

**Bathing Beauties®**

## **Website Statistics Review**

**YEAR 2 Statistics: July 2006 – September 2008**

[www.bathingbeauties.org.uk](http://www.bathingbeauties.org.uk)

The Bathing Beauties® website was launched in July 2006 to announce international art and architecture competitions conceived by Michael Trainor, lead artist on the Lincolnshire Coast, UK.

The Bathing Beauties® project has evolved into three elements over 2005 - 2008:

- Bathing Beauties®: Huts on Parade
- Bathing Beauties®: A Hub Touring Exhibition
- Festival of Bathing Beauties®: The UKs only Beach Hut Festival

Further details about the project are available at [www.bathingbeauties.org.uk](http://www.bathingbeauties.org.uk). In addition to worldwide media coverage which the project has received, the website has attracted phenomenal visitor numbers over its two year presence and the figures demonstrate widespread interest from across the globe.

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## **Summary**

### **1. Visitor Sessions and Website Hits**

Since the launch of [www.bathingbeauties.org.uk](http://www.bathingbeauties.org.uk) on 3 July 2006 until September 2008 the website has attracted **in the region of 4 million hits** – a total of approximately **400,000 visitor sessions** with an average of 10 hits per session. Magnificent exposure for the project and the funders.

On average, visitors are spending between 2 – 5 minutes on the site requesting access to between 1 and 4 pages. The main page and home page are the most popular with over a fifth of visitors accessing information from those sections of the site.

### **2. Visitor sessions from the continents**

The majority of website visitors are from North America, followed by those from Europe. This indicates a surprisingly high level of interest from the USA, a healthy interest from Europe and some fascinating interest expressed from across the globe, especially in Asia.

- Over 52% of session visitors are from North America (1.8% of which are from Canada).
- Almost 23% visit from Europe (15% of which are from Great Britain followed by 1.4% from Germany).
- Over 12% are from Asia (the majority of which 4.7% are from India, followed by 2% from Japan).
- And around 3% of visitors are from Australia and Oceania, South America and Africa.

### **3. Referrals**

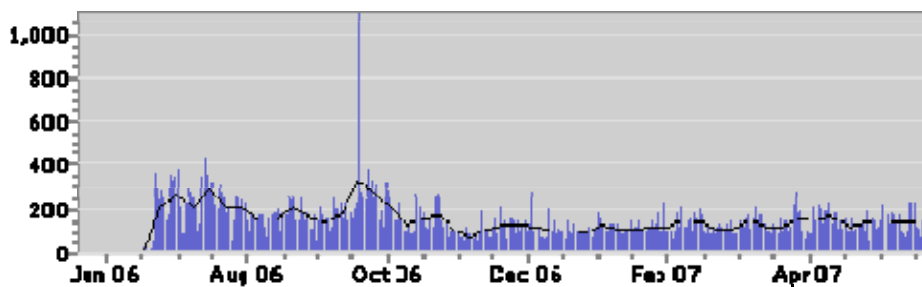
The majority of referrals to the Bathing Beauties® website are from the search engine Google. The most popular URL referral sites (although the percentage is relatively small – around 3%) are currently from <http://news.bbc.co.uk> and [www.visitlincolnshire.com](http://www.visitlincolnshire.com). This has changed over the past two years, as initially, site referrals were coming from worldwide art and architecture portals in line with the launch of the competitions whereas now they are tending to come from a news and visitor website in the UK.

#### 4. Website visitors tracking statistics

The following graphs chart visitor sessions as available to the website [www.bathingbeauties.org.uk](http://www.bathingbeauties.org.uk) from July 2006 to May 2007 and September 2007 to August 2008.

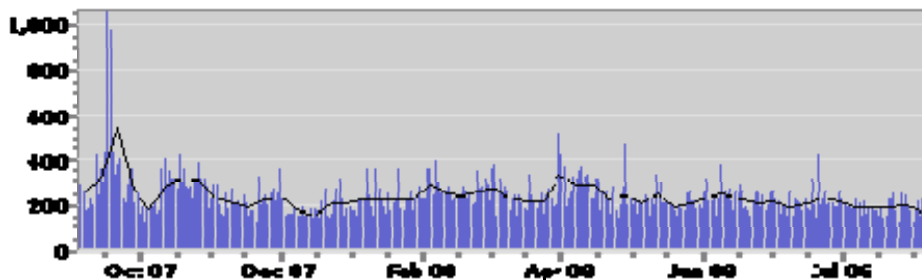
Over 400,000 visitors have come to the website, hitting on average 10 times, resulting in approximately 4 million hits overall.

The graph below indicates sessions on the site with peaks occurring around the time of the international competitions launch in July and August 2006, news releases issued in October 2006 when the winners of the international competitions were announced and again another slight peak in April 2007 when news of the premiere of the 1:15 scale model beach huts exhibition at The Hub: Craft & Design Centre was released.



[www.bathingbeauties.org.uk](http://www.bathingbeauties.org.uk) website sessions July 2006 – May 2007

The following graph indicates a steady flow of visitors to the website from September 2007 – August 2008, with peaks occurring in September 2007 (around the time of the Festival of Bathing Beauties®) and again in April 2008 when news of Bathing Beauties®: A Hub Touring Exhibition was issued nationally.



[www.bathingbeauties.org.uk](http://www.bathingbeauties.org.uk) web sessions Sept 2007- Aug 2008

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Bathing Beauties® aims to promote the British seaside for the enjoyment of visitors and the local communities, generating cultural and economic benefits for seaside towns. Over 10,000 additional visitors were estimated in Mablethorpe at the first Festival of Bathing Beauties® in Sept 2007 and the project continues to receive further exposure in the UK and internationally through Bathing Beauties®: A Hub Touring Exhibition. Bathing Beauties® and the associated logo is a Registered Trademark.

The Lincolnshire Coastal Art Project is part financed by European Regional Development Fund. Partners are Lincolnshire County Council, East Lindsey District Council and the local parish councils. Additional funders include The Hub: National Centre for Craft & Design and Arts Council England (for Bathing Beauties®: A Hub Touring Exhibition) and the Coastal Action Zone and Lincolnshire Creative Solutions Initiative (for the Festival of Bathing Beauties®).