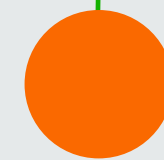
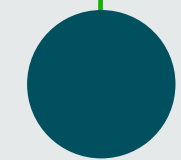


In 2016, Our Web and Digital Service...



An Roinn Gnóthaí Eachtracha agus Trádála
Department of Foreign Affairs and Trade

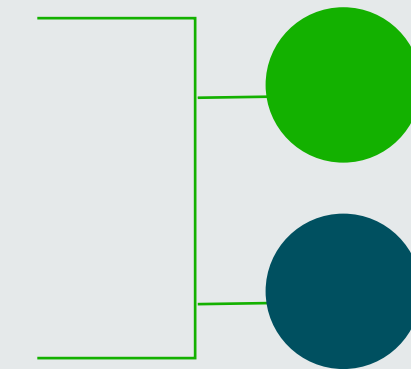
BUSIEST DAY ON THE WEBSITE



Friday 24th June – Day of the result of the EU Referendum in the UK

167,186 visitors to the website – **73%** were new visitors to the website

7 x times more than the usual daily web traffic (**23,800**) on the website



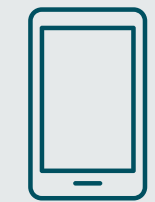
5,849,672
visitors in 2015

49% increase

+
52.9% OF VISITORS WERE NEW VISITORS



48% of visitors accessed via desktop



52% of visitors accessed via mobile device



4,981,457
DFAT track your passport

893,665
DFAT – how to apply for a passport

1,148,067
DFAT passports citizenship

715,923
Embassy of Ireland Great Britain – track my passport

576,959
DFAT - top passport questions

Contact Us



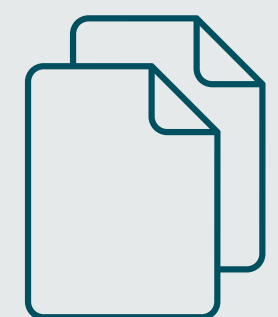
17,000
visitors clicked on the Embassy of Ireland Great Britain Contact Us Passport Queries page



- 01 London
- 02 New York
- 03 Sydney
- 04 Birmingham
- 05 Moscow
- 06 Manchester
- 07 Dubai
- 08 New Delhi
- 09 Edinburgh
- 10 Melbourne



03:18
Average amount of time spent on the website



3.31
Average amount of pages per session