

VISITNORTHUMBERLAND.COM RESEARCH & ROI 2018

VISITORS

70% stayed in the coastal areas of Northumberland.

83% are aged 45-74

82% are from outside
NE England

58% are female

**AVERAGE PARTY
SIZE
2.9 PEOPLE**

**AVERAGE LENGTH OF
STAY
5.4 NIGHTS**

**AVERAGE TOTAL
SPEND
£761.71**

40.5% visited during September-November with September being the most popular month to visit.

BOOKING

37% of respondents booked via the accommodation providers website. 19% emailed the provider to book & 17% booked via an agency.

54% would be unlikely/would not book if they did not have the option to check availability & book online.

EMAIL & SOCIAL

60% subscribe to monthly newsletter

84% inspired by social media

NET PROMOTER SCORE

83% would recommend Northumberland as a destination to their family & friends

RETURN ON INVESTMENT **£11,744 :£1**

INFLUENCE

44% of respondents visited. 60% of those had already booked or were considering a visit before seeing the website and 26% were still deciding where to go.

OF THOSE WHO VISITED

79% said they intend to visit Northumberland since browsing the website

61% said the website inspired them to change their plans

91% said the website definitely/probably/possibly turned their visit into a certainty

78% said the website was influential on their decision to visit Northumberland

VISITOR SPEND GENERATED **£286,518,858**