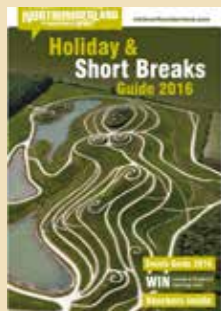
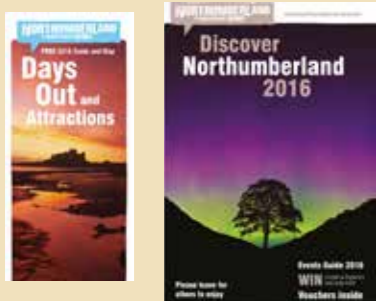


Publications



/grouptravel

Homepage Unique Visits
+127%

All group pages
+1,303%

Group Travel

Marketing Campaigns

41 Summer Events listed

Festival of the Coast



Tall Ships

Metro Radio Promotion Competition



It's in our nature

Social Media #ItsInOurNature

Adverts Competition



The Herald Out of Home Digital Screen London

Most Popular Content on Social Media

Huge congrats to @VindolandaTrust for their Designated status from Arts Council England!
ow.ly/dlF1300zK24



109,749
Unique Visitors

↓ 10.5%



visitnorthumberland.com

4.1% up year to date

Most viewed content

- Holy Island
- Berwick-upon-Tweed
- Seahouses
- Caravan & Campsites
- Coast
- Cottages
- Farne Islands
- Bamburgh
- Amble
- Holy Island Crossings

Top 5 Referrers
TallShipsBlyth2016.com
StOswaldsWay.com
Facebook
HadriansWallCountry.co.uk
VisitNorth-EastEngland.com

Top Blog Post

Blooming marvellous displays at Cragside
Sessions **-5%** on previous month

Self-Catering Average Occupancy

May 56.9% -15% (2015 = 66.8%)

Accommodation Occupancy

YTD (Jan-May) 48.6% -1.2% (2015 = 49.2%)

All Accommodation Businesses

32% are up
Self Catering Only
35% are up

PR



Rolling Year AVE £1.4m

4 Press Trips
People's Friend
Hull Daily Mail
The Sunday People
Rudolf Abraham
Coverage
Family Traveller
Cyclist Magazine
The Times & The Times Online

Visitor Numbers

-8.7% May
Year to date
-7.6%

Attractions 19% are up on May 2015

35% are down by 10% or more

Visitor Numbers

TICs -18% Year to date
Relocations

Most clicked Matfen Hall Comp 20% open rate

16% click-through rate
Consumer E-Newsletters

Social Media

Followers

f 2.2%
t 1.5%
i 11%

Daily

Reach 17,828 **Engagement 387**

72 Klout Score