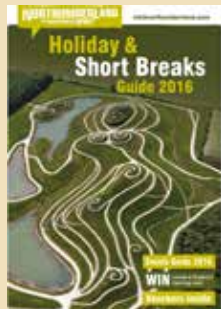
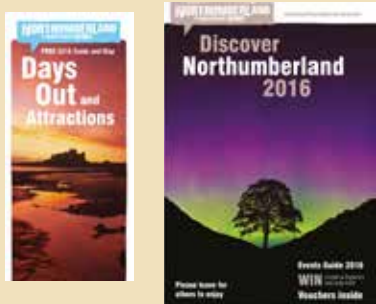


Publications



NTGF & Explore GB
Fam trips

Travel GBI
Feature

Group Travel



Marketing Campaigns

Love the North Feb - Mar 16



£200,000 VisitEngland managed budget



50,547 Unique Visitors

Tall Ships

26th - 29th Aug

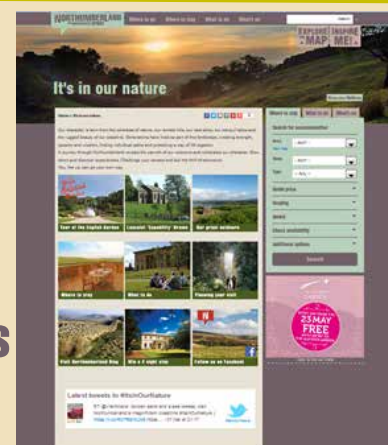


It's in our nature

#ItsInOurNature

Microsite live

15 Campaign Partners



121,629 Unique Visitors



visitnorthumberland.com

13.7% up year to date

Most viewed content

1. Love the North
2. Win a 2 night hotel stay
3. Holy Island
4. Cottages
5. Holiday Guide comp
6. Coast
7. Win a stay in Blyth
8. Win an Easter break
9. Seahouses
10. Berwick-upon-Tweed

Key facts

15,331 searches performed
72% new users
28% returning

90% from **UK**

Northern Tourism Growth Fund 2 Day Takeover

London City Information Centre

Visitor Numbers

+50% March Year to date
+15%

Attractions

89% are up on March 2015

Early Easter accounts for large increases

Visitor Numbers

TICs +3.3% Year to date

Accommodation Occupancy

Self-Catering Average Occupancy **51.8%**
+20.6% (2015 = 42.9%)

All Accommodation Businesses

55% are up

Self Catering Only

57% are up

Over

75,000 contacts



Consumer E-Newsletters

22.6% open rate

6% click-through rate

PR

Rolling Year **AVE £1.29m**

PR Activity

The Telegraph Photoshoot
NTGF Major US TV show
7 press trips

Coverage **Oxfordshire** Limited Edition



Most Popular Content on Social Media

The #Northumberland Coast is a place of phenomenal beauty #TalesFromNorth #ItsInOurNature ow.ly/ZrsF2



March Business Barometer

Top Blog Post **Blog**

Half Term

Fun facts about roman soldiers

Social Media

Followers

f **2.5%**

t **3%**

i **9%**



Daily Reach Engagement

17,069 **391**

70 Klout Score



23 Reasons Why You Should Never Go To Northumberland

#TalesfromNorth

