

April 2018

visitnorthumberland.com

Unique

Visitors

82,489



-19.5%
c.f. Mar

Returning
visitors

+14%
c.f. Mar

Mobile +23%
users c.f. Mar



Most viewed
content

- | | |
|-------------------------|----------------|
| 1. Walwick Hall Comp | 6. Berwick |
| 2. Holy Island Crossing | 7. Seahouses |
| 3. Holy Island | 8. What's on |
| 4. Coast | 9. Alnwick |
| 5. Linden Comp | 10. What to do |

Average time
spent on website

2 mins

24 secs



Most popular
age group 55-64



Spanish
users +49%

Most popular
UK location London

Accommodation Occupancy

Average self-catering figures
79.2%
+15.5%
c.f. prev year



Visitor Numbers

Average figures
from attractions
-20.48%
c.f. prev year



Consumer E-Newsletters

20.4% open rate
26% click-through rate
c.f. industry standard 15%

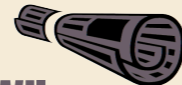


Campaign activity It's In Our Nature 2018 LAUNCHED

11 campaign partners

PR 1 Media visit

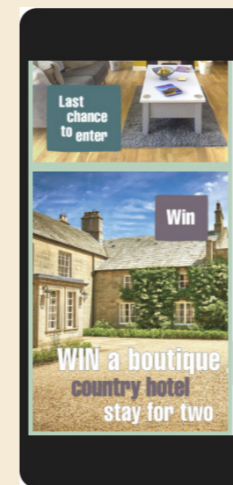
Coverage
Hannah Wilson -
The Mayfair Magazine



"Great Escape to
Northumberland"

Publication date: June
2018

AVE: £72,105



Most clicked
articles

Walwick Competition,
Linden Comp &
Bank Holiday Content

Social Media

f 0.6%

t 0.9%

i 4.1%

c.f. prev month



Average Daily

Reach

10,437

Target: 10k

Engagement

263

Target: 350

Most popular
content

Followers

@VisitNland

44,664

@NTbusiness

3,129

Klout score 68



31%
engagement

Blog 3 new posts:

- Groundsmen of Alnwick Castle
- Wellie Walks
- Terriers on Tour

Most Popular Content

Follow in the
Footsteps of Vikings

Unique
Visits

+14%
c.f. Mar



The English National Park
Experience Collection

Projects

NT Providing business support
(Discover England Fund)