


Consumer E-Newsletters

17% open rate 
22% click-through rate
c.f. industry standard 15%

Most clicked article **Competition**



Unique Visitors
104,833



Returning visitors
28%


visitnorthumberland.com

down **14%** year to date
(2016 inc. Tales from Nland & VisitEngland campaign)

Most viewed content

- | | |
|-----------------------|------------------------|
| 1. Holy Island | 6. Competitions |
| 2. What's On | 7. Alnwick |
| 3. Coast | 8. Northumberland Live |
| 4. Berwick-upon-Tweed | 9. What To Do |
| 5. Seahouses | 10. Cottages |

Average time spent on website

3%
c.f. prev month


Accommodation Occupancy

Average self-catering figures

June 87.4% +3.2% (2016 = 84.2%)	YTD (Jan-Jun) 54.7% -2.7% (2016 = 61.6%)
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Attractions Visitor Numbers

June **+6.3%**
YTD **+14.6%**
c.f. prev year


Business Barometer

June 2017

Consumer Social Media
40,043

@VisitNland followers
f 2.1%
t 1%
i 3.1%

Average Daily Reach | Engagement
12,410 | **325**
Klout score **69**

Most Popular Content
26.9k reach
161 shares



Article about new church found on Holy Island

Corporate Communications
@NTbusiness followers
2,943

Top search
NorthumberlandTourism.org.uk

Contact Us

Blog
4 posts

Most popular
3 iconic TV & film sites in Northumberland



Unique Visits
165%
c.f. prev month

Marketing

It's in our nature



Microsite
58%
c.f. prev year

Adverts
The Telegraph
National Geographic
Scottish Walks mag

PR

1 Press Trip

Sunday Times
Travel magazine

AVE **£50,219**

Coverage



The Telegraph online
National Geographic
Traveller

Press Association
14 regionals inc.
Liverpool Echo,
Belfast Telegraph,
Evening Times Glasgow