

## Website Research 2015 - Executive Summary

Users of [www.visitnorthumberland.com](http://www.visitnorthumberland.com) can be broken down into those already booked and committed to visiting the county (21.6%), those considering a visit (44%) and those still deciding where to go where Northumberland was just one option (28.5%).

**46.8% of those surveyed said they did visit Northumberland after using the information on visitnorthumberland.com.** Given that 1,014,755 unique visitors used visitnorthumberland.com during 2014, this equates to 474,905 parties, or 1,396,221 visitors (the average party size is 2.94).

As 21.6% had already decided to visit, this represents a conversion rate of 25.2%.

The 21.6% who had already committed to visit were using the website to research things to do and see. This shows that the website plays an important part in encouraging people to visit but also in influencing people to do more and spend more while they are here.

Of those that visited 70.8% said that their decision to visit had 'probably' or 'definitely' been turned from possible to a certainty by the website.



**70.8% of those that visited but hadn't already booked (25.2%) said the website turned the possibility of a visit into a certainty, meaning we can say 84,731 visits were directly influenced by visitnorthumberland.com. As the average size of a party is 2.94, this results in a total number of additional visitors of 249,108.**

Website users surveyed spent an average of £624.70 per party.

**If each of the 474,905 parties visiting Northumberland after using visitnorthumberland.com spent this average, this equates to £296,673,153.50 generated for the county.**

**If each of the estimated 84,731 parties inspired to visit by the site spent this average, the additional amount generated for the county would be £47,638,147.73**

A total of 892 comments and suggestions were made. Of these 697, or 78.1% were compliments, and 195 or 21.9% were criticisms or suggestions for improvement.