged	1.66%	
	1.69%	

anicca15 Meltwater data

Combined Socioeconomics

Family status

This graph shows the distribution of family statuses based on self-reported data on social networks and its difference versus the baseline.

Status	↓ %
Parents (All)	15.29% / 3.08%
Parents with adult children (18-26 years)	4.84% / 0.71%
Parents with teenagers (13-18 years)	2.39% / 0.06%
Parents with preteens (08-12 years)	0.91% / 0.07%

Family status

This graph shows the distribution of family statuses based on self-reported data on social networks and its difference versus the baseline.

Status	↓ %
12 years)	0.07%
Parents with preschoolers (03-05 years)	0.74% / 0.49%
Parents with early school-age children (06-08 years)	0.72% / 0.19%
Parents with toddlers (01-02 years)	0.43% / 0.61%
New parents (0-12 months)	0.39% / 0.72%

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Influencers combined

Filters applied:

Category: Travel ✕   Country: GB ✕   Network: Instagram ✕   Micro influencers: max 100 000 followers ✕

anicca15 Meltwater data

Influencers combined

Filters applied:
Category: Travel ✕   Country: GB ✕   Network: Instagram ✕   Micro influencers: max 100 000 followers ✕

Bullring & Grand Cen	Get the latest news from Bullring & Grand Central. Follow on Instagram Bullring and Facebook BullringBirmingham, Account manned 9am-5pm Mon-Fri, http://linktr.e	
Spinningfields	A luxury shopping, dining and leisure district in Manchester. Sign up to our newsletter to hear about offers, news, events and competitions: http://eepurl.com/	
BBC Radio Cornwall	The Sound Of Cornwall. Email: radio.cornwall@bbc.co.uk http://Facebook.com/BBCRadioCornwa... Instagram: @radiocornwall @CornwallSport	
Wales Millennium Cen	The nation's home for the performing arts situated at the heart of Cardiff Bay. (Cymraeg? ewch i @yGanolfan) We're here Mon to Fri 10am - 5pm.	
Titanic Belfast	A world-class visitor attraction telling the story of RMS Titanic, located in the heart of Belfast on the historic Slipways where the ship was built.	
View	Finding delicious food, exciting beverages and the hottest destinations in the UK. For impartial, independent reviews and more, visit http://view.co.uk.	

The Lowry	Check out the website for event & exhibition listings. For ticketing enquiries: info@thelowry.com
Jurys Inn Hotels	35 central #hotels in the UK & Ireland. Need help with a booking or some insider #travel tips? Get in touch, we would be happy to help!
National Galleries o	We are the Scottish National Gallery, Modern One & Two at #ScotModern & the Scottish National Portrait Gallery.
Museum of Liverpool	"There are places I'll remember, All my life though some have changed" ✨ We tell Liverpool's stories from 10-6, Tues-Sun ❤?
Spain in UK	Spanish Tourist Board in the UK ????🔲 http://socialnewsroom.spain.info 🔲 http://facebook.com/spain.info.gb
the Whitworth	We are open Tuesday to Sunday, 10am-5pm, (9pm on a Thursday) FREE entry http://whitworth.manchester.ac.uk Exhibitions, Events, Cafe, Shop, Art Garden & Park
MCR Art Gallery	Opening hours: Tuesday-Sunday 10-5pm. British Art Show 9 now open! #BAS9 http://linktr.ee/mcrartgallery

anicca15 Meltwater data

Influencers combined

Filters applied:

Category: Restaurants&cafes ✕ | Country: GB ✕ | Network: Blogs ✕ | Micro influencers: max 100 000 followers ✕

anicca15 Meltwater data

Influencers combined

Filters applied:

Category: Restaurants&cafes ✕   Country: GB ✕   Network: Blogs ✕   Micro influencers: max 100 000 followers ✕

The Alchemist UK	Theatre Served! Open for breakfast, lunch and dinner. info@thealchemist.uk.com	
Bettys	Making life lovelier since 1919.	
Jo Middleton ?	Blogger of 11 years at Slummy Single Mummy. Copywriter, speaker, word whore. Writer of the "made me laugh AND cry" novel, Playgroups & Prosecco. She/her.	
Fifteen Cornwall	Overlooking the beach with exceptional views across Watergate Bay. Open for breakfast, lunch & dinner. Call 01637 861000	
Food & Drink Guide	Established over 16 years ago, we are the UK's largest publisher of over 28 regional eating out guides. Award-winning blog @fedupanddrunk at the @UKBlogAwards	
Wanderlust Charli	British travel blogger who lives for adventure. Inspiring others to live their dream. Storyteller & scuba diver. It's all on my blog ⬇	
Monica	Travel blogger and weekend adventurer	

ET Speaks From Home	Lifestyle writer: Top 20 UK Parent Blogs 2020, Tots100 2015 & 2016 Top Vloggers; Tots100 Top 20 Blog on Twitter 2014 http://goo.gl/JebWs
L'Enclume	Simon Rogan's restaurant with rooms in the magical village of Cartmel. Instagram: @lenclume
Dobbies	Since 1865, we've grown into one of the UK's favourite garden centres, with a huge range of products in 73 stores across the UK. Account managed Mon-Fri 9-5pm.
Folklore Thursday	#FolkloreThursday is a hashtag day for sharing folklore facts, and a website filled with articles! Founded by @DeeDeeChainey & @WillowWinsham. http://bit.ly/FTB
ConciergeAngel.com	Luxury Travel, Food & Lifestyle Blog. Award Winning Global Wedding, Events & Celebration Directory.
Food Festival Finder	Comprehensive guide to all food-and-drink events in the UK. Shortlisted blog @UKBlogAwards 2015. Sister company to @FoodDrinkGuide http://www.foodfestivalfinder
Young's Pubs	The best pubs across the Capital and south of England. Seasonal Food ? Boutique Bedrooms ? Burger Shacks ?
San Carlo Restaurant	Family owned award winning independent Italian restaurants including San Carlo, Cicchetti, Fumo, Signor Sassi, Gran Cafe, Flying Pizza, Bottega

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Interests combined

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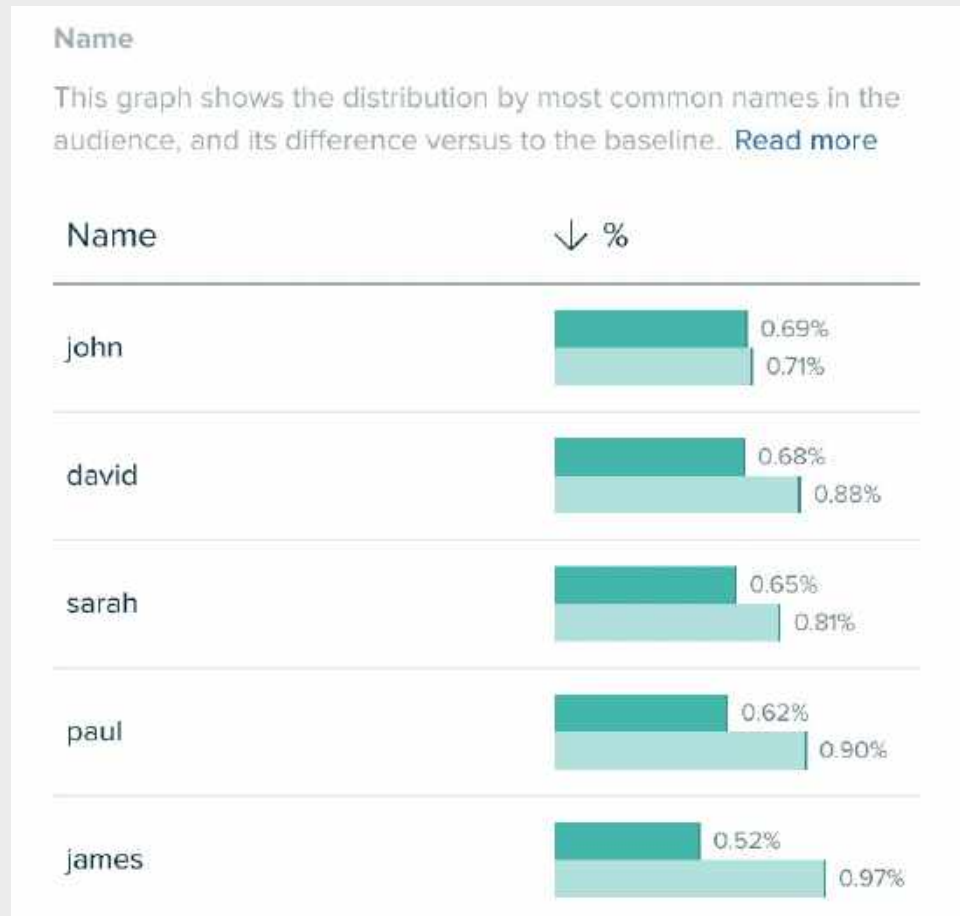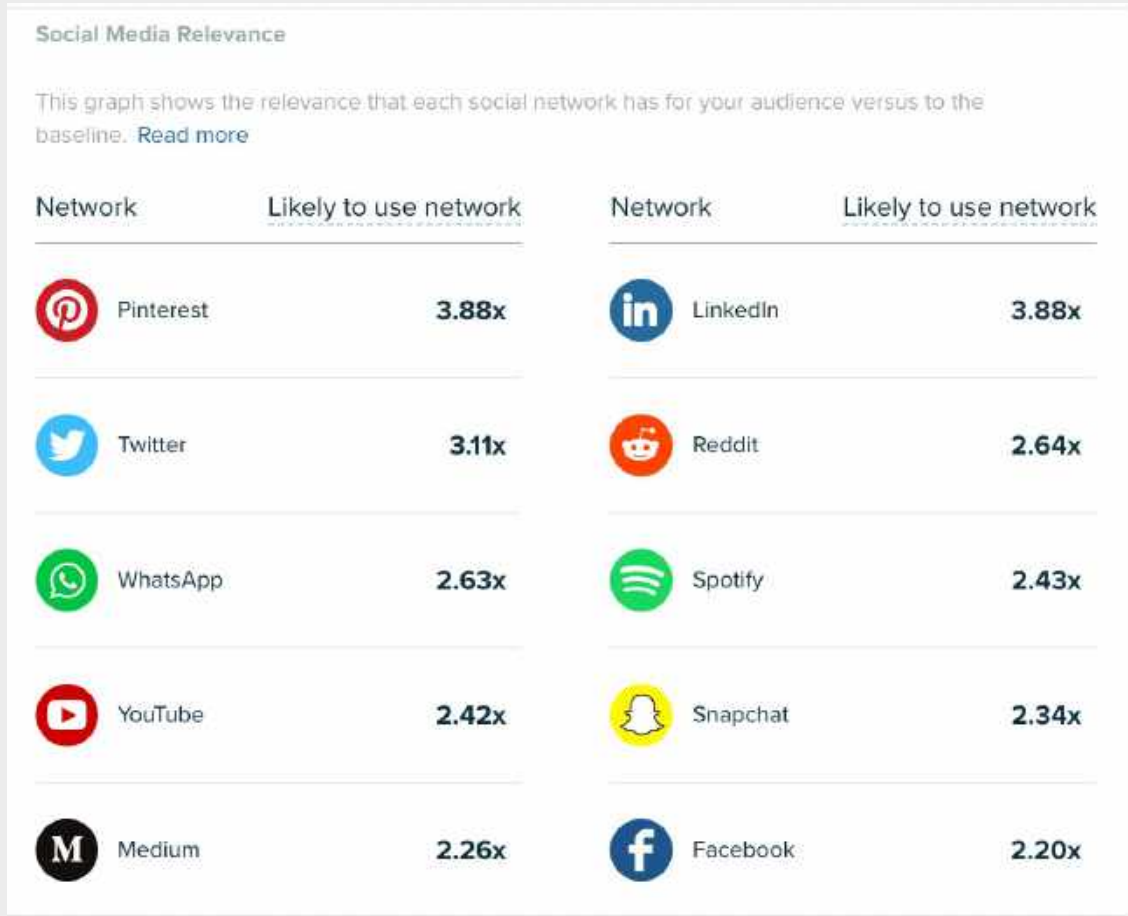# *Channel relevance combined*

Social Media Relevance

This graph shows the relevance that each social network has for your audience versus to the baseline. Read more

Network	Likely to use network	Network	Likely to use network
Pinterest	3.88x	LinkedIn	3.88x
Twitter	3.11x	Reddit	2.64x
WhatsApp	2.63x	Spotify	2.43x
YouTube	2.42x	Snapchat	2.34x
Medium	2.26x	Facebook	2.20x

Content type

This graph shows the content type published by the audience: their own content, answering to conversations or third party content. Read more

Own	Replies	Shares
46.88%	23.92%	29.19%
52.20%	27.66%	20.14%

● Full audience
● UK - General

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Channel relevance combined

Social Media Relevance

This graph shows the relevance that each social network has for your audience versus to the baseline. Read more

Network	Likely to use network		Network	Likely to use network
Pinterest	3.88x		LinkedIn	3.88x
Twitter	3.11x		Reddit	2.64x
WhatsApp	2.63x		Spotify	2.43x
YouTube	2.42x		Snapchat	2.34x
Medium	2.26x		Facebook	2.20x

Name

This graph shows the distribution by most common names in the audience, and its difference versus to the baseline. Read more

Name	↓ %
john	0.69% / 0.71%
david	0.68% / 0.88%
sarah	0.65% / 0.81%
paul	0.62% / 0.90%
james	0.52% / 0.97%

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Persona Overview

Meltwater Data

Comparison

Comparison Data

Audience definition

The following criteria was used to create the audience for this report

Followers of

Include any

@visit_leicester

Audience definition

The following criteria was used to create the audience for this report

Followers of

Include any

@visitlondon, @VisitScotland, @visitwales, @DorsetTourism, @VisitCumbria, @visit_mcr, @VisitBristol, @VisitLiverpool, @ILoveCornwallUK, @VHEY_UK, @Welcome2Yorks, @LakesCumbria, @vpdd, @visit_bham, @VisitEngland, @visitBlackpool, @VisitHampshire, @visitbath, @VisitSEEngland, @DiscoverNI, @VisitNland, @VisitNotts, @VisitWiltshire, @northyorkmoors, @visit_leicester, @VisitKent, @VisitSomerset, @ExperienceOx, @Eastenglanduk, @exploreglos, @Visit_Lincs, @VisitWorcester, @VisitDevon, @visitneengland, @VisitCambs, @VisitCheshire, @VisitHeartYorks, @VisitSurrey, @VisitLancashire, @VisitDeanWye, @Visit_Wirral, @VisitCardiff, @visit_snowdonia, @goeastlothian

anicca15 Meltwater data

Persona

Socioeconomics

Family status

This graph shows the distribution of family statuses based on self-reported data on social networks and its difference versus the baseline.

Status	↓ %
Parents (All)	15.84% / 15.29%
Parents with adult children (18-26 years)	5.24% / 4.84%
Parents with teenagers (13-18 years)	2.69% / 2.39%
Parents with preteens (08-12 years)	1.05% / 0.91%

Family status

This graph shows the distribution of family statuses based on self-reported data on social networks and its difference versus the baseline.

Status	↓ %
12 years)	0.91%
Parents with preschoolers (03-05 years)	0.89% / 0.74%
Parents with early school-age children (06-08 years)	0.83% / 0.72%
Parents with toddlers (01-02 years)	0.55% / 0.43%
New parents (0-12 months)	0.50% / 0.39%

anicca15 Meltwater data

Influencers

Filters applied:

Category: Travel ✕   Country: GB ✕   Network: Instagram ✕   Micro influencers: max 100 000 followers ✕

Meltwater data

Influencers

Filters applied:
Category: Travel ✕   Country: GB ✕   Network: Instagram ✕   Micro influencers: max 100 000 followers ✕

Name	Biography
Highcross	Discover stylish stores, destination dining and a 12-screen Showcase Cinema de Lux I Instagram: highcross I http://facebook.com/highcross Monitored weekdays.
Leicester Forest RFC	Leicester Forest RFC is a volunteer run Rugby Football Club with a fantastic girl's section thanks to the hard work and dedication of its volunteers. ??
Firebug	Bar and Venue. Opened in the summer of 2004, Firebug has fast become an essential part of Leicester's night life, as well as a quiet retreat in the day.
The Spark	Extraordinary experiences for children, sparking creativity and change. Theatre, dance, music, visual arts & digital media for 0-13 years.
Exchange Bar	Bar & café in the heart of Leicester's Cultural Quarter opposite Curve theatre. Open early morning to very late at night.

KRIII Visitor Centre	Home to the original resting place of King Richard III and now an award-winning exhibition.
More Mercury	Thanks for reading. You can still follow us all here. You know, if you want: @gemmapeplow @writeexposure @staplessarah1 @gemma__collins @JournoBecky
Holiday Inn Leiceste	Located right in the city centre, this recently refurbished hotel is perfect to base yourself for exploring the city and its surroundings.
Gelato Village	Award winning authentic Italian gelato from Antonio & Daniele in the heart of Leicester. Queens Road branch opening Spring 2022.
The Tree	The Tree, is a neighbourhood hangout serving up freshly made artisan pots, pizzas, a Vegan menu plus tasty beers and a selection of cocktails.
Taps Bar	info@taps-leicester.com 0116 2530 904

anicca15 Meltwater data

Influencers

Filters applied:

Category: Restaurants&cafes ✕   Country: GB ✕   Network: Blogs ✕   Micro influencers: max 100 000 followers ✕

Meltwater data

Influencers

Filters applied:
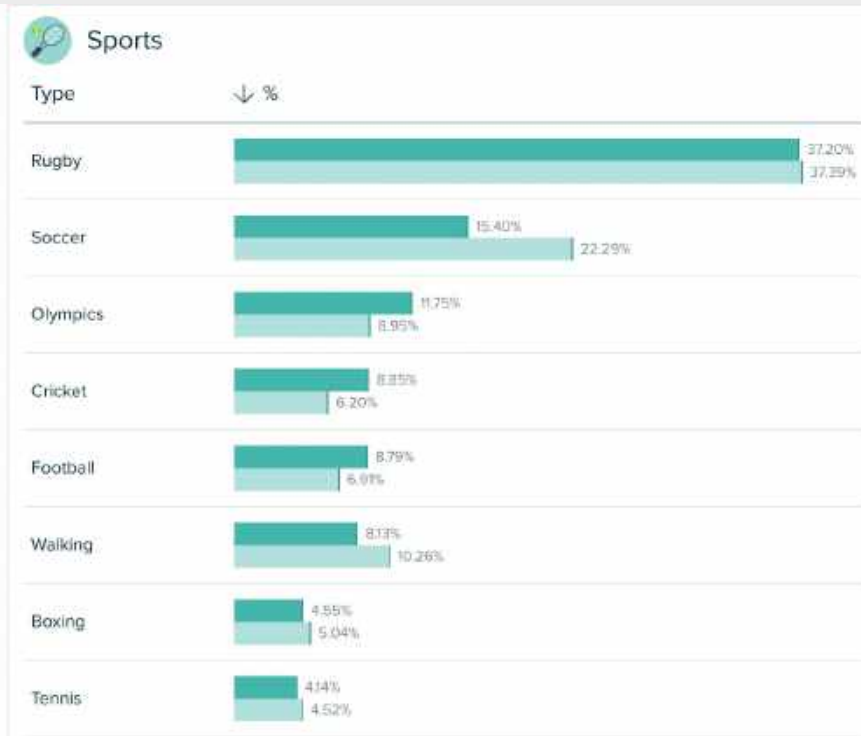Category: Restaurants&cafes ✕ | Country: GB ✕ | Network: Blogs ✕ | Micro influencers: max 100 000 followers ✕
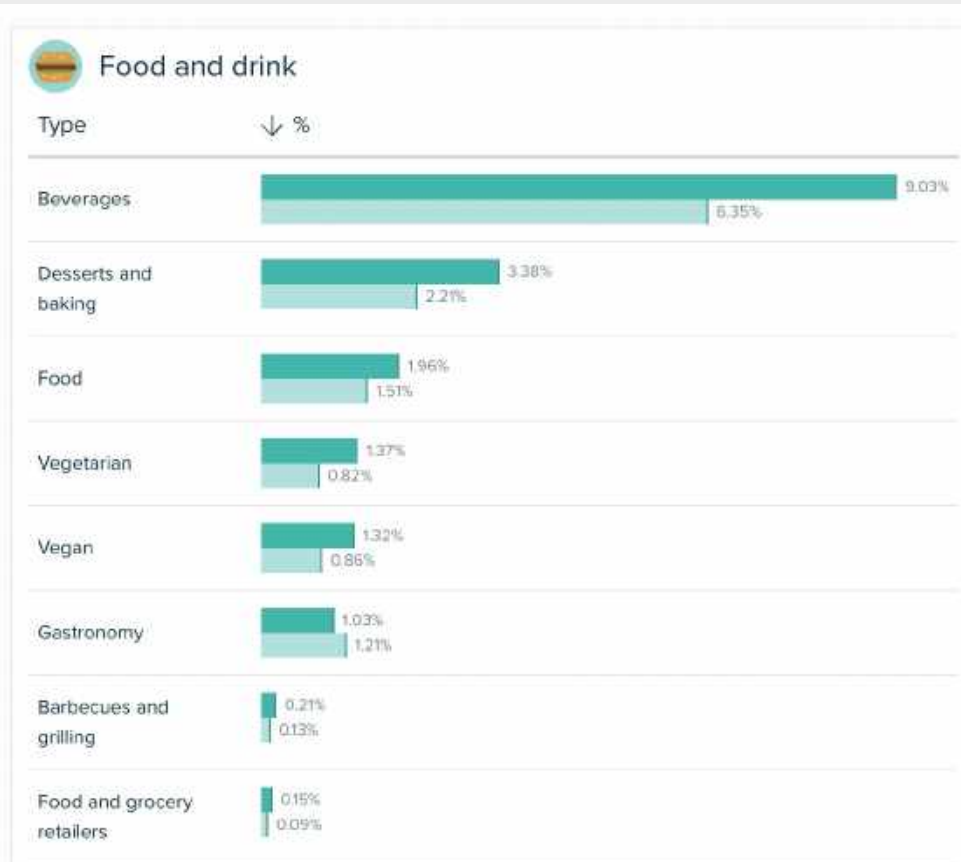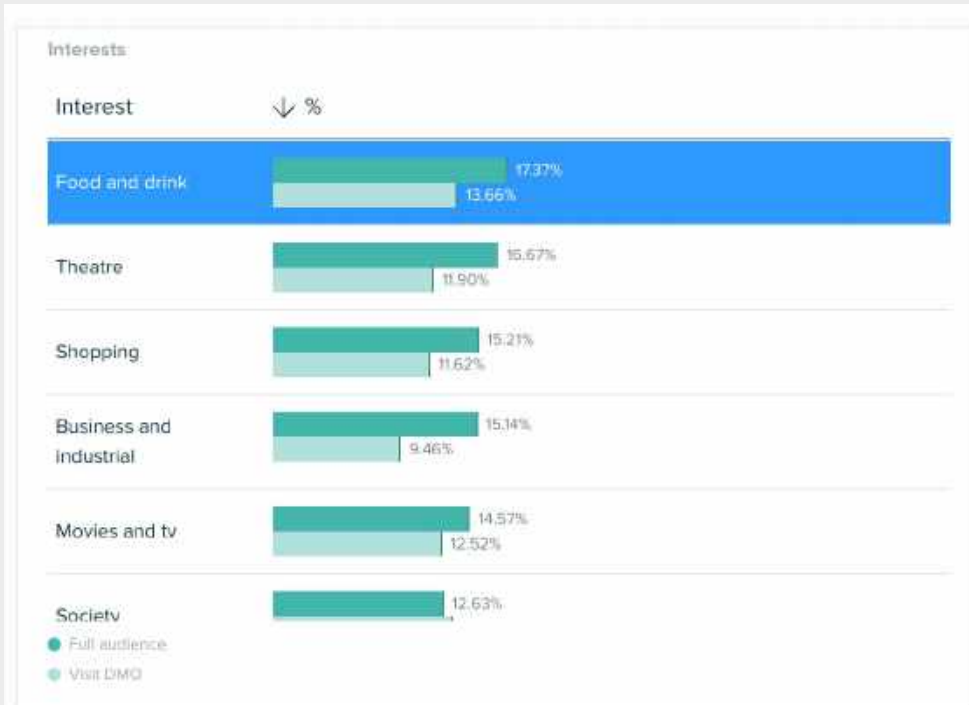
BrewDog Leicester — Welcome to Planet BrewDog. 28 Taps of Awesomeness. Home to RED's True BBQ. Bottle Shop. TopDog Venue Hire. Retro Consoles & Pool Tables.

Coast to Coast — Welcome to Coast to Coast an 'All-American' Restaurant & Bar!

????? (Theatre&Tonic — PR & Digital Account Manager I Theatre Blogger & News/Reviews @WESTENDBF ? I theatreandtonic@gmail.com ? I ??? ????? ??? ?? ???

Emily Coates — Food blogger and freelance copywriter. Likes sushi, pasta making, macaron baking, Earl Grey and Bakewell tarts. ENFJ. Tea sweet and strong, please. #fdbloggers

Walkabout Leicester — the awesome spirit of Australia - right in the heart of Leicester! great drinks, food and awesome atmosphere!

Zizzi — Rustica pizza seeker? More-cheese-pleaser? Pasta dreamer? Zizzi is for you? Share your Great Times #MyZizzi ? We're here on Twitter, Monday to Friday.

Bistrot Pierre — An independent group of French bistrots, specialising in great value provincial cooking made with authentic, fresh ingredients.

Krispy Kreme UK — Our tweets are like our doughnuts Made Fresh Daily ?

Shamshad Walker Mark — Marketing consultant, mentor & trainer. Help businesses to develop marketing strategies that increase engagement with their customers and generate leads.

Patisserie Valerie — Patisserie Valerie are passionate about handcrafting amazing patisserie since 1926. Page is monitored Mon-Fri-9am-5pm

Rachel Nicole — Yorkshire based Travel and Lifestyle Blogger ✈ Enquires: rachel.nicole-x@hotmail.com

Pizza Hut Deliver — Welcome to Pizza Hut Delivery UK! Get our latest offers and order online ???

Daddy & Dad — ???? Daddy, Dad, Lyall and Rich ? Britain's #1 family lifestyle blog ? A safe place for our trans friends

CJ — 30 Something.. Northern Lad. Influencer / Blogger Amazon Wish List - https://www.amazon.co.uk/hz/wishlist/ls/2TU7N5IBCW6X8?ref_=wl_share

askitalian — Eat in or takeaway ?? Click the link to find your ASK and save a seat. For Customer Services, best way to get in touch is twitter@askitalian.co.uk
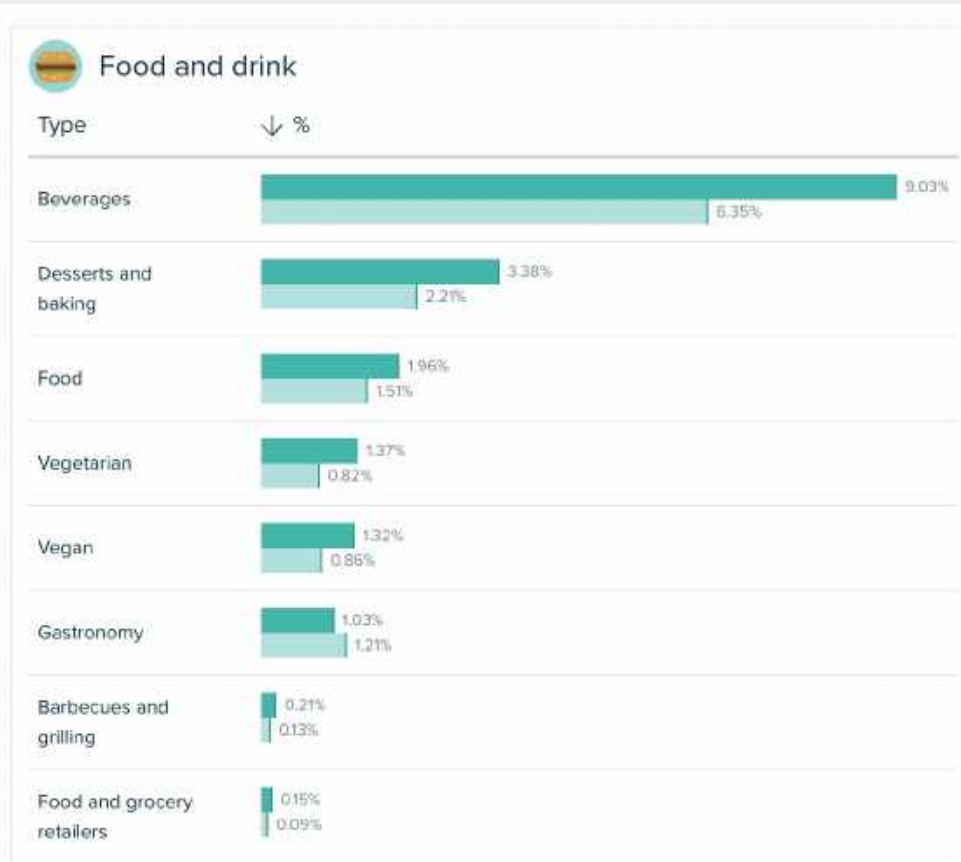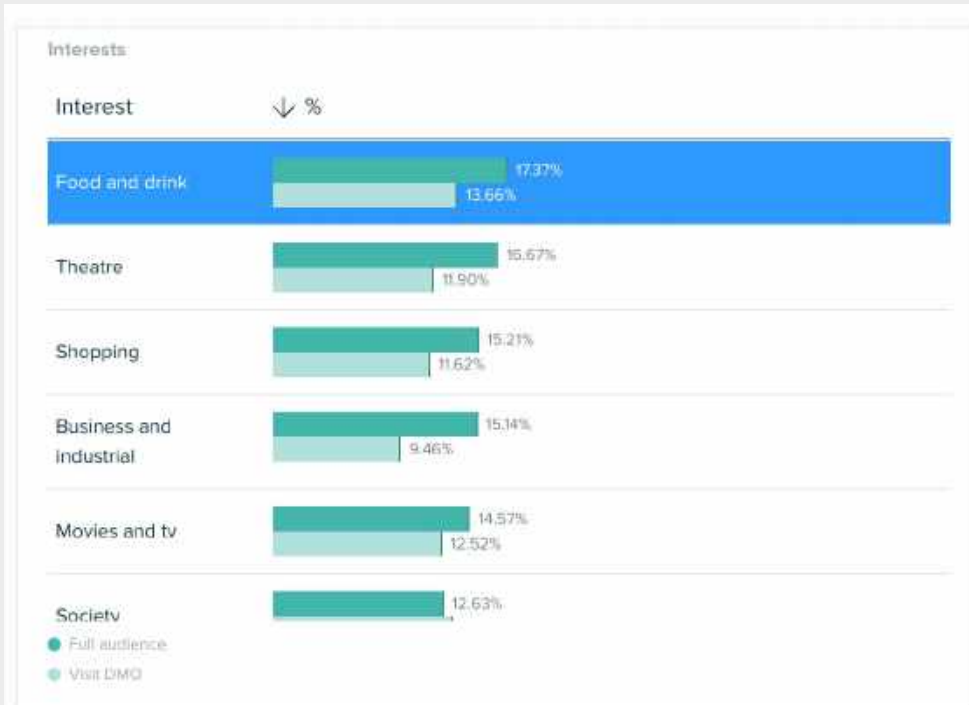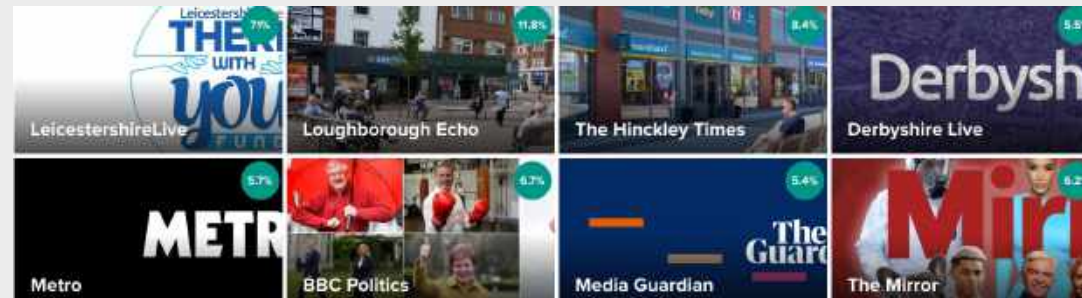
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Interests

Interests

Meltwater data

Interests

Online Media Affinity

APPS

Online Shows

Websites

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Personality type

49%
Neurotic

50%
Open

58%
Agreeable

56%
Conscientious

53%
Extraverted

Powered by
IBM Watson
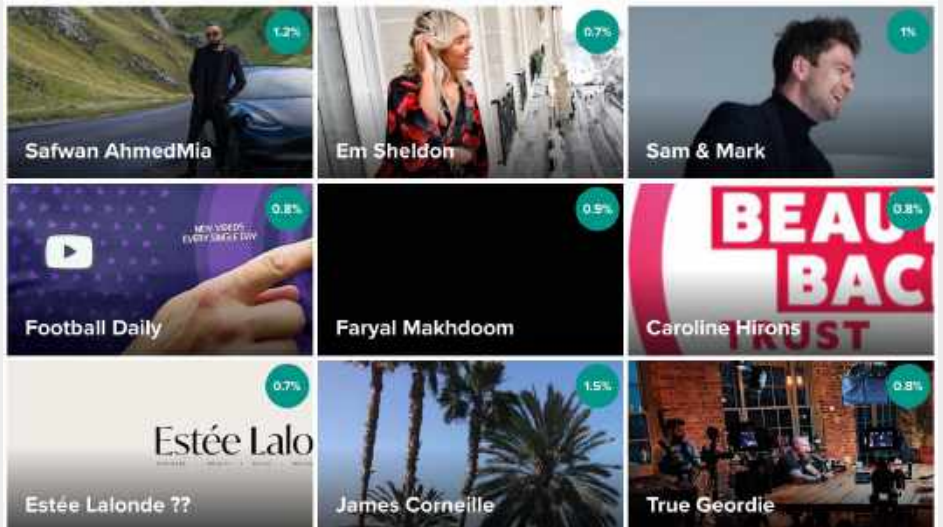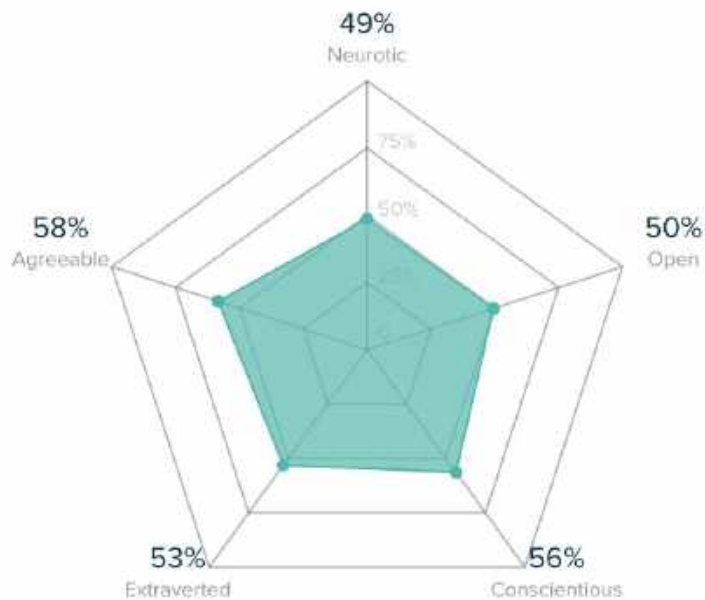
Personality

They are helpful, active and expressive.

They are trusting of others: they believe the best in others and trust people easily. They are energetic: they enjoy a fast-paced, busy schedule with many activities. And they are accommodating: they are easy to please and try to avoid confrontation.

Needs

Their choices are driven by a desire for organization.

Values

They consider both independence and tradition to guide a large part of what they do. They like to set their own goals to decide how to best achieve them. And they highly respect the groups they belong to and follow their guidance.

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Channel relevance

Social Media Relevance

This graph shows the relevance that each social network has for your audience versus to the baseline. Read more

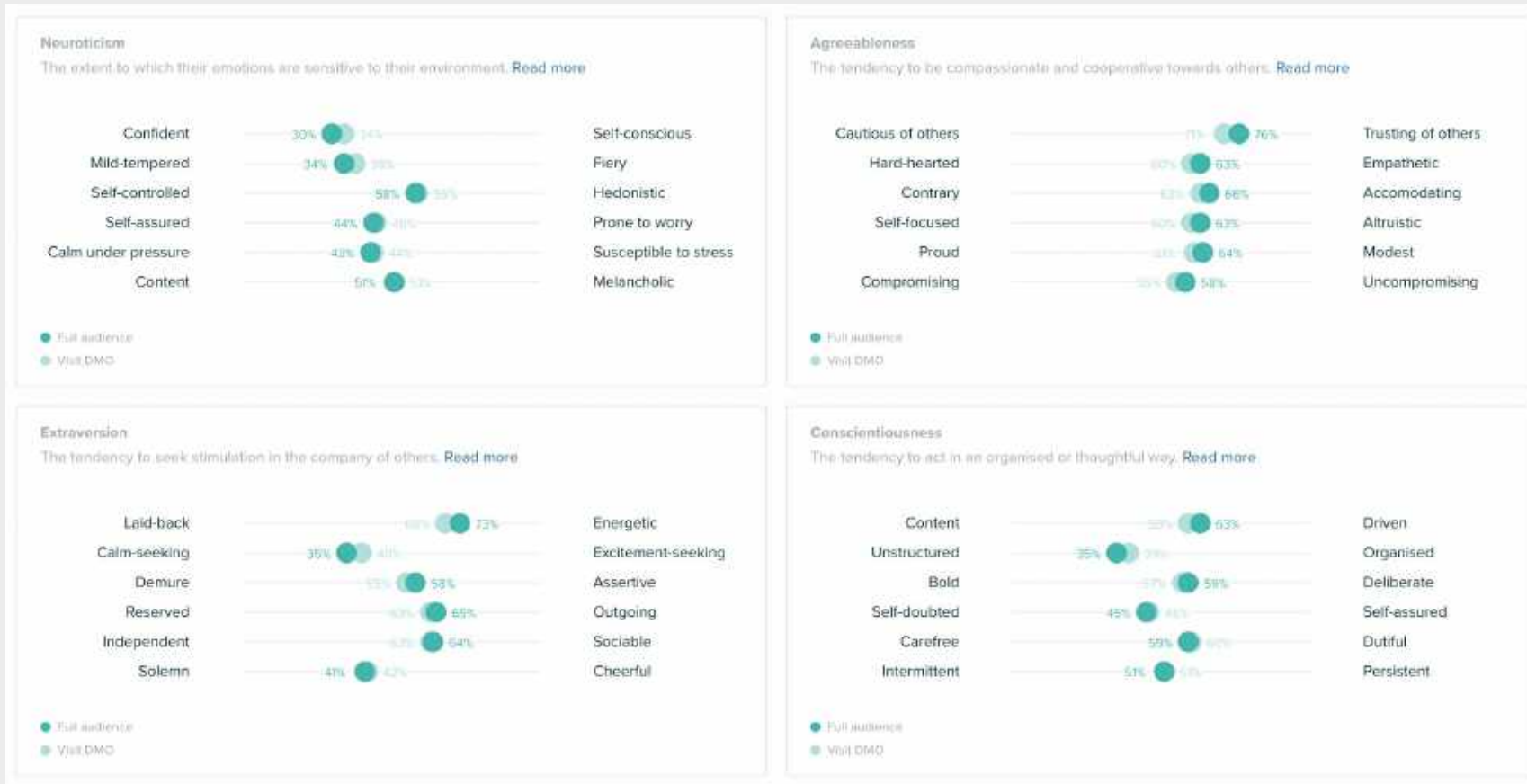| Network	Likely to use network		Network	Likely to use network
LinkedIn	1.95x		WhatsApp	1.63x
SoundCloud	1.53x		Pinterest	1.44x
Spotify	1.41x		Facebook	1.38x
Instagram	1.33x		Reddit	1.21x
Twitter	1.17x			

Content type

This graph shows the content type published by the audience: their own content, answering to conversations or third party content. Read more

	Own	Replies	Shares
	47.04%	20.73%	32.24%
	46.88%	23.92%	29.19%

● Full audience
● Visit DMO

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Channel relevance

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Network	Likely to use network	Network	Likely to use network
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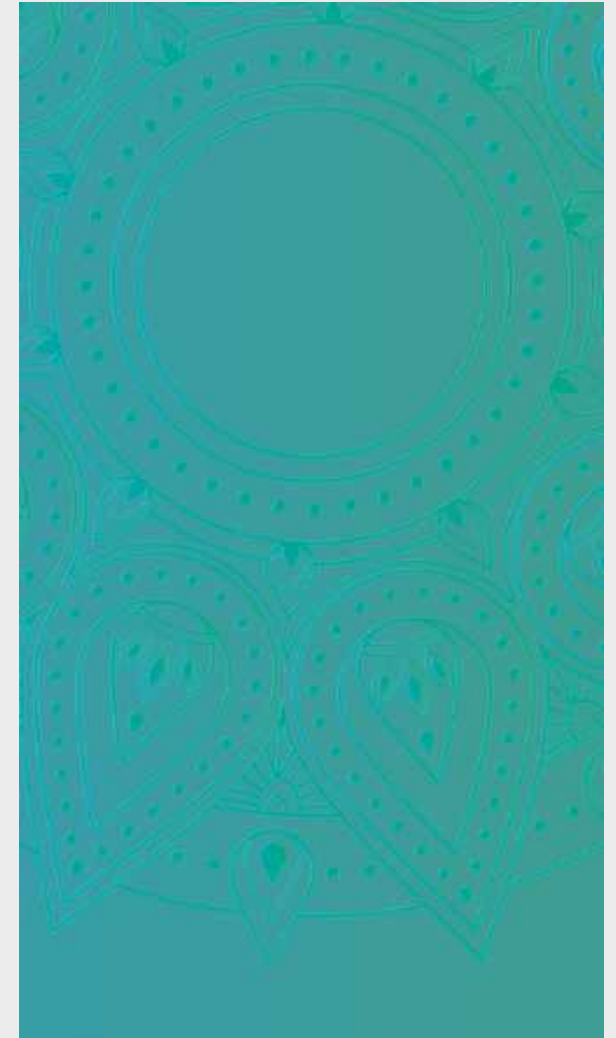|	
james	0.67% / 0.52%
sarah	0.65% / 0.65%
paul	0.62% / 0.62%
chris	0.55% / 0.47%

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Data in action

Data in action

Next Steps

- How can this be useful for you?
- We will send you this deck post webinar.
- Would you like a run down of your own data?
- If so please get in touch and come armed with potential near campaigns?
- Do you need to entice footfall for annual events? (Halloween, Fireworks, or Christmas?)
- Is there a 2023 initiative you need help with?
- We are a full service agency from Insight to creative.

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Thank you

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