



2017 Holiday Guide & Bedroom Browser Research

Visitors **63%** said they visited with their partner, 14.7% visited with children. **41.6%** stayed in self-catering accommodation, 28.4% in hotels & inns, 18% in B&Bs and 8% camped.

Average Party Size

2.67 people

Average Length of Stay

5.3 nights

Average Total Spend

£754.58

75% of visitors also used vistinorthumberland.com to aid holiday planning.

29% of respondents come from the North West, Yorkshire and Lincolnshire.

84% of respondents have visited Northumberland before with 52.5% having visited in the last 3 years.

67% are aged 55 and over and 59% are female.

70.5% booked direct with the accommodation provider via website, email or telephone.



Holiday Guide

20.3% of respondents booked after receiving the guide, 5.4% directly from the brochure, 14.9% after further research.

14% are planning to visit.

87% said the Guide was influential or extremely influential.

70% would like to visit in the future.

Average visitor spend was **£754.58**

Return on Investment **£342.23:1**

Estimated Visitor Spend Generated
£11,409,250



Bedroom Browser

26.9% of those who visited saw the Bedroom Browser. Predominantly (20.8%) it was seen in their accommodation).

76% of those who didn't see it would have liked to.

49% were influenced to change their plans by visiting different or more attractions, staying longer or coming for a repeat visit.

Average extra spend was **£67.06**

Visitor Spend Generated
£119,982