

February 2018

Unique
Visitors

66,881



Returning
visitors

+5%
c.f. Jan

visitnorthumberland.com

Most viewed
content

1. Campaign Comp
2. Walwick Hall Comp
3. Coast
4. Holy Island
5. Berwick upon Tweed
6. Holy Island Crossing
7. Seahouses
8. Coittages
9. Linden Comp
10. Brochure Order

Average time
spent on website

2 mins

30 secs



Mobile
users +5%
c.f. Jan



Most popular
age group
55 - 64

Most popular
UK location
London

Accommodation Occupancy

Average self-
catering figures

42.7%

-20.2%

c.f. prev year



Visitor Numbers

Average figures
from
attractions



-1.5%
c.f. prev year

Consumer E-Newsletters

18% open
rate

24% click-through
rate

c.f. industry standard 15%



Campaign activity

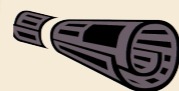
Competition

Win a lavish
weekend stay
at Rosebud, a
Coastal Retreats
Gold rated
cottage



10,985
entries

PR



2 Media
visits

Coverage

Top UK destination in the
Wanderlust awards



Most clicked articles

Linden Hall Competition,
Campaign Competition &
Sea Breeze Blog

Social Media

f 1.4%

t 1.0%

i 3.3%

c.f. prev month



Average Daily
Reach Engagement

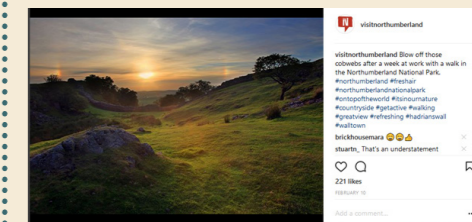
11,039

267

Target: 10k

Target: 350

Most popular content



i 6%
engagement

Followers

@VisitNland

43,634

@NTbusiness

3,058

Klout score 69

Blog

2
new
posts

Unique Visits
1.9k +43.5%
c.f. prev month

Average time
on blog

+17.4%

c.f. prev month

Most popular content

Feel the sea breeze on the Northumberland Coast
45.3% of total monthly blog traffic

