

## Business Barometer

### Publications



**157,023**  
Unique Visitors

**6.7%**



visitnorthumberland.com

**2.7% up** year to date

Most viewed content

1. Blyth Tall Ships 2016
2. Holy Island
3. Berwick-upon-Tweed
4. Seahouses
5. Caravan & Campsites
6. Late Availability
7. Blue Bell Hotel Comp
8. Coast
9. Cottages
10. Blyth

Top 5 UK User Locations

- London
- Newcastle
- Leeds
- Glasgow
- Edinburgh

Top Blog Post

**5 Beautiful Buildings in Northumberland**

Unique visitors **+40%** on previous year

### Accommodation Occupancy

Average Self-Catering Occupancy

Month	YTD (Jan-Aug)
August	YTD (Jan-Aug)
<b>90%</b> (-2.2%)	<b>61.1%</b> (-2.6%)
(2015 = 92%)	(2015 = 62.7%)

All Accommodation Businesses

**72% are up**

Self Catering Only

**82% are up**

/grouptravel

Homepage Unique Visits **+15%**

Email Newsletter **25%** opened **18%** clicked

Group Travel

Visitor Numbers

**+3.4%** Aug Year to date **+1%**

Attractions

**69% are up** on Aug 2015

**38% are up** by 10% or more

Visitor Numbers

TICs **-20.8%** Year to date Relocations

Most clicked Blue Bell Comp **20%** open rate

**28%** click-through rate Consumer E-Newsletters

PR

1 Press Trip bylandersea.com

Top Coverage Qualis Magazine The People's Friend



Reformatorsch Dagblad Bikespot

Social Media

**34,993**

Total Followers

f **4.6%**

t **1.3%**

i **10%**

Average Daily

Reach **19,559** Engagement **409**

Top Post **41,741** reach

### Marketing Campaigns

Bespoke E-Newsletter

Website

British Travel Awards

PR & Social Media



Tall Ships

Webpage Social Media

Blogs



Microsite **5,000** Unique Visits

#ItsInOurNature Social Media Competition Over 10,500 entries

It's in our nature



### Most Popular Content on Social Media

Have you voted for #Northumberland yet? We need you! @BritTravAwrds #VoteNland ow.ly/pZmn303oqol



My Northumberland | Visit Northumberland. Send us your photos of Northumberland to be included in our 2017 Holiday & Short Breaks Guide. VISITNORTHUMBERLAND.COM | BY NORTHUMBERLAND TOURISM

