

June 2018

visitnorthumberland.com

Unique
Visitors
96,891



- **2%**
c.f. May

Returning
visitors

+4%
c.f. May

Direct
acquisition

Most viewed
content

- Holy Island Crossing
- Holy Island
- Campaign competition
- Northumberland Live
- Coast
- Berwick
- Seahouses
- Walwick Comp
- What's On
- Alnwick

Average time
spent on website

**2 mins
17 secs**



+5%
c.f. May

Most popular
age group
65+
+6%



USA
Users
+57%

Most popular
UK location
London

Accommodation Occupancy

Average self-catering figures **76.67%**
av. capacity for June



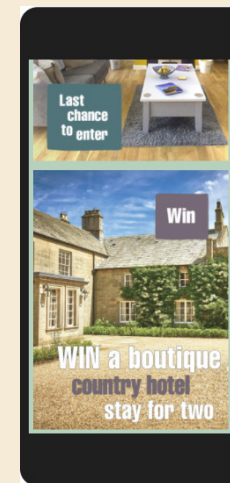
Visitor Numbers

Average figures from attractions **+5.12%**
c.f. prev year



Consumer E-Newsletters

37% open rate
c.f. industry standard 15%
16% click-through rate
(post GDPR - database now at 35K)



Most clicked
articles

Walwick Competition
Great Northumberland
Cycle Survey

Campaign activity

Living North Yorkshire
Magazine



Digital Online
Targeting

Digital screens - York

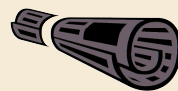


PR Coverage
1 Media visit

Helen Pickles
The Telegraph Online

Patricia Cuni
Mad About Travel
Italian Blogger

AVE: £13,953



Social Media

c.f. prev month

0.6%

7.5%

2.2%

NEW! Follow us @
northumberland-tourism



Average Daily
Reach **10,426**
Target: 10k
Engagement **278**
Target: 350

Most popular
content

Visit Northumberland
Published by Sarah Jayne Davidson [?] · June 25 at 6:26 PM · G
A number of places in Northumberland feature in this Telegraph article. Of course, we know summer is better in the north!
<https://www.telegraph.co.uk/.../summer-in-northern-england/>



TELEGRAPH.CO.UK
10 reasons why this summer will be better up North

9,571
impressions

Followers

@VisitNland
45,416

@NlandTourism
3,170

Blog

Most popular:
Beach Life shore is perfect

Unique visits
2,508 +35%

New blog series
Retirement Rambles

Projects

Discover England Fund



The English National Park
Experience Collection

follow the acorn



NT Providing
business support