

March 2018

Unique
Visitors
65,020



Returning
visitors
+2%
c.f. Feb

visitnorthumberland.com

Most viewed
content

1. Linden Hall Comp
2. Holy Island
3. Coast
4. Seahouses
5. Berwick upon Tweed
6. Holy Island Crossing
7. Walwick Hall Comp
8. What's On
9. Alnwick
10. Cottages

Average time
spent on website

**2 mins
31 secs**



Mobile users **+13%**
c.f. Feb



Most popular
age group **55 - 64**



Spanish users **+51%**

Most popular
UK location **London**

Accommodation Occupancy

Average self-catering figures

67.9%
+8.3%
c.f. prev year



Visitor Numbers

Average figures
from
attractions

+21.9%
c.f. prev year

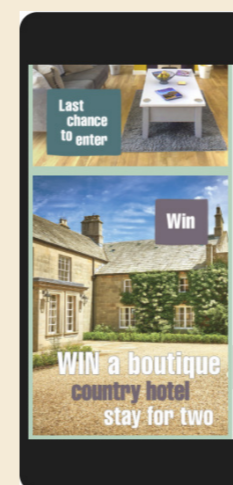
Easter 2017
was in April



Consumer E-Newsletters

19% open rate

23% click-through rate
c.f. industry standard 15%



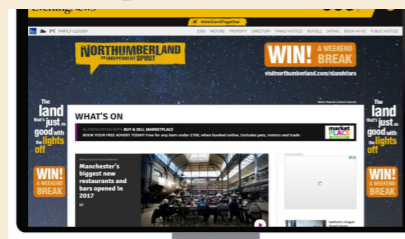
Campaign activity

Dark Skies Campaign Summary

2.16%

C.T.R for Siteskin c.f. national
average of 1.23%

Trinity Mirror Online



Rail 4
Sheets

Edinburgh,
Manchester, York
& Doncaster

PR **1** Media visit Coverage



Jenny Green - The Sun &
Ernie's Adventures blog



Ruff Guide to... the
Northumberland Coast

With 30 miles of beautiful beaches, countless dog-friendly pubs, historic market towns and more castles than any other county in England, Northumberland has a lot to offer. Its dramatic coastline is a designated Area of Outstanding Natural Beauty and it was even voted 2017's Holiday Destination of the Year by BBC's Countryfile magazine. Discover this spectacular part of Britain for yourself... [More](#)

Social Media

1.2%

1.1%

2.5%

c.f. prev month



Average Daily
Reach **11,694**
Target: 10k

Average Daily
Engagement **267**
Target: 350

Most popular content



4.8%
engagement

Followers

@VisitNland

44,185

@NTbusiness

3,100

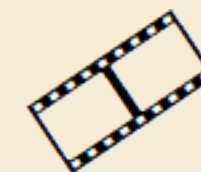
Klout score **69**

Events **Top 3 most viewed**

1. Easter Egg Hunt @ Kirkley Hall
2. Newbiggin Kite Festival
3. Easter Treasure Hunt @ Northumberlandia



Offers **Most popular** Kirkley Hall Zoo



Most clicked articles

Linden Hall Competition,
Campaign Competition &
2018 Brochure Orders