



## 2018 Facts & Figures Infographic

Throughout 2018 we rolled out some new design elements, re-freshed a lot of our content and made byronbay.com much more mobile friendly.

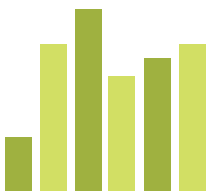
We adapted for the big changes to Facebook's page reach by adjusting our content, focusing more attention to Instagram and re-visiting Pinterest.

We launched our 'Pay for Performance' listing option, which has been popular with local businesses interested in more direct enquiries / bookings.

Looking ahead, you can expect more tweaks to our design, some enhanced features and the continued re-freshing of our content.

Cheers  
Rick Slater

### byronbay.com's weekly audience



- 15-20k weekly website visitors; [www.byronbay.com](http://www.byronbay.com) / [www.byronbayblog.com.au](http://www.byronbayblog.com.au)
- 4.5-5.8k leads for our partners and advertisers each week
- Fresh weekly content; 10-15 event listings and 5-8 blog posts.
- Website visitors devices; 57% mobile, 35% computer and 8% tablet.
- Visitor sex; 65.4% female / 34.6% male
- Visitor age; 46.2% are 18-34yrs, 36.3% are 35-54yrs, 17.5% are 55-65+yrs
- Worldwide visitors; 83% AU, 3.6% USA, 3.1% UK, 2.3% NZ
- Australian visitors; 42.5% Syd, 24.8% Bris, 14.7% Melb, 3.7% GC



- 106k Facebook Fans; [www.facebook.com/byron.bay.nsw](http://www.facebook.com/byron.bay.nsw)
- 30-45k weekly reach, 10-20k weekly engagement, 2.7k mins of video viewed weekly
- Fresh weekly content; 25-30 Facebook posts
- 5.6k reviews, average 4.6 out of 5
- Fans sex; 67% female / 33% male
- Fans age; 34% are 18-34yrs, 42% are 35-54yrs, 24% are 55-65+yrs
- Worldwide Fans; 69% AU, 4.7% UK, 2.6% USA, 2.6% DE, 2%NZ, 2% BR
- Australian Fans; 19.4% Bris, 15.9% Syd, 11.1% Melb, 10.8% GC



- 40k Instagram Followers; [@byron.bay.nsw](http://www.instagram.com/byron.bay.nsw)
- 20-40k weekly reach, engagement rate of 2%
- 350-450k weekly impressions
- Fresh weekly content; 20-25 Instagram posts and 5-7 Stories
- Our unique hashtag, #visitbyron has 38k posts
- Followers sex; 71% female / 29% male
- Followers age; 51% are 13-34yrs, 42% are 35-54yrs, 7% are 55-65+yrs
- Worldwide Followers; 65% AU, 4% UK, 4% USA, 2% BR, 1% DE
- Australian Followers; 20% Syd, 12.3% Melb, 10.8% Bris, 7.7% GC



- 3.3k Twitter Followers; [@byronbay](http://www.twitter.com/byronbay)
- 15-20k weekly impressions, engagement rate of 1.8%
- 30-40 weekly re-tweets
- Fresh weekly content; 20-25 twitter posts
- Followers sex; 59% female / 41% male
- Worldwide Followers; 57% AU, 11% UK, 9% USA, 3% JP, 2% CA
- Australian Followers; 31% NSW, 12% QLD, 9% VIC



- 253 Pinterest Followers; [www.pinterest.com.au/byronbay](http://www.pinterest.com.au/byronbay)
- 3.6k weekly viewers
- Fresh weekly content; 15-30 pins
- Followers sex; 86.1% female / 6.1% male
- Followers age; 58.3% are 18-34yrs, 29.4% are 35-54yrs, 12.3% are 55-65+yrs
- Worldwide Followers; 27.7% USA, 22.7% AU, 5.3% UK, 2.9% DE, 2.5% CA



- We are 100% digital and our publishing and marketing work together to attract, inform and engage with two-thirds of the regions visitors.
- You can learn more about measuring and comparing byronbay.com's audience across these platforms via our 6 minute video; [www.bbay.me/video](http://www.bbay.me/video)
- If your business is looking for more direct bookings, enquiries and exposure, please browse the detail of our fees and services at; [www.byronbay.com/about-us](http://www.byronbay.com/about-us)