

## Projects

Holiday & Short Breaks Guide 2018

Days Out & Attractions 2018 leaflet

Group Travel



## Campaign

Autumn-winter microsite live

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



### Competition

Win a lavish weekend stay at Rosebud, a Coastal Retreats Gold-rated cottage

## visitnorthumberland.com

Unique Visitors  
**81,895**



Returning visitors  
**27.8%**

down **11.4%** year to date  
(2016 inc. Tales from Nland, VisitEngland campaign & Tall Ships)

### Most viewed content

- |                       |                  |
|-----------------------|------------------|
| 1. Competitions       | 6. Seahouses     |
| 2. Holy Island        | 7. Alnwick       |
| 3. Coast              | 8. Family Events |
| 4. Berwick-upon-Tweed | 9. Cottages      |
| 5. What's On          | 10. Dark Skies   |

Average time spent on website



## Accommodation Occupancy

Average self-catering figures

October  
**81.9%**

**-4.6%**

c.f. prev year  
(2016: 86.9%)

YTD (Jan-Oct)

**68.6%**

**-4.77%**

c.f. prev year  
(2016: 73.4%)

## Visitor Numbers

Average figures from attractions

October **+6%**

c.f. prev year

YTD (Jan-Oct) **+11.9%**

c.f. prev year

# Business Barometer

## October 2017

### Social Media

**1%**

**0.8%**

**1.5%**

c.f. prev month

Followers

@VisitNland

**41,966**

@NTbusiness

**3,012**

Klout score **70**

Average Daily Reach  
**11,732**  
Target: 10k

Average Daily Engagement  
**295**  
Target: 350

### Most popular content



**15.3%**  
engagement

## PR



**3** Media visits

### Coverage

Twins That Travel (blog)

The Times

Countryfile

Landlove.co.uk

AVE **£14,588**

## Consumer E-Newsletters

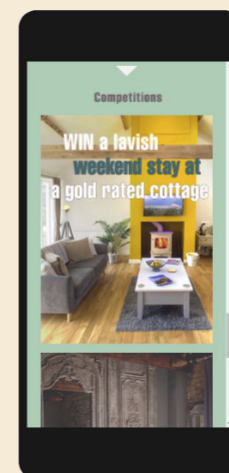
**21.4%** open rate

**27%** click-through rate

c.f. industry standard 15%

### Most clicked articles

Campaign competition & NlandStars campaign page



## Blog

**2** new posts

Unique Visits  
**1.6k** +36%  
c.f. prev month

Average time on blog

**2.6%**  
c.f. prev month

### Most popular content

3 grisly Northumbrian tales for Halloween  
33% of total blog traffic

