

Consumer E-Newsletters

17% open rate 

26% click-through rate

c.f. industry standard 15%

Most clicked article **Competition**



Unique Visitors
118,503



Returning visitors
27.7%

visitnorthumberland.com

down 13% year to date

(2016 inc. Tales from Nland & VisitEngland campaign)

Most viewed content

- | | |
|-----------------------|----------------------|
| 1. Holy Island | 6. Seashouses |
| 2. What's On | 7. Alnwick |
| 3. Coast | 8. Camping & Caravan |
| 4. Berwick-upon-Tweed | 9. Cottages |
| 5. Competitions | 10. What To Do |

Average time spent on website

6.2%
c.f. prev month



Accommodation Occupancy

Average self-catering figures

July

87.6%

-0.1%

(2016 = 87.7%)

YTD (Jan-Jul)

64.1%

-1.3%

(2016 = 65.4%)

Attractions Visitor Numbers

July **-2.4%**

YTD **+12.3%**

c.f. prev year

Marketing

Microsite

51%
c.f. prev year

It's in **our nature**



Digital Advert

The Herald Scotland

100,019 impressions
0.22% click-through rate

c.f. industry standard 0.025%

2 Facebook Adverts

141.7k reach
6% engagement rate

PR Coverage



Daily Mirror online
The Telegraph online
Rejseavisen.dk

Press Association

12 regionals inc.
Birmingham Mail,
Manchester Evening News

AVE
£216,785

Business Barometer

Consumer Social Media

40,556 + 1.3%

@VisitNland followers

1.8%

0.9%

2.1%



Average Daily

Reach

12,380

Target: 10k

Engagement

350

Target: 350

Klout score **68**

Most Popular Content



17% engagement rate

Instagram UGC
(user generated content)
of Holy Island

July 2017

Corporate Communications

@NTbusiness followers
2,967

Top search
NorthumberlandTourism.org.uk

Contact Us

Blog 1 post

Most popular

5 Beautiful Buildings in Northumberland



(43% of monthly blog traffic)

Unique Visits

5%

c.f. prev month