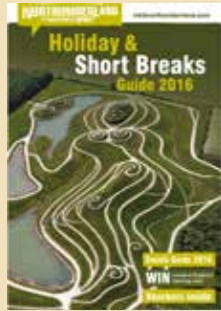
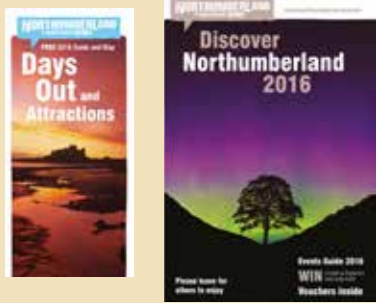


Publications



/grouptravel
Homepage Unique Visits
+159%
Email Newsletter
27% opened **21%** clicked
Group Travel



Marketing Campaigns
Website PR & Social Media



British Travel Awards

Tall Ships

Webpage Social Media Competition prize



It's in **our nature**

Microsite Adverts Digital Behaviour Advertising (Domestic Breaks)

#ItsInOurNature Social Media Competition Over 9,000 entries



127,050
Unique Visitors



visitnorthumberland.com

1.5% up year to date

Most viewed content

1. Caravan & Campsites
2. Holy Island
3. Berwick-upon-Tweed
4. Blyth Tall Ships 2016
5. Coast
6. Seahouses
7. Late Availability
8. Cottages
9. Bamburgh
10. Holy Island Crossings

Top 5 UK User Locations

- London
- Newcastle
- Edinburgh
- Glasgow
- Leeds



Self-Catering Average Occupancy July

82.6% -0.2%
(2015 = 82.7%)

Accommodation Occupancy
YTD (Jan-July)

56.9% -1.9%
(2015 = 58%)

All Accommodation Businesses

72% are up
Self Catering Only
79% are up

Visitor Numbers
+1.9% July
Year to date
+0.1%

Attractions
48% are up on July 2015
14% are up by 15% or more

Visitor Numbers
TICs **-18.8%** Year to date
Relocations

Most clicked Campaign Comp
22% click-through rate
Consumer E-Newsletters

18% open rate



PR



5 Press Trips
PetrolHead Yahoo Travel
travellowdown.com
Columbus Travel
parentshaped.co.uk

Top Coverage
Rettie & Co
Days Out with Kids



Reformatoris Dagblad

Most Popular Content on Social Media

Great news! We've been nominated for Best UK Holiday County
@BritTravAwards#ItsInOurNature |
ow.ly/oa6X301WEKx



July Business Barometer



Top Blog Post **Blog**
5 Beautiful Buildings in Northumberland
Sessions **+49%** on previous year

Social Media
33,990
Total Followers

2.7%
1.7%
8%

Average Daily

Reach Engagement
18,808 **393**

Klout **71**

