

2017 Dark Skies Campaign Research & ROI



Visitors **54.5%** said they stayed in the coastal areas of Northumberland, while 19% stayed in the Northumberland Dark Sky Park.

Average Party Size
2.92 people

Average Length of Stay
5.28 nights

Average Total Spend
£889.28

84% of visitors were from outside the North East region

Influence

22.7% of respondents visited. 28% were considering a visit before seeing the campaign and 54% were not planning or still deciding where to go.

65% are planning to visit.

Of those who visited...

74% said seeing the campaign probably or definitely turned a possible visit into a certainty.

20.4% said seeing the campaign influenced them to stay longer or come back for another visit

30.8% said seeing the campaign influenced them to visit more/ different places and 15% stayed in a different part of Northumberland

16.7% said seeing the campaign influenced them to visit Northumberland instead of another destination

Return on Investment

15.5% of respondents not already planning a trip visited. 47.8% said the campaign definitely or probably turned the probability of their visit into a certainty.

Based only on the 10,900 entrants to the campaign competition (not the full reach of the campaign), this equates to **807** visits influenced.

Visitor Spend Generated
£708,610

Return on Investment
£80.52 : £1

75.5% are planning to visit. As 48% of those were influenced by the campaign as above, that will equate to **3,130** visits still to take place, and a total spend of **£3,492,475** giving an expected ROI of **£397:1**