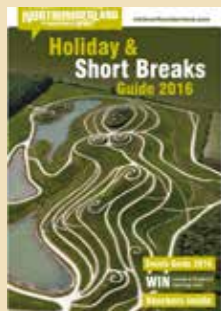
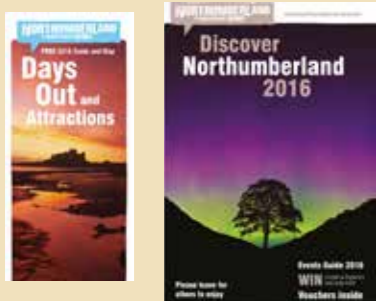


Publications



Group Travel Partnership
begins...

Group Travel

102,195
Unique Visitors



visitnorthumberland.com

7.7% up year to date

Most viewed content

- Holy Island
- Berwick-upon-Tweed
- Coast
- Cottages
- Seahouses
- Caravan & Camping
- Farne Islands
- Bamburgh
- Amble
- Pet Friendly

- Top 5 Referrers**
- TallShipsBlyth2016.com
 - StOswaldsWay.com
 - Facebook
 - VisitNorthEastEngland.com
 - HadriansWallCountry.co.uk



Top Blog Post **Blog**
Behind the scenes at Belsay
Sessions +98% on previous month

Easter Stats
Accommodation **51.6%** (-6.3%)
Attractions **-10.7%**
March & April combined

Visitor Numbers
-31.2% April Year to date
-7.4%

Attractions
23% are up on April 2015
Early Easter accounts in part for decreases

Visitor Numbers
TICs -9.8% Year to date

PR
Rolling Year **AVE £1.4m**

5 Press Trips
The Times The Mirror
Belgian VisitBritain
The National Student
'No Fly' Travel Blogger

Coverage
Sunday Express
Metro Woman's Own
McCool Travel Vagabrothers
The Times

Accommodation Occupancy
Self-Catering Average Occupancy **52%**
-23% (2015 = 67.4%)

All Accommodation Businesses **32% are up**
Self Catering Only **35% are up**

Most clicked Tall Ships
26% open rate
5.3% click-through rate
Consumer E-Newsletters

April Business Barometer

Social Media
Followers

- f 2.3%**
- t 2.2%**
- i 11%**

71 Klout Score

Daily Reach **17,476** Engagement **386**

Marketing Campaigns

Festival of the Coast



Summer Events

Tall Ships
26th - 29th Aug



It's in our nature

Social Media
#ItsInOurNature

National Adverts in **Sunday Telegraph** **Guardian Travel**
Microsite live



Most Popular Content on Social Media

