

# Website Performance Overview: Vintage Aviation News

Reporting Period: January 1, 2026 – April 24, 2026

## Professional Summary

Vintage Aviation News has established a powerful global presence, reaching over 1.5 million unique visitors since the start of the year. Our platform has generated over 3.9 million total sessions, driven by strong brand recognition and high search authority, with over 50% of traffic coming directly to our site. With a highly loyal and mobile-centric audience—78% of whom engage via smartphone—we maintain a robust 39% engagement rate. Our global footprint, led by the US, UK, and Australia, combined with the high-impact performance of our features, underscores our position as a premier digital destination for historic aviation enthusiasts and partners alike.

## Key Growth Metrics

- **Total Unique Visitors:** 1,540,854 active users
- **Total Sessions:** 3,923,171
- **Engaged Sessions:** 1,528,028
- **Audience Engagement Rate:** 39.1%

## Top Performing Content (by Views)

1. **John Travolta's Boeing 707 Heading to HARS in Australia** – 75,848 views
2. **One Last Flight: WWII PB4Y Catalina Airlifted by CH-47 Chinook** – 61,301 views
3. **The Final Engine Run of Hawker Siddeley Nimrod XV232** – 61,185 views

## Global Reach (Top Markets)

- **United States:** 740,525 active users
- **United Kingdom:** 361,636 active users
- **Australia:** 100,077 active users

## Audience & Acquisition Technology

- **Mobile-First Engagement:** 78% of users (1,210,060) engage via mobile devices.
- **Primary Traffic Channels:** Direct (2,133,058 sessions) and Organic Search (1,497,138 sessions).