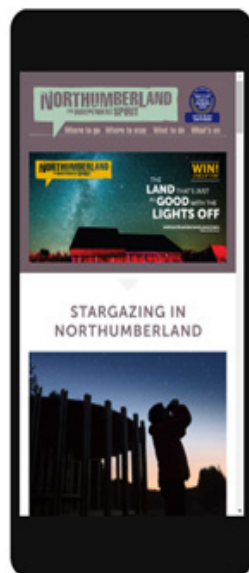


## VISITNORTHUMBERLAND.COM

- T** 1. Holy Island Crossing Times  
**O** 2. Win a 2 night stay at St Mary's Inn  
**P** 3. Win a 2 night stay at Jesmond Dene  
**1** 4. Coast  
**0** 5. Win a 2 night stay at Battlesteads
6. Win a self-catering break in Seahouses  
 7. Holy Island  
 8. Win a 2 night stay at The Amble Inn  
 9. Berwick-upon-Tweed  
 10. Cottages

## E-NEWSLETTER



**OPEN RATE**  
40%

**CTR**  
28%

**MOST CLICKED:**  
WIN 2 NIGHT STAY AT ST MARYS

WIN 2 NIGHT STAY AT JESMOND DENE HOUSE

CAMPAIGN COMP

## PR & MEDIA VISITS

NONE IN JANUARY

**HIRING NEW PR & CONTENT EXECUTIVE**

## MARKETING



**BUS REARS** - PRESTON, LANCASTER, MORECAMBE

**4 SHEETS** - TYNE & WEAR METRO

**DIGITAL** - TARGETTED WEB ADS

**DIGITAL 48 SHEETS** - SHEFFIELD & LEEDS


**MUMSNET**- HOMEPAGE ADVERT

**BRAND NEW!**  
SPRING/SUMMER CAMPAIGN  
LAUNCHING MARCH 2019

## OCCUPANCY & VISITOR NUMBERS


**AVG SELF-CATERING OCCUPANCY**  
18.94% - 13.6%

**AVG VISITOR NUMBERS**  
71,232 - 3.9%




**TOTAL SESSIONS**  
112,327

**NEW USERS**  
78,909



**AVG TIME ON WEBSITE**  
02:11

**PAGES PER SESSION**  
2.5



**ORGANIC SEARCH**  
**DIRECT SEARCH**  
**WEB REFERRALS**  
**INTERNATIONAL VISITORS**

## VISIT NORTHUMBERLAND SOCIAL MEDIA

<b>FOLLOWERS: 18,722</b>	<b>AVG DAILY REACH</b> 9,556	<b>AVG DAILY ENGAGEMENT</b> 368
<b>+1.7%</b>	<b>TOTAL FOLLOWERS</b> 50,990	
<b>FOLLOWERS: 25,077</b>	<b>TOP CONTENT</b> 36,340 REACH	
<b>+0.7%</b>	<b>HIDDEN BEAUTY SPOTS</b>	
<b>FOLLOWERS: 7,191</b>		
<b>+5.8%</b>		

#VISITNORTHUMBERLAND | #NLANDSTARS | #ITSINOURNATURE

## 2019 PRINT PUBLICATIONS



## BUSINESS SUPPORT

