

September 2018

Unique
Visitors



89,338

Returning
visitors

21,334

Up on
Sept 2017

Email acquisition **+145%**
c.f Aug

Social media acquisition **+131%**
c.f Aug



Spanish Users **+15%**

Most popular UK location **London**

visitnorthumberland.com

Most viewed content

1. Vote4Northumberland
2. Holy Island Crossing Times
3. Holy Island
4. Chester Stables Comp
5. Coast
6. Berwick-upon-Tweed
7. Linden Hall Comp
8. Seahouses
9. What to do
10. Alnwick

Average time spent on website

2 mins

01 secs



Social Media

c.f. prev month

f 0.85%

t 0.7%

i 5.7%

in NEW! Follow us @
northumberland-tourism

Average Daily

Reach

8,753

Target: 10k

Engagement

276

Target: 350

Most popular content



i 250 likes

Accommodation Occupancy

Average self-catering figures **76.44%**
av. capacity for September

Average figures from attractions

+7.25%

Visitor Numbers

c.f. prev year

Print Publications

DEADLINE:

2019 Holiday & Short Breaks Guide

2019 Discover Northumberland (Bedroom Browser)

2019 Days Out & Attractions Leaflet

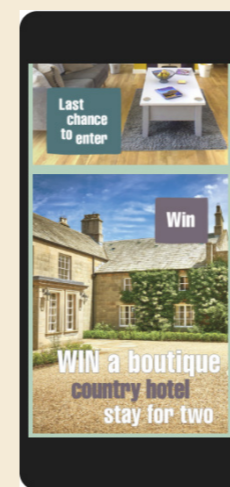
Consumer E-Newsletters

39% open rate

c.f. industry standard 15%

24% click-through rate

(post GDPR - database now at 35K)



Most clicked articles:

Chesters Stables comp
Linden Competition
Autumn Feature

Projects

Discover England Fund

England's Great Walking Trails



Business Support provided by NT:



Supporting:

England's Seafood Coast

Epic England

The Explorers Way

England's Coast

PR **Media visits 1**

@madabouttravel
Blogger visit to Northumberland



Followers

@VisitNland

47,037

@NlandTourism

3,221

Blog

A photographers guide to Northumberland

Coastal adventures in Northumberland

Northumberland - a county for all seasons

Campaign activity

Campaign break - Autumn/Winter dark skies campaign to begin in November