

Publications



Content Group Travel
Online Partnership

Responding to
more
image requests &
enquiries

**Group
Travel**



118,845
Unique
Visitors

↑ 27.3%



visitnorthumberland.com

11.9% up year
to date

Most
viewed content

1. Love the North
2. Win a 2 night hotel stay
3. Holy Island
4. Cottages
5. Holiday Guide comp
6. Coast
7. Win a stay in Blyth
8. Win an Easter break
9. Seahouses
10. Berwick-upon-Tweed

Demographic
of Users

60% are 45+
58% female

**90% from
UK**



Unique Visits **Blog**

↓ 15%

Top Blog Post
**Valentines
Day**
star crossed lovers

**Northern Tourism
Growth Fund**



Visitor
Numbers

-3.3% Feb
Year to date
+0.6%

Attractions

47% are up
on February 2015

16% are up
by more than 15%

Visitor
Numbers

TICs
-14.2%
Year to date

**Accommodation
Occupancy**

Self-Catering **48.4%**
Average
Occupancy **+21%**
(2015 = 40.2%)

All Accommodation
Businesses

55% are up

Self Catering Only
63% are up

Over

75,000
contacts



**Consumer
E-Newsletters**

23.5%
open
rate

6%
click-through
rate

PR

Rolling Year
AVE **£1.32m**



Vaga Brothers
Press trips (NTGF)
Dutch Magazines
in de Kijker Qualis

Walk magazine
Coverage

The Guardian



Business Barometer

**Social
Media**

Followers



4%



2.7%



10%



Daily

Reach

16,881

Engagement

407

69

**Klout
Score**

**Marketing
Campaigns**

**Love the
North**



£200,000 VisitEngland
managed budget
Online ads

Promoted Posts
Radio Print Adverts

Advertorial Out of Home
Campaign Homepage

45,783 Unique Visitors



It's in
**our
nature**

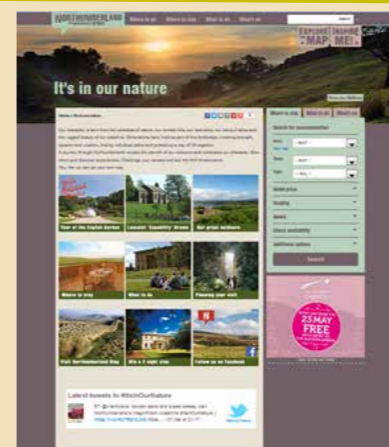
Social
Media

#ItsInOurNature

Microsite
now live

15

Campaign
Partners



**Most Popular
Content on
Social Media**



Landmark of the Year



Bamburgh Castle