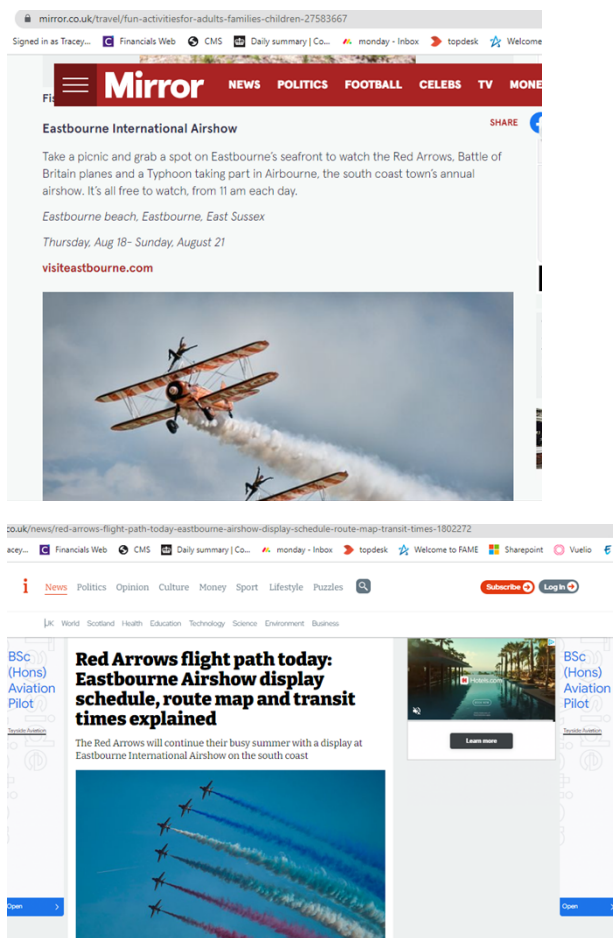


Airbourne 2022 PR Headline Stats

Press highlights include:

- Featured on BBC South East Today – 17 & 18 August
- Featured on Meridian Tonight – 19 August
- Live interviews on BBC Sussex – 18 August
- Featured in national newspapers in the Sunday Telegraph, The Times, Daily Mirror, iNews and Star
- Viral video of toddler watching Airbourne fireworks on tiktok picked up in media <https://www.dailymail.co.uk/femail/article-11175971/Toddler-hilarious-reaction-firework-display-shocked-loud-noises.html>



Website

Month: August 2022

- Airbourne page views 524k
- Airbourne page users 167k
- 36% from London
- 9% from Eastbourne, 3% Hastings, 3% Brighton

- 74% via mobile

Annual: (Sept 21 to Aug 22)

- Page views 743k
- Users 242k
- 'Win a Stay' attracted 21k page views, with 6,685 entries in July/Aug
- Watch competition in programme attracted 4.4k page views and 1,504 entries in July/Aug
- 8,637 new newsletter sign ups (GDPR compliant)