

VISITNORTHUMBERLAND.COM

- T** 1. Holy Island Crossing Times
O 2. Holy Island
P 3. Coast
1 4. Berwick upon Tweed
0 5. Seahouses
6. Alnwick
7. Cottages
8. What to do
9. Markets
10. Farne Islands



TOTAL SESSIONS

114,249

NEW USERS

80,682



AVG TIME ON WEBSITE

02:14

PAGES PER SESSION

2.6



ORGANIC SEARCH

DIRECT SEARCH

WEB REFERRALS

INTERNATIONAL VISITORS

E-NEWSLETTER

OPEN RATE

31%

CTR

26%

MOST CLICKED:

WIN A SELF CATERING
BREAK IN SEAHOUSES

WIN A 2 NIGHT DBB
STAY AT THE AMBLE
INN



EVENT - WALK IN A VOLCANO

VISITOR NUMBERS

+20.5%

INFORMATION COLLATED FROM BUSINESSES
THAT PROVIDE THEIR VISITOR NUMBERS. FIGURE
COMPARED WITH MARCH 2018

VISIT NORTHUMBERLAND SOCIAL MEDIA

FOLLOWERS: 19,048



AVG DAILY
REACH
9,046

FOLLOWERS: 25,461



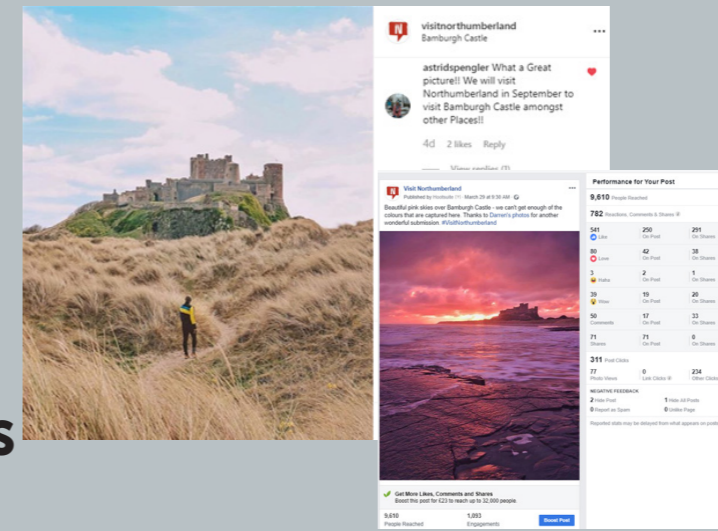
AVG DAILY
ENGAGEMENT
351

FOLLOWERS: 7,836



TOTAL FOLLOWERS
52,345

#VISITNORTHUMBERLAND
#NLANDSTARS
#ITSINOURNATURE



MARKETING

BRAND NEW!
SPRING/SUMMER
CAMPAIGN
LAUNCHED TO
BUSINESSES

NORTHUMBERLAND
OFFICIALLY THE **BEST**
PLACE TO VISIT



2019 PRINT PUBLICATIONS

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PR & MEDIA VISITS



2 PRESS TRIPS:
MAD ABOUT TRAVEL
HELEN PICKLES -
TELEGRAPH ONLINE

COVERAGE: 7 ACCOMMODATION
REVIEWS ON TELEGRAPH ONLINE

BUSINESS SUPPORT

England's Great
Walking Trails

England's
Coast



ENGLAND'S
SEAFOOD
COAST