



## 2021 *interim* digital media kit Advertising and partner opportunities

*After a year of uncertainty, we are in the process of tweaking our services to be more resilient and responsive to the shifting needs of both our visitors and our clients. If you are a potential new client, please get in touch and we'll provide detail on getting listed now and outline the changes we have in mind.*

Established 1997, byronbay.com attracts, informs and engages with two-thirds of Byron's annual visitors via its website, blogs and social media.

Unparalleled domestic and international reach makes byronbay.com the key resource for people planning to visit the region.

A local, independent business, byronbay.com provides a sense of place and a direct connection that travellers can't find anywhere else.

Byronbay.com works with businesses who want to increase direct enquiries and bookings while amplifying their connection to Byron and the people who visit.



## Website traffic

All up, our websites recorded 726,863 visitors in the 2020 calendar year, generating 200,470 direct leads and click-throughs (+ untracked calls & emails) for our clients and partners.

*Decades of best practice SEO (search engine optimisation) results in byronbay.com attracting a very timely and targeted audience. Through the pandemic, our website traffic directly mimicked how the the travel bans and boarder closures affected what people searched for.*

### **byronbay.com**

Year on year, our traffic was down as much as 70% in the midst of the total travel ban, and up as much as 65% leading into the pent-up demand / COVID recovery summer.

Interest in different types of content was also apparent with festival, entertainment and market traffic down while accommodation, tours & activities and restaurant traffic was up.

Overall, our 2020 byronbay.com traffic was down 16% on 2019.

### **Auxiliary websites**

We posted 201 stories to the Byron Bay Blog ([www.byronbayblog.com.au](http://www.byronbayblog.com.au)) in 2020, down from 294 posts in 2019. Traffic was down 9%.

Our North Coast website ([www.visitnorthcoast.com.au](http://www.visitnorthcoast.com.au)) had a minor refresh mid-2020. Traffic was up 50% on 2019.



## Social Media

We've been active on social media since MySpace back in 2006, these days we focus on Facebook, Instagram & Twitter.

*We continued to post about three times per day throughout the pandemic. Our social engagement didn't fluctuate with the travel bans and boarder closures as much as our website traffic did.*

**Facebook** [www.facebook.com/byron.bay.nsw](http://www.facebook.com/byron.bay.nsw)

Our followers grew from 109k to about 120k in 2020. Into summer, our (4 week) reach has been 1 to 1.5 million and weekly engagement close to 100k. Here's a 'pages to watch' report showing how we compare to other popular destinations.

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  Sydney.com	2.7m 	0%	6	206K 
2  Destination Gold Coast	1.1m 	0%	7	24.6K 
YOU 3  Byron Bay	121.6K 	▲0.2%	27	105.2K 
4  Visit Noosa	56.8K 	▲0.2%	4	7.3K 

**Instagram** [www.instagram.com/byron.bay.nsw](http://www.instagram.com/byron.bay.nsw)

Our followers grew from 50.8k to 70.8k in 2020. Into summer, our (30 day) reach has been 200k to 350k with over 100k interactions.

**Twitter** [www.twitter.com/byronbay](http://www.twitter.com/byronbay)

Our followers grew from 3.4k to over 3.7k in 2020. Into summer we generated 50k to 100k monthly impressions.



## Get listed on byronbay.com

*We are liaising with clients and potential suppliers to offer a wider range of options that will better present listed business while enhancing the functionality we provide our visitors.*

During this interim phase, we can provide;

- Listings for local businesses
- Features on our blogs, socials, front page, monthly eDM, etc.
- Bundle up exposure to suit a quick product launch through to an annual partnership.

For further detail please contact



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### **Be sure to visit, connect and share**

Our flagship website [www.byronbay.com](http://www.byronbay.com)

The Byron Insider (on-site) blog [www.byronbay.com/blog](http://www.byronbay.com/blog)

The Byron Bay Blog [www.byronbayblog.com.au](http://www.byronbayblog.com.au)

Visit North Coast [www.visitnorthcoast.com.au](http://www.visitnorthcoast.com.au)

Facebook (121k Followers) [www.facebook.com/byron.bay.nsw](http://www.facebook.com/byron.bay.nsw)

Instagram (74.8k Followers) [www.instagram.com/byron.bay.nsw](http://www.instagram.com/byron.bay.nsw)

Twitter (3.7k Followers) [www.twitter.com/byronbay](http://www.twitter.com/byronbay)

Pinterest [www.pinterest.com.au/byronbay/](http://www.pinterest.com.au/byronbay/)