

## VISITNORTHUMBERLAND.COM

- T** 1. Holy Island Crossing Times
- O** 2. Holy Island
- P** 3. Coast
- 1** 4. Berwick upon Tweed
- 0** 5. Alnwick
6. What to do
7. Seahouses
8. Dark skies
9. Hadrian's Wall walking routes
10. Hexham



**TOTAL SESSIONS**

**101,916**

**NEW USERS**

**19,701**

N.B FEB SHORT MONTH



**AVG TIME ON WEBSITE**

**02:11**

**SESSIONS PER USER**

**1.24**

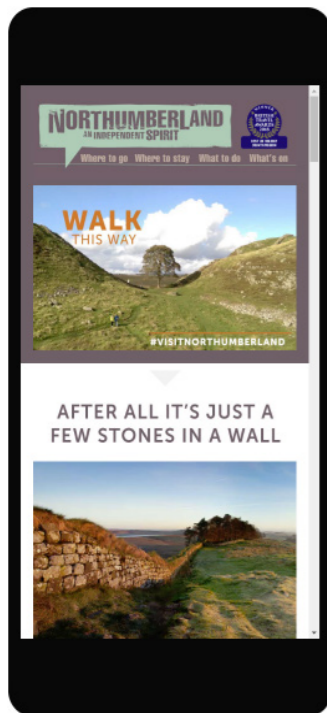


**NEWCASTLE VISITORS**

**VISITS FROM 3-HOUR DRIVE TIME CITIES**

**MOBILE USERS**

## E-NEWSLETTER



**OPEN RATE**

**38%**

**CTR**

**22%**

**MOST CLICKED:**

**JESMOND DENE COMP**

**ST MARYS INN COMP**

**HADRIAN'S WALL FEATURE**

**SENT TO 39K SUBSCRIBERS**

## VISITOR NUMBERS

**+21.23%**

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

## VISIT NORTHUMBERLAND SOCIAL MEDIA

**FOLLOWERS: 18,880**

**+0.8%**

**AVG DAILY REACH**  
**9,166**

**FOLLOWERS: 25,231**

**+1.0%**

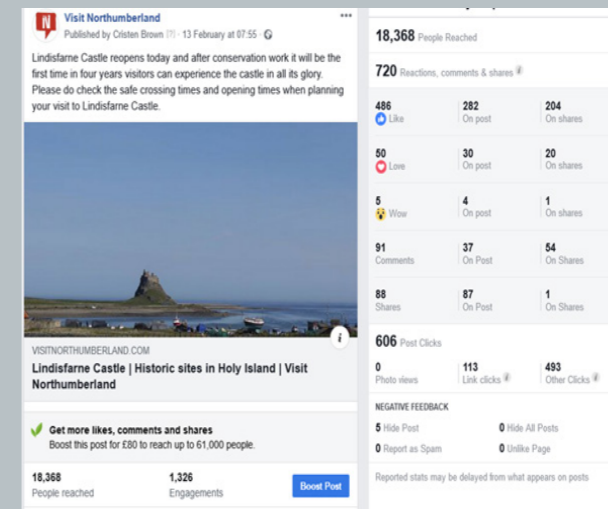
**AVG DAILY ENGAGEMENT**  
**360**

**FOLLOWERS: 7,554**

**+5.0%**

**TOTAL FOLLOWERS**  
**51,677**

**#VISITNORTHUMBERLAND**  
**#ITSINOURNATURE**



## MARKETING

**BRAND NEW!**

**CAMPAIGN LAUNCHING NEXT MONTH**

**NORTHUMBERLAND** OFFICIALLY THE **BEST PLACE TO VISIT**

WINNER BRITISH TRAVEL AWARDS 2018 BEST UK HOLIDAY COUNTY/REGION

## ON THE BLOG

**NEW - NAME THAT STAR!**

**AV TIME**

**2:10**

**UNIQUE VISITS**

**1953**

## PR & MEDIA VISITS



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

**COVERAGE: 7 ACCOMMODATION REVIEWS ON TELEGRAPH ONLINE**

## 2019 PRINT PUBLICATIONS

**O  
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## BUSINESS SUPPORT

