

Publications



96,060
Unique Visitors

-18%
ToB last year



visitnorthumberland.com

0.7% up year to date

Most viewed content

- Holy Island
- Berwick-upon-Tweed
- Seahouses
- Coast
- Holy Island Crossings
- Vote 4 Nland
- Dark Skies
- Cottages
- Golden Sands Comp
- Late Availability

User Devices

Desktop - 41%
Mobile - 32%
Tablet - 27%



Offline Blog

for re-skin and upgrade

Business Barometer

Social Media

35,729

Total Followers

3%

1.1%

6.7%



Average Daily

Reach

Engagement

20,002

421

Klout **73** (+2)

Accommodation Occupancy

Average Self-Catering Occupancy

September

80.1% +0.4%

(2015 = 79.7%)

YTD (Jan-Sept)

63.2% -2.5%

(2015 = 64.8%)

All Accommodation Businesses

64% are up

Self Catering Only

58% are up

PR



3 Press Trips

Authentic Chica blog

The Sunday Post

Reis& Magazine

Top Coverage

The Times



Independent.co.uk

Reformatorsch

Dagblad

/grouptravel

Homepage Unique Visits
+50%

All Group Pages

694 Unique page visits

Group Travel



Visitor Numbers

-12% Sept

(Poppies & TOB 2015)

Year to date

-0.2%

Attractions

69% are up

on Sept 2015

45% are up

by 10% or more

Visitor Numbers

TICs -23%

Year to date

Relocations

Most clicked Blue Bell Comp

24% click-through rate

Consumer E-Newsletters

18% open rate



Marketing Campaigns

It's in our nature

Social Media Paid promotion reach: **+479%** on normal

Online Advertising **0.99% CTR** (0.08% Industry Av)

Blogging 12 blog posts
10,000 page views



British Travel Awards



Social Media

4 adverts & 1 promoted post

138k reach, 3k engaged

Coverage: Nland Gazette

Most Popular Content on Social Media

What could beat a sunny day on the beach in front of @Bamburgh_Castle? #NECoast

