



It's in
our
nature

Campaign Research & ROI 2017

Visitors

48% stayed in the coastal areas of Northumberland, 11% stayed in the Hadrian's Wall and Tyne Valley areas. 7% stayed in the surrounding area but visited Northumberland during

Average Party Size

2.68 people

Average Length of Stay

4.26 nights

Average Total Spend

£724.66

84% said their most recent trip to Northumberland took place outside of July & August, with September, October and November proving popular.

Return on Investment

Visitor Spend Generated

£342,682

Return on Investment

£37.10 : £1

64% are planning to visit, if 41% of those were influenced by the campaign as above, that would equate to **2,225** visits still to take place, with a total spend of **£1.64m**

Influence

17% of respondents visited. 40% of those had already booked or were considering a visit before seeing the campaign and 28% were still deciding where to go.

Of those who visited...

41% said seeing the campaign probably or definitely turned a possible visit into a certainty.

4.5% said seeing the campaign influenced them to choose Northumberland over going abroad.

31% said seeing the campaign influenced them to visit more/different places.

8% said seeing the campaign influenced them to visit Northumberland instead of another

