

August 2018

visitnorthumberland.com

Unique Visitors
123,438

+9%
c.f. July

Returning visitors
+13%
c.f. July

New users
+9%
c.f. July

Most viewed content

- Holy Island Crossing
- Holy Island **+7%**
- Coast **+11%**
- Berwick upon Tweed **+9%**
- Campaign Comp **+9%**
- What's on **+20%**
- Seahouses
- What to do **+14%**
- Alnwick **+15%**
- What's on today **+21%**

Average time spent on website
2 mins
16 secs

Most popular UK location
London

Dutch Users
+42%

Age group
35-44 **+11%**
25-35 **+2%**

Social Media

c.f. prev month


- f 1.3%**
- t 1.0%**
- i 4.9%**
- in NEW! Follow us @ northumberland-tourism**

Followers
@VisitNland **46,467**
@NlandTourism **3,221**

Average Daily Reach
9,125
Target: 10k

Average Daily Engagement
281
Target: 350


Most popular content



234 likes

Accommodation Occupancy

Average self-catering figures **95.77%**
av. capacity for August



Visitor Numbers

Average figures from attractions **+11.12%**
c.f. prev year



Consumer E-Newsletters

40% open rate
c.f. industry standard 15%

16% click-through rate
(post GDPR - database now at 35K)




Campaign activity



Online marketing
It's In Our Nature marketing Campaign comes to a close

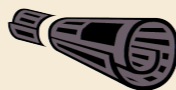


PR

Local Media Coverage **3** **Media visits**

Northumberland welcomes over 10 million visitors in 2017

AVE: £23,606



Most clicked articles:

Chesters Stables comp
Days Out Survey
NEOffers



Blog

Unique visits **2,966**

Most popular: Iconic TV film sites in Northumberland

New blog series Retirement Rambles

Projects

Discover England Fund



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NATIONAL TRAILS

NT Providing business support