

**Publications**



**/grouptravel**  
Homepage Unique Visits  
**+48%**  
Email Newsletter  
29% opened 27% clicked  
**Group Travel**



**103,790** Unique Visitors  
**2.5% up** year to date

**7.8%**

**Most viewed content**

- Berwick-upon-Tweed
- Holy Island
- Holy Island Crossings
- Seahouses
- Caravan & Campsites
- Coast
- Cottages
- Farne Islands
- Bamburgh
- Blyth Tall Ships 2016

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



**Self-Catering Average Occupancy June**  
**70.0%** -1.5% (2015 = 71.05%)

**Accommodation Occupancy YTD (Jan-June)**  
**52.4%** -1.7% (2015 = 53.3%)

**All Accommodation Businesses**  
**68% are up**  
Self Catering Only  
**69% are up**

**Visitor Numbers**  
**+27%** June  
Year to date  
**-2.2%**

**Attractions**  
**64% are up** on June 2015  
**36% are up** by 15% or more

**Visitor Numbers**  
**TICs -19.5%** Year to date  
**Relocations**

**Most clicked Campaign Comp**  
**18%** open rate  
**18%** click-through rate  
**Consumer E-Newsletters**



**Top Blog Post**  
**Blog**  
**It's in our nature Camping Hotspots**  
Sessions **-0.1%** on previous month



**PR**  
**2 Press Trips**  
Lancashire Evening News  
Reformatorsch Dagblad

**Top Coverage**  
Motorrad Magazine



Coast Magazine  
Hull Daily Mail

**June Business Barometer**

**Social Media**  
**33,208** Total Followers

**f 2.9%**  
**t 1.1%**  
**i 9.6%**



Average Daily Reach Engagement

**18,501** **397**

Top Single Post  
**24.6k reach**

**Marketing Campaigns**  
**41 Summer Events listed**

**Festival of the Coast**



Webpage  
Social Media



**Tall Ships**

**It's in our nature**  
Adverts

The Herald & Sunday Herald

**Microsite**  
**2,353 Unique Visits**

Competition  
Over 8,000 entries

Out of Home  
Digital Screens



**Most Popular Content on Social Media**

#VisitBritainBecause we have rolling hills, rugged coastline, colourful moorland & panoramic vistas #itsinournature

