

May 2018

visitnorthumberland.com

Unique
Visitors
98,431



+19%
c.f. Apr

Returning
visitors

+18%
c.f. Apr

Mobile **+29%**
users c.f. Apr



Most viewed
content

1. Holy Island Crossing
2. Holy Island
3. What's on
4. Berwick
5. Coast
6. Seahouses
7. Alnwick
8. Amble
9. What to do
10. Family events

Average time
spent on website

2 mins
15 secs



Most popular
age group **55-64**
+12%



German
users **+13%**

Most popular
UK location **London**

Accommodation Occupancy

Average self-catering figures **85.69%**




+7%
c.f. prev year

Visitor Numbers

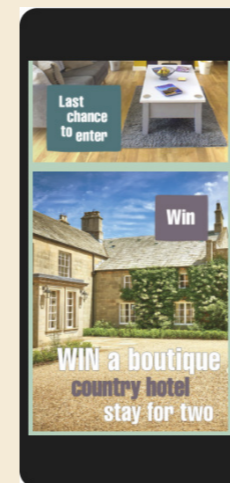


Average figures
from attractions **+13.95%**
c.f. prev year

Consumer E-Newsletters

41.72% open rate 
c.f. industry standard 15%
22% click-through rate

(post GDPR - database now at 35K)




Campaign activity

Sunday Herald Magazine



The Telegraph
Best of
British



PR **15** Media
visit
Coverage 

Helen Pickles

The Telegraph

Northumberland
Accommodation
Reviews

AVE: £71,275

Most clicked
articles
Walwick Competition,
Linden Competition,
Beach Blog

Social Media

 **1.1%**

 **0.7%**

 **3.2%**

c.f. prev month



Average Daily
Reach **10,686** Engagement **281**

Target: 10k Target: 350

Most popular
content

Followers

@VisitNland

45,141

@NlandTourism

3,144

Klout score
no longer in operation



 **7721**
impressions

Blog 3 new posts:
- Emerging from winter with a
trip to Hadrian's Wall
- Beach Life shore is perfect
- Terriers on Tour **Unique visits**
1,851



Projects

NT Providing business support
(Discover England Fund)