

## July 2018

### visitnorthumberland.com

Unique

Visitors

113,035



+17%  
c.f. June

Returning  
visitors

+17%  
c.f. June

Most viewed  
content

- |                              |                    |
|------------------------------|--------------------|
| 1. Holy Island Crossing +71% | 6. Seahouses +20%  |
| 2. Holy Island +22%          | 7. What's on +33%  |
| 3. Coast +22%                | 8. What to do +43% |
| 4. Berwick upon Tweed +35%   | 9. Alnwick +21%    |
| 5. Campaign Comp             | 10. Beaches +21%   |

Average time  
spent on website

2 mins  
18 secs ↑



New  
users

+18%  
c.f. June

Age group  
18-24 +29%  
25-35 +31%



German  
Users  
+42%

Most popular  
UK location  
London

### Accommodation Occupancy

Average self-  
catering figures **73.74%**  
av. capacity for July



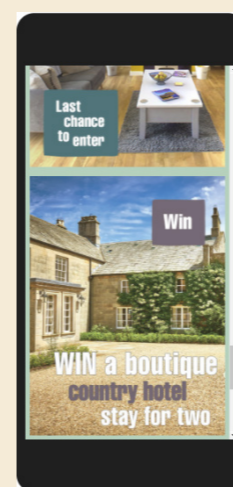
### Visitor Numbers

Average figures  
from  
attractions **+0.7%**  
c.f. prev year



### Consumer E-Newsletters

**39%** open  
rate  
c.f. industry standard 15%  
**18%** click-through  
rate  
(post GDPR - database now at 35K)



Most clicked  
articles

Walwick Competition  
Linden Hall Comp  
#VoteNland - BTAs

### Campaign activity

Living North Yorkshire  
- online ad

Camping & Caravanning  
Club - ad on app

Premier Christianity  
Magazine - e-newsletter

Digital screens - Leeds,  
Sheffield, Doncaster, Halifax



PR Coverage  
Media visits  
**2**

Jess McGlynn  
Catch a Single  
Thought  
Enrico Martino  
Meridian  
(Visit Britain Italy)  
AVE: £22,247

### Social Media

c.f. prev month

**1.3%**

**2.9%**

**2.4%**

NEW! Follow us @  
northumberland-tourism



Average Daily  
Reach Engagement

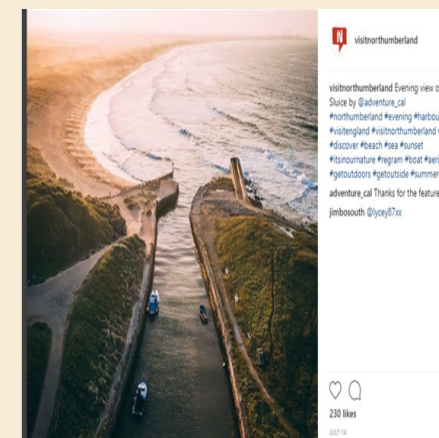
9,940

278

Target: 10k

Target: 350

Most popular  
content



**230 likes**

Followers

@VisitNland

45,849

@NlandTourism

3,190

### Blog

Unique visits  
2,198

Most popular:  
Iconic TV film sites in  
Northumberland

New blog series  
Retirement Rambles

### Projects

Discover England Fund



The English National Park  
Experience Collection

follow the acorn

NATIONAL TRAILS

NT Providing  
business support