

visitnorthumberland.com

Unique Visitors
86,265



Returning visitors
20,898

Up on
Oct 2017

Organic search **+6%**
c.f Sep

Age 25-34 **+8%**
c.f Sep

Age 35-44 **+11%**



French users **+220%**

Most popular UK location **London**

Most viewed content

1. Crabtree&Crabtree comp
2. Holy Island Crossing Times
3. Holy Island
4. Coast
5. Berwick-upon-Tweed
6. Bonfire Night
7. Halloween
8. Morpeth Food Festival
9. Alnwick
10. Dark Skies

Average time spent on website

1 mins

59 secs



October 2018

Social Media

c.f. prev month

f 1.4%

t 2.1%

i 9.5%

in NEW! Follow us @
northumberland-tourism



Average Daily

Reach

8,909

Target: 10k

Engagement

289

Target: 350

Most popular content



f 18,595 reached

Followers

Visit Northumberland

48,385

Northumberland Tourism

3,642

Accommodation Occupancy

Average self-catering figures **67.74%**
av. occupancy for October

Average figures from attractions

-9.51%

Visitor Numbers

c.f. prev year

Print Publications

PRINTING NOW

2019 Holiday & Short Breaks Guide
2019 Discover Northumberland
(Bedroom Browser)

DEADLINE

2019 Days Out & Attractions
Leaflet

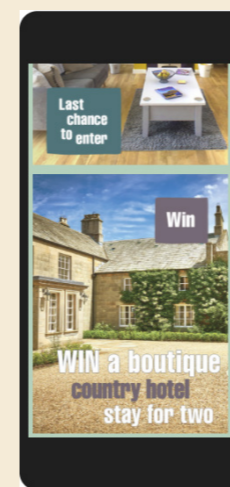
Consumer E-Newsletters

38% open rate

c.f. industry standard 15%

21% click-through rate

(post GDPR - database now at 35K)



Most clicked articles:

Crabtree&Crabtree comp
Halloween blog
Bonfire Night

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 **2**

- Countryside Magazine/NFU Mutual
- Mark & Sally Sutcliffe

Coverage:

- National Geographic
- **traveldown.com**

Local coverage (corporate) 'Tourism campaign helped to pull in local visitors'

Blog

+20%
c.f Sep

The King of the Castles
The Best of Northumberland
- A Pocket Friendly Guide

Campaign activity

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