



# Christmas Tree Wonderland

## 3.3M

CTW AND TOWN CENTRE FOOTFALL

## 18,000

PEOPLE AT LAUNCH EVENT



**1311**  
followers



12.7K FB LIKES

## 12,138

INSTAGRAM PROFILE VISITS

## 160K

INSTAGRAM IMPRESSIONS



## 970K

FB USER engagement



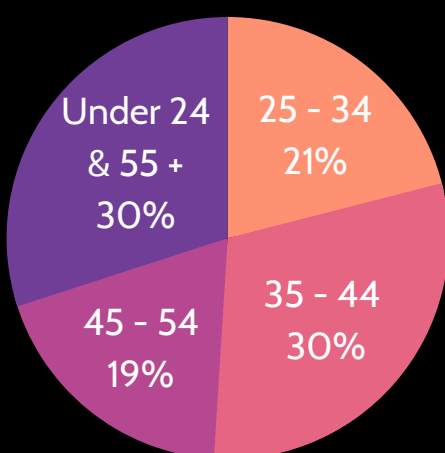
## 240K

twitter impressions

## 9.03M

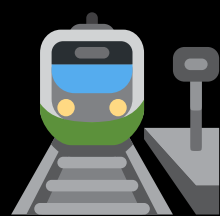
TOTAL FB REACH

Audience Age



VISITORS HAVE TRAVELLED FROM...

- LONDON
- BASINGSTOKE
- BOURNEMOUTH
- SOUTHAMPTON
- POOLE
- PORTSMOUTH
- AND BEYOND....



## NEWS

80 items of print & online MEDIA coverage

## £216K

Total AVE

## 881.9M

Total Reach

## 8

PIECES OF BROADCAST COVERAGE

£142,442 TOTAL AVE

3.4M TOTAL REACH

368,540 CTW WEBSITE PAGE VIEWS

116,844 USERS