

Publications



2017
Days Out Leaflet

Group Travel



Unique Visits
+50% c.f. Jan 2016

Consumer E-Newsletters

19% open rate
28% click-through rate
c.f. industry standard 15%



Most clicked



Matten Hall Comp
(Days Out Leaflet)

77,229

Unique Visitors

9.8%



visitnorthumberland.com

9.8% down year to date

Most referrals to website

Facebook
2,079 sessions



Most viewed content

- | | |
|-------------------------|-------------------------|
| 1. Cottages | 6. Dark Skies |
| 2. Coast | 7. Comp - 2016 Days Out |
| 3. Holy Island | 8. Seahouses |
| 4. Berwick-upon-Tweed | 9. HG Brochure Order |
| 5. Comp - 2017 Days Out | 10. Walking |

Accommodation Occupancy

System upgrades underway
Reporting temporarily unavailable

Visitor Numbers

+33% Jan 17

Year to date as above (+33%)

Attractions

70% are up on Jan 2016
65% are up by 10% or more

Blog



January
2017

Social Media
38,146
Total Followers

1.8%
0.9%
2.8%

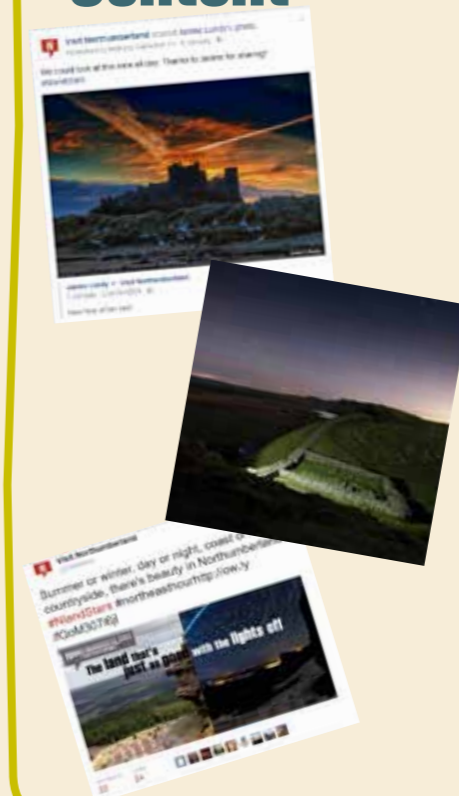


Average Daily

Reach Engagement
20,684 **428**

Klout 71

Most Popular Content



Business Barometer

Business Relations

Top Tweet



NorthumberlandTourism.org.uk

Top Content

1. Annual Conference
2. EAFRD Funding
3. VN Website Listings

PR



Activity

Continuing support for the Autumn/Winter marketing campaign:

The land that's just as good with the lights off.

Northumberland

the **land** that's just as good with the **lights off**

Marketing Campaigns

Email marketing with Travel & Leisure Magazine

