

2018 Year in Review

956,838
Unique Visitors **-2.7%**

visitnorthumberland.com
Most viewed content

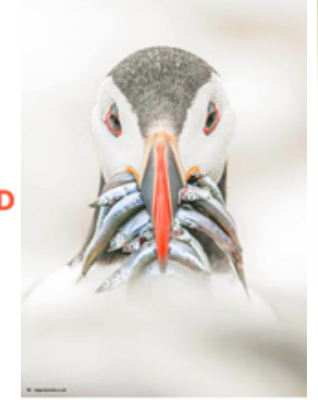
1. Homepage
2. Holy Island Crossing
3. Holy Island +
4. Coast
5. Berwick-upon-Tweed
6. Seahouses
7. What's On (events)
8. Comp (Days Out 18)
9. Alnwick
10. Comp (Hol Guide 18)

New Users
83% -4% are new
89% UK users
International users +1%

Av page view per session **2.5**
Av session duration - 10%
Bounce rate - 11%
Sessions per user **Same as 2017**

USA, Australian, Dutch & Italian users **UP and RISING**
Most used device **Mobile +11%**
Email Acquisition **UP**
Sales of comps & brochure orders

PR (no PR role 18-19)
13 Press trips organised
118 Pieces of coverage in total
£323,736 PR AVE
Countryfile Magazine
The Times The Telegraph
Wanderlust
The Sunday Sun
National Geographic
Traveller feature:



Group Travel Partnership
online microsite
Print ads
ExploreGB
e-newsletters

Publications
250,000 distributed within a **3 hour** drive-time

80,000 distributed TICs & high footfall areas
posted out on request

15,000 delivered to TICs, cafés, accommodation providers & Tourism Fairs

Awards
WINNER BRITISH TRAVEL AWARDS 2018
BEST UK HOLIDAY COUNTY/REGION
NORTHUMBERLAND RESULTS
9 GOLD
8 SILVER
10 BRONZE
7 HIGHLY COMMENDED

Visitor Numbers & Occupancy
Visitor Numbers **+5.3%**
Average Self-Catering Occupancy **49.4%** +3.5%
Busiest Months **July, Aug, Sep**

Email Newsletters post GDPR database
36,600 contacts
29% open rate
22% click-through
Most popular content
Top 1-6 - COMPETITIONS
7 - Homepage
8 - Vote Northumberland
9 - Brochure orders
10 - ticket giveaway

Projects
Discover England Fund
England's Great Walking Trails

Social Media Followers
12%
90%
8%
NEW for 2018 b2b social media accounts

Marketing Campaigns

It's in our nature Apr-Aug 18

The Guardian
Travel UK Europe US
The last (plastic) straw / The travel industry and its environmental responsibilities

Northumberland the **land** that's just as good with the lights off
Nov 18 - Feb 19
WIN! 2 NIGHT STAY

Tynemouth
THE LAND THAT'S JUST AS GOOD WITH THE LIGHTS OFF
WIN! 2 NIGHT STAY

Business Support provided by NT
England's Seafood Coast
The Explorers Way
England's Coast
Epic England