

November 2018

Unique
Visitors

77,071

Up on
Nov 2017



Returning
visitors

18,584

visitnorthumberland.com

Most viewed content

- Holy Island Crossing Times
- Christmas page
- Christmas markets
- Bonfire Night
- Enchanted Belsay Comp
- HG 2019 Comp
- Heighley Gate listing
- Holy Island
- 2019 Brochure Order
- Coast

Average time
spent on website

1 mins

45 secs



Organic search **+41%**
c.f Nov 17

Most popular
age group
55-64

Page
views
+21%

Direct
traffic
+28%

Most popular
device
mobile

Most popular
UK location
London

Social Media

c.f. prev month

2.1%

0.6%

8.4%

NEW! Follow us @
northumberland-tourism

Average Daily
Reach Engagement

9,496

Target: 10k

325

Target: 350

Most popular content



158,152 reached

Accommodation Occupancy

Average self-catering
figures **65.46%**
av. occupancy for November

Average figures
from
attractions

+35.48%

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

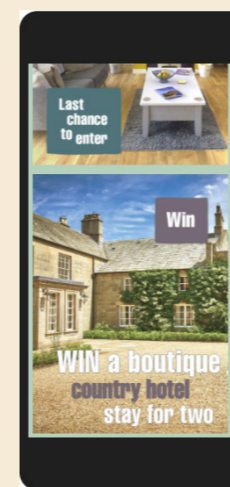
Consumer E-Newsletters

32% open
rate

c.f. industry standard 15%

13% click-through
rate

(post GDPR - database now at 35K)



Most clicked
articles:

Enchanted Belsay comp
Alnwick Garden comp
Christmas feature

Followers

Visit Northumberland

49,067

Northumberland Tourism

3,647

Projects

Discover England Fund

England's Great
Walking Trails



Supporting:

Epic England

England's Coast

Business Support
provided by NT:



England's Seafood Coast

The Explorers Way

PR Media
visits **1**

- Coast Magazine

B2C Coverage: **7**

- National Geographic
Traveller

- Mad About Travel

B2B Coverage:

- NEETA and BTA awards

British Travel Awards

Northumberland wins **GOLD-BEST**
UK Destination 2018

North East England Tourism Awards

NORTHUMBERLAND RESULTS



9 GOLD
8 SILVER
10 BRONZE
7 HIGHLY COMMENDED