

### Discover Ilkley Website.

#### Page Performance

Unique Visitors	New visitors	Total Page Views
10,269	10,045	37k

#### Browsers

Mobile	Desktop	Tablet
6,200	3,500	452

#### Google - Top Search Queries

Search Term	Clicks	Impressions
ilkley	348	57,632
emporio italia	83	5,070
emporio italia ilkley	83	1,6p070
ilkley restaurants	82	3,695
ilkley shops	75	922
cleggs ilkley	71	499
restaurants ilkley	68	2,081
discover ilkley	68	180
visit ilkley	59	140
emporio italia menu	57	885

#### Top Visitor Demographics

London	2732	United Kingdom	9140
Leeds	820	United States	266
Ilkley	753	Ireland	80
Bradford	409	Netherlands	52
Manchester	261	India	42
Newcastle	210	Spain	38
Skipton	163	France	32

#### Traffic Sources

Organic search	Direct	Organic social
9420	1,272	1,018
Yorkshire Tots	Great Days Out	Email
36	192	385

#### Top Performing Pages

LANDING PAGE	Views	Visitors
Discover Ilkley   Discover More	3169	1935
Events   Discover Ilkley	1170	737
Food & Drink Fortnight in Ilkley   Discover Ilkley	953	690
Restaurants   Discover Ilkley	771	582
Discover things to do   Discover Ilkley	572	461
Emporio Italia   Discover Ilkley	530	420
Shopping   Discover Ilkley	521	438
Food & Drink   Discover Ilkley	438	356
Cafes   Discover Ilkley	390	323
Business Listings   Discover Ilkley	332	193
Pubs & Bars   Discover Ilkley	314	244
Brooks Sri Lankan Tapas   Discover Ilkley	285	240
Dog Friendly   Discover Ilkley	281	217
Be Our Guest Ilkley   Discover Ilkley	242	180
Ilkley Gift Card   Discover Ilkley	241	164
Cleggs Electrical   Discover Ilkley	222	152
Ilkley Riverside Park   Discover Ilkley	201	168
Home & Gifts Shopping   Discover Ilkley	198	163
Fashion Shopping   Discover Ilkley	186	166

**Overall Engagement:** The Discover Ilkley website attracted a substantial number of unique visitors with the vast majority being new visitors, indicating successful outreach to a fresh audience. These visitors generated a high volume of total page views (37,000), suggesting they explored multiple pages on the site, averaging around 3.6 page views per visitor.

**Popular Content:** The most visited page is the homepage ("Discover Ilkley | Discover More"), indicating it serves as the primary entry point for many users. The "Events" page also attracted significant interest, suggesting this was a key attraction for visitors. The popularity of pages related to "Restaurants," "Shopping," and "Cafes" further emphasises the interest in Ilkley's local offerings.

**Search Intent (Google):** The top Google search queries reveal a strong interest in the general term "Ilkley," suggesting many users are discovering the area for the first time. Specific business searches like "Emporio Italia" and "Cleggs Ilkley" indicate users are looking for particular establishments. Interest in local amenities is evident through queries like "Ilkley restaurants" and "Ilkley shops." The terms "Discover Ilkley" and "Visit Ilkley" show users actively seeking information and planning visits to the town.

**Visitor Demographics:** The majority of visitors are located within the United Kingdom (9,140), with London and Leeds being the top contributing cities. Notably, Ilkley itself ranks as the third most represented demographic, indicating local

engagement with the website. There is also international interest, with the United States being the second-largest source of visitors (266).

**Traffic Sources:** Organic search is the primary driver of traffic to the website (9,420), demonstrating the effectiveness of search engine optimisation. Direct traffic (1,272) suggests a portion of users are already familiar with the website. Organic social media also plays a role in driving traffic (1,018). Referrals from specific websites like "Yorkshire Tots to Teens" and "Great Days Out" indicate successful partnerships/listings on relevant platforms. Email marketing also contributes to traffic (385).

In summary, the website is successfully attracting a large number of new visitors, primarily through mobile devices and organic search. Users show strong interest in general information about Ilkley, local businesses, events, and the food and drink scene. The primary audience is based in the UK, with notable interest from London and Leeds, as well as international visitors from the US.

### Discover Ilkley Communications

Social Media	January		February		March	
	Facebook	Instagram	Facebook	Instagram	Facebook	Instagram
Total Followers	4,241	2,415	4,284	2,460	4314	2,528
Total Reach	27.2k	5.2k	18.7k	2.1k	11.5k	3.7k
Interactions	2k	692	1.4k	396	1.3k	510
Total views	175.5k	27.4k	133.6k	17.3k	106.3k	18.8k
Total Visits	3.1k	519	2.4k	225	2.7k	249
Link Clicks	417	n/a	569	n/a	327	n/a

### Discover Ilkley Newsletter

NEWSLETTER	23 <sup>rd</sup> Jan	13 <sup>th</sup> Feb	6 <sup>th</sup> March	27 <sup>th</sup> March
Total Recipients	683	684	685	684
Open Rate	51.5%	54%	50.4%	54.3%

The first quarter has marked a significant audience growth with strong engagement on Facebook and Instagram. Our following has grown considerably over the last 12 months, with Facebook growing by a fantastic 899 new followers and Instagram adding an impressive 619 new followers.

Driving this success were top-performing posts like our 'Be Our Guest' review for Brooks Sri Lanken Tapas, the announcement of the name change from Olive Branch to La Casa Restaurant, and our celebration of Ilkley as the best place to live in the North. Notably, our Yorkshire Food Guide post achieved exceptional visibility with 44.4k views. Our content has led to significant visibility, with Facebook reaching 27.2k in January and Instagram maintaining a healthy 3.7k reach in March. We also fostered strong engagement, with Facebook consistently generating over a thousand interactions monthly and Instagram showing a positive uptrend in March. Our content amassed impressive total views, demonstrating its broad appeal.

Our social media efforts continue to drive valuable website traffic, with consistent visits from Facebook and a positive increase from Instagram in March. The peak in Facebook link clicks in February highlights successful campaign performance.

Our newsletter also continues to be a valuable asset for direct communication. While our planned campaign to increase subscribers has been shifted to accommodate other priorities, our current subscriber base remains highly engaged. We consistently achieved strong open rates throughout the quarter, ranging from 50.4% to an impressive 54.3%, demonstrating that our content resonates well with our existing recipients.

Overall, the first quarter demonstrates strong audience growth, impactful content, and significant engagement, setting a positive course for continued success on both Facebook and Instagram

### Ilkley BID Communications

Website	January	February	March
Total Visitors	312	598	353
Total Page Views	629	923	646

Newsletter	January	February	March
Total Subscribers	458	437	434
Open rate	50%	48.5%	48.8%

Facebook	January	February	March
Total Followers	1,339	1,347	1,351
Total Views	7.9k	8.4K	29.5k

Instagram	January	February	March
Total Followers	478	492	502
Total Views	1,400	3,000	6,300

LinkedIn	January	February	March
Total Followers	519	529	541
Total Reach	617	887	1494

Our social media platforms serve as important communication channels for engaging with our approximately 330 Ilkley BID member businesses. While overall reach may not appear enormous when compared to broader public campaigns, these platforms allow us to directly connect with and inform our members of relevant news and campaigns.

On Instagram, we've seen a significant increase in engagement, with views up by 53.8% since the last quarter. Our top-performing content, highlighting Ilkley as the best place to live in the North, resonated strongly with our business community, achieving nearly 3,000 views and 61 interactions. This indicates that content celebrating Ilkley's appeal is effective in capturing the attention of BID businesses.

While Facebook views experienced a 32.6% decrease compared to the previous quarter (which benefited from an unusually high-performing charity appeal for the Dementia Friendly Ilkley hub with Tesco), our top post, a call for signatures for the "Walkers are Welcome" initiative, still garnered over 9,000 views and 25 interactions. This demonstrates the platform's continued ability to reach and engage our audience, even after a period of exceptional activity.

Finally, our LinkedIn presence continues to grow, particularly within the professional services sector of our BID membership. We welcomed 29 new followers in the first quarter, and our overall reach on the platform increased by nearly 50% in March. This positive trend on LinkedIn signifies our growing ability to connect with and share relevant information with businesses in this specific area.

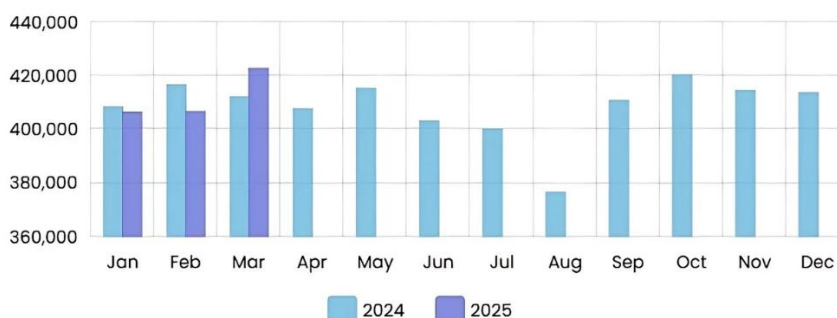
### Ilkley Gift Card

	January – March 2025	October – December 2024
Total Gift Cards <b>Redeemed</b>	£4,797.37 (44 businesses)	£4,814.28 (39 businesses)
Total Gift Cards <b>Sold</b>	£2,500 (53 cards)	£8,519 (213 cards)
Total left to spend	£14,552.89	

The Ilkley Gift Card continues to be a strong supporter of our local economy. In the first quarter of 2025, sales reached £2,500 (53 cards), mirroring the consistent performance of the same period last year with £2,495 (53 cards) in sales. Following the Christmas rush, nearly £5,000 worth of gift cards were successfully redeemed across 154 transactions at 54 local businesses. The Ilkley Shoe Company, Betty's, The Vine restaurant, Boots, Go Outdoors, and Martinez proved to be the most popular destinations for gift card holders, underscoring the sustained value and popularity of the Ilkley Gift Card in boosting our local businesses.

## Footfall

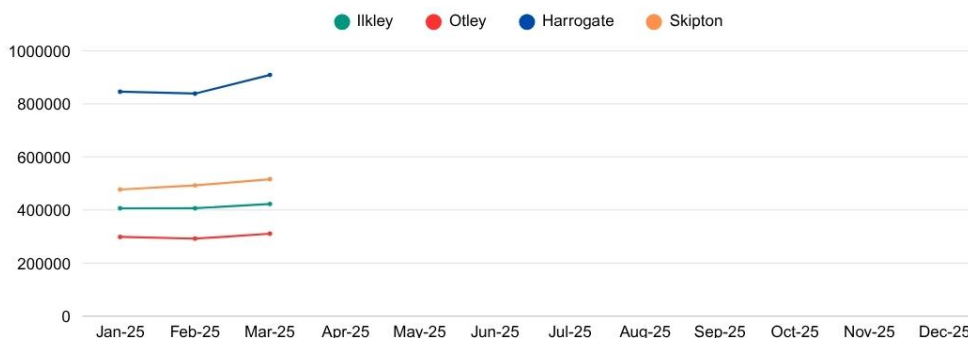
**YEAR ON YEAR FOOTFALL**



Footfall figures for Ilkley in January & February were slightly lower than last year which maybe due to the new housing development traffic works. However, March saw a significant footfall of 422,999. This figure represents a 4% increase compared to the previous month and is 2.6% higher than the footfall recorded in March 2024.

## **Footfall Comparison with neighbouring towns**

**2025**



Throughout January and February 2025, Ilkley's footfall demonstrated a steady performance, consistently ranking between Otley and Skipton. With visitor numbers totalling 406,447 in January and 406,689 in February, Ilkley outpaced Otley (Jan: 298,506, Feb: 292,196) but remained slightly behind Skipton (Jan: 477,342, Feb: 492,651). In comparison, Skipton experienced a modest increase in footfall from January to February, while Harrogate recorded a slight dip in visitor numbers during the same period (Jan: 845,937, Feb: 838,762).

In March 2025, Ilkley's footfall increased to 422,999, continuing to position it ahead of Otley, which recorded 310,829 visitors. Skipton also saw a rise in footfall to 516,062, maintaining its lead over Ilkley. Meanwhile, Harrogate experienced a notable increase in March with 909,157 visitors.

## Vacancy Rates



Ilkley has achieved a record low vacancy rate of just 6.6%, significantly outperforming the national average of 14%.

This demonstrates the strong appeal and vibrancy of our town.