



2019 SPRING/SUMMER CAMPAIGN RESEARCH & ROI

VISITORS



AVERAGE PARTY SIZE
2.6 PEOPLE



AVERAGE LENGTH OF STAY
5.2 NIGHTS



76% **AGE**
55+



18% **NORTH EAST OF ENGLAND**

69% **REST OF ENGLAND**

11% **SCOTLAND, IRELAND & WALES**

0.3% **OUTSIDE OF UK**

12%
STAYED IN THE HADRIAN'S WALL/ TYNE VALLEY AREA

64%
STAYED IN THE COASTAL AREAS OF NORTHUMBERLAND

INFLUENCE

27%

VISITED SINCE SEEING THE CAMPAIGN

56%

PLANNING TO VISIT SINCE SEEING THE CAMPAIGN

OF THOSE WHO VISITED...

54%

CAMPAIGN PROBABLY OR DEFINITELY TURNED A POTENTIAL VISIT INTO A CERTAINTY

20%

CAMPAIGN INFLUENCED THEM TO STAY LONGER OR VISIT AGAIN

12%

CAMPAIGN INFLUENCED THEM TO RETURN FOR MORE THAN ONE VISIT

18%

CAMPAIGN INFLUENCED THEM TO VISIT NORTHUMBERLAND INSTEAD OF ANOTHER DESTINATION

SPEND



AVERAGE TOTAL SPEND PER PARTY

£815.49



NORTHUMBERLAND
AN INDEPENDENT SPIRIT

NORTHUMBERLAND
OFFICIALLY THE **BEST** PLACE TO VISIT

WINNER BRITISH TRAVEL AWARDS 2018 BEST UK HOLIDAY COUNTY/REGION

Join us this summer as we celebrate just why Northumberland is the BEST UK holiday destination, as voted for by you! From our castles & coastline, to our history & heritage, Northumberland is a land just waiting to be discovered...

WIN! A TWO NIGHT STAY & A VIP FAMILY EXPERIENCE AT THE ALNWICK GARDEN

VISITNORTHUMBERLAND.COM/BESTNLAND

RETURN ON INVESTMENT

CAMPAIGN SPEND
£8,667

VISITOR SPEND GENERATED
£1,075,629

RETURN ON INVESTMENT
£123:1

PLANNED TRIPS

POTENTIAL VISITOR SPEND
£3,328,293

POTENTIAL RETURN ON INVESTMENT

£383:1

