

VISIT
Northumberland

ENDLESS EXPERIENCES SPRING MARKETING CAMPAIGN

Funded via the North of Tyne Covid Capacity Fund

NORTH
OF TYNE
~~~~~  
COMBINED  
AUTHORITY

## TV Campaign 1st to 15th May



REACH 944,000  
OTH 2.7

REACH 216,000  
OTH 2.7

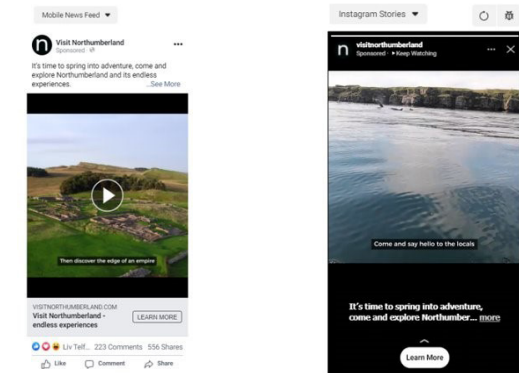


## Social Media Promotion

19th April to 31st May

Facebook promoted post

REACH 592,219  
ENGAGEMENT 90,406  
CLICKS TO WEBSITE 37,097



## TV On Demand 20th April to 31st May



VIEWS 47,886  
COMPLETION RATE 98.7%\*  
VIEWED ON TV 77.9%

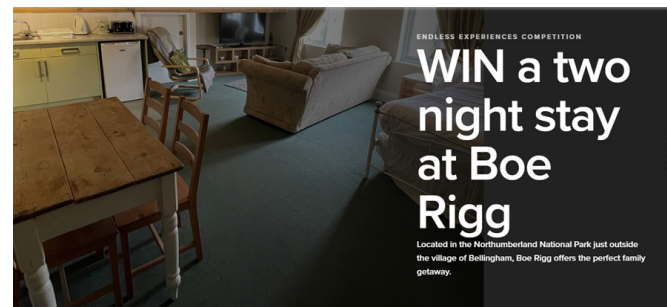


VIEWS 57,049  
COMPLETION RATE 99.15%\*  
VIEWED ON TV 84.8%

\*INDUSTRY BENCHMARK 63.1%

## Visit Northumberland Website 12th April to 31st May

COMPETITION to win a two night stay  
with Boe Rigg: 5889 ENTRIES  
OPT IN RATE 64%



CAMPAIGN COST £37,500  
TOTAL CAMPAIGN REACH  
OVER 6.3 MILLION

## Radio Campaign 12th April to 24th May

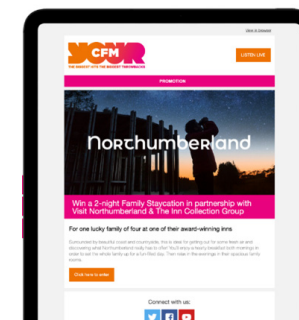


CFM  
Forth  
Great Hits Harrogate & Yorkshire Dales  
Greatest Hits York & North Yorkshire  
Metro Radio  
Radio Borders  
TFM Radio  
Greatest Hits NE

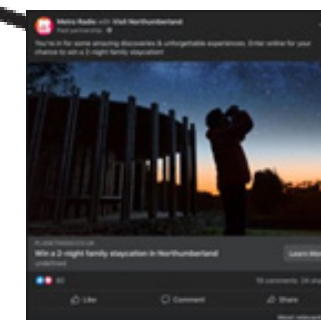
REACH 4.3 MILLION



Radio web page  
VIEWS 9,368  
AVERAGE TIME ON PAGE 2MIN 18 SECS  
COMPETITION to win a two night stay with  
the Inns Collection: 5007 ENTRIES



Radio e-newsletter  
SENT TO 134,331  
OPEN RATE 13.5%  
OPENED 18,134



Radio social media  
REACH 51,400  
CLICKS 1020

'It's time to spring into adventure  
Come and say hello to the locals  
Learn how to fly,  
Whilst conquering one of our many iconic castles  
Then discover the edge of an empire  
Explore the breathtaking landscapes  
And stay up late to capture the brightest of night skies  
Visit Northumberland and its endless experiences'

Northumberland