

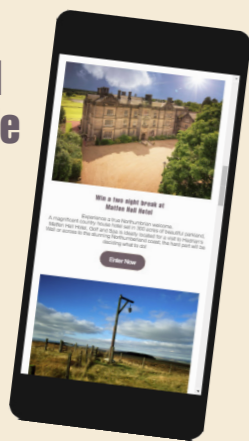
Consumer E-Newsletters

21.3% open rate 

28.4% click-through rate

c.f. industry standard 15%

Most clicked article



Matten Hall competition

Unique Visitors
90,045



Returning visitors
28.4%

visitnorthumberland.com

down **12.2%** year to date

(2016 inc. Tales from Nland, VisitEngland campaign & Tall Ships)

Most viewed content

- | | |
|--------------------------|----------------|
| 1. Competitions | 6. What's On |
| 2. British Travel Awards | 7. Seahouses |
| 3. Holy Island | 8. Cottages |
| 4. Coast | 9. Alnwick |
| 5. Berwick-upon-Tweed | 10. What To Do |

Average time spent on website

9.4%
c.f. prev month



Accommodation Occupancy

Average self-catering figures

Sept

67.5%

-19.8%

(2016 = 87.3%)

YTD (Jan-Sept)

66%

-6.14%

(2016 = 72.2%)

Attractions Visitor Numbers

Aug **+2.4%**

YTD **-3.8%**

c.f. prev year

Business Barometer

Consumer Social Media

41,577 +1%

@VisitNland followers

f 1%

t 1%

i 0.9%



Average Daily

Reach

11,929

Target: 10k

Engagement

301

Target: 350

Klout score **70**

Most Popular Content



Twitter
24.4k
reach

Facebook

6.1%
engagement



September 2017

Corporate Communications

@NTbusiness followers
2,995

Top search
NorthumberlandTourism.org.uk

Contact Us

Blog 1 post

The Holy Island (poem)



(21.1% of monthly blog traffic)

Unique Visits

33%
c.f. prev month

Average time on blog
1 min 54 secs
+9.3% prev month

Marketing

Autumn campaign planning

It's in **our** nature

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

Collating summer campaign report

Projects

Days Out & Attractions 2018 leaflet

Holiday & Short Breaks Guide 2018



PR

Coverage

BBC Good Food
Daily Mail
Travel Lowdown (blog)
Telegraph.co.uk

AVE **£16,265**

6
Press trips