VISIT Northumberland

ENDLESS EXPERIENCES SPRING MARKETING CAMPAIGN

RESEARCH & ROI

NORTH OF TYNE COMBINED AUTHORITY

VISITORS

AVERAGE PARTY SIZE

2.7 PEOPLE

58% 2 PEOPLE

AVERAGE LENGTH OF STAY

4.5 NIGHTS

AGE

3% 18 - 34

7% 35 - 44

17% 45 - 54

73% 55+

10% SCOTLAND

23% NORTH EAST

14% NORTH WEST

14% YORKSHIRE & LINCOLNSHIRE

17% EAST ENGLAND & EAST MIDLANDS

8% REST OF ENGLAND & WALES

14% LONDON & SOUTH EAST

SPEND

AVERAGE TOTAL SPEND

£948.90

INFLUENCE

19%

VISITED SINCE SEEING THE CAMPAIGN

68%

PLANNING TO VISIT SINCE SEEING THE CAMPAIGN

OF THOSE WHO VISITED, THE CAMPAIGN...

51%

PROBABLY OR DEFINITELY TURNED A POTENTIAL VISIT INTO A CERTAINTY

37%

INFLUENCED THEM TO VISIT PLACES/ ATTRACTIONS THEY HADN'T PLANNED TO VISIT

11%

INFLUENCED THEM TO RETURN FOR MORE THAN ONE VISIT

17%

INFLUENCED THEM TO VISIT NORTHUMBERLAND INSTEAD OF ANOTHER DESTINATION

COMMENTS ON THE CAMPAIGN

RETURN ON INVESTMENT

BASED ON THOSE COMPLETING THE SURVEY

CAMPAIGN SPEND

£37,500

VISITOR SPEND GENERATED

£1,001,870

RETURN ON INVESTMENT

£25.72:1

PLANNED TRIPS

POTENTIAL VISITOR SPEND

£4,587,509

POTENTIAL RETURN ON INVESTMENT

£121:1

Northumberland