

2017 Days Out Leaflet Research & ROI

Visitors

Average Party Size

2.5 people

Average Total Spend

£536.07

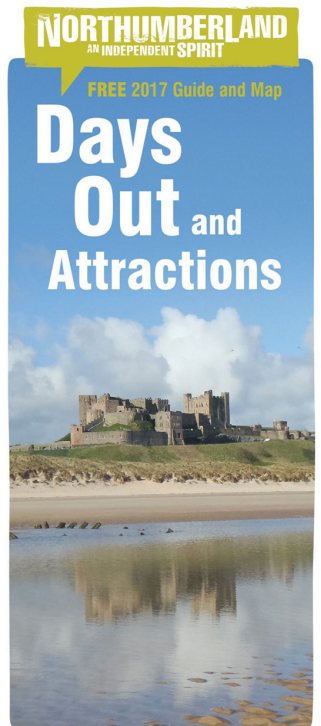
Average Length of Stay

3.2 nights

25.2% of respondents were on a short break. 5% were on a longer holiday and over 35.5% were on a day trip.

81.2% visit Northumberland often or occasionally and this was not their first visit.

25.3% of users are from the North East region, with 57% coming from the 'rest of England'. Around 10.5% come from Scotland, Ireland & Wales with just under 0.7% from outside the UK.



Influence

18.2% said they picked up the Days Out Leaflet because they were looking for something to do but had not decided what.

12.5% said they 'just saw it' and hadn't been considering visiting any of the attractions before hand.

Of those who visited...

36.5% visited attractions or places they hadn't planned to.

16.2% visited more attractions or places than originally planned.

7.8% said the leaflet influenced them to return for more than one visit.

2.6% said they extended their trip as a result of using the leaflet.

Return on Investment

63.1% of respondents were influenced to change their plans. 39.4% of those said they spent more as a result of using the Days Out Leaflet

This equates to **147,825** parties influenced, after a 10% reduction in the 250,000 leaflets printed as per VisitEngland guidelines.

The total cost of production was £25,298

Visitor Spend Generated

£6,147,572

Return on Investment

£242 : £1

5828 extra nights were spent in Northumberland as a result of using the leaflet, which does not include those who returned for another visit.