

**Events**

**Blyth Tall Ships Regatta**

**Group Travel Partnership**

Visit Northumberland Guide for Groups

UK inbound Member 2016

**1,106,939 Unique Visitors** **↑ 0.5%**

**visitnorthumberland.com**

**90%** of users from UK

**International users up 5%**

**New Users 72% are new**  
**Up by 7%**  
Above industry average

**Most viewed content**

1. Holy Island	6. Seahouses
2. Love the North	7. Blyth Tall Ships
3. Berwick-upon-Tweed	8. Camping & Caravan
4. Coast	9. HI Crossing Times
5. Cottages	10. Dark Skies

**Publications 2015 ROI: H Guide £93.23:1 DO Leaflet £190.85:1**

<b>80,000</b> distributed on request TICs & high footfall areas	<b>15,000</b> delivered to <b>437</b> TICs, cafés, accommodation & Tourism Fairs	<b>250,000</b> distributed within a <b>3 hour</b> drive-time
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**Visitor Numbers +4.3%**

**TICs -25%**

**Statistics**

**Average Self-Catering Occupancy 62.3%**  
**+0.8%**

**Shoulder Season S/C Occupancy 48.6%**  
Oct 15 - Feb 16  
**up from 39.5%**  
Oct 14 - Feb 15

**Busiest Months August, July, Sept = 85.8% Occupancy**

**Over 70,000 contacts**

**18.1% open rate**

**24.5% click-through rate**

**Email Newsletters**

**142 Pieces of coverage in total**

**USA Scotland Germany Netherlands**

Talking about Northumberland

**Marketing Campaigns**

**It's in our nature**

visitnorthumberland.com/lovethenorth

**30% off Advance Fares\***

**Love the North**

Feb - Mar 16

**£200k** VisitEngland budget

**50,547 unique** website visitors

**WIN! Two Night Stay**

**It's in our nature**

visitnorthumberland.com

**It's in our nature**

Apr-Aug 16

**ROI: £35.83:1**

**The land that's just as good with the lights off**

WIN!

visitnorthumberland.com/landstars

**The land that's just as good with the lights off**

Oct 16 - Feb 17

# 2016 Year in Review

**Use of Branding**

**PRODUCED IN NORTHUMBERLAND**

**Northumberland Day**  
Sunday 28th May 2017

**Social Media Followers**

**f 39%** ↑

**↑ 21%**

**194%** ↑

**71 (+2) Klout Score**

**North East England Tourism Awards 2016**

**7 Gold 8 Silver 4 Bronze**

## Award Winning

**SILVER BRITISH TRAVEL AWARDS 2016**

**BEST UK HOLIDAY COUNTY/DESTINATION**

**TRAVELLER AWARDS WINNER 2016**

Best UK regions for families