

Projects

Days Out & Attractions 2018 leaflet
Holiday & Short Breaks Guide 2018

Group Travel

Awards



4th consecutive
BTA Silver award

Unique
Visitors
58,261



Returning
visitors
26.7%

visitnorthumberland.com

down **10.9%** year to date
(2016 inc. Tales from Nland, VisitEngland campaign & Tall Ships)

Most viewed content

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

Average time
spent on website

2.6%
c.f. prev month

Accommodation Occupancy

Average self-catering figures

November
39.6%
-0.3%
c.f. prev year
(2016: 39.9%)

YTD (Jan-Nov)
55%
-5.4%
c.f. prev year
(2016: 60.4%)

Visitor Numbers

Average figures from
attractions

November **+6.6%**
c.f. prev year

YTD (Jan-Nov) **+10.5%**
c.f. prev year

Business Barometer

November 2017

Social Media

0.8%
0.7%
2.6%
c.f. prev month



Followers

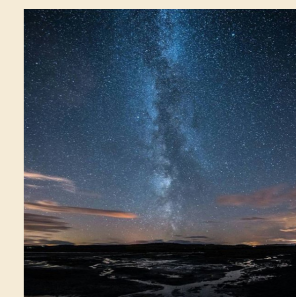
@VisitNland
42,342
@NTbusiness
3,022

Klout score **70**

Average Daily
Reach
11,655
Target: 10k

Average Daily
Engagement
290
Target: 350

Most popular content



14%
engagement

Campaign activity

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

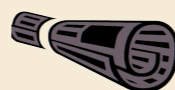
Average time
on microsite
13%
c.f. prev year



Advertising

Trinity Mirror
Roadside digital screens
in Manchester,
Liverpool, Leeds,
Edinburgh & Glasgow

PR



0 Media
visits

Coverage

The Sunday Post (Scotland)
Daily Express
Country Living mag
Twins That Travel (blog)

AVE **£71,865**

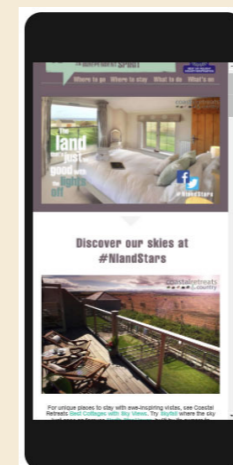
Consumer E-Newsletters

22% open
rate

25% click-through
rate
c.f. industry standard 15%

Most clicked articles

Campaign competition
& Coastal Retreats feature



Blog

Average time
on blog
4%
c.f. prev month

Most popular content

5 beautiful buildings in Northumberland
27.5% of total monthly blog traffic

2 new
posts
Unique Visits
1.2k -20%
c.f. prev month

