



# APRIL 2019 BUSINESS BAROMETER



## VISITNORTHUMBERLAND.COM

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**1**  
**0**
- Holy Island Crossing Times
  - Holy Island
  - Coast
  - Berwick upon Tweed
  - Seahouses

- Alnwick
- What's On
- What to do
- Family Events
- Farne Islands



UNIQUE VISITORS

115,940

RETURNING VISITORS

29,217



AVG TIME ON WEBSITE

02.07

PAGES PER SESSION

2.6



ORGANIC SEARCH +30%

NEW USERS +27%  
REFERRAL TRAFFIC +43%

## E-NEWSLETTER

OPEN RATE

35%

CTR

27%

MOST CLICKED:

KING/QUEEN COMPETITION

CAMPAIGN COMPETITION

AD122 BUS TIMETABLE



## VISIT NORTHUMBERLAND SOCIAL MEDIA

FOLLOWERS: 19,048



+1.03%

AVG DAILY REACH  
9,103

FOLLOWERS: 25,461



+0.64%

AVG DAILY ENGAGEMENT  
355

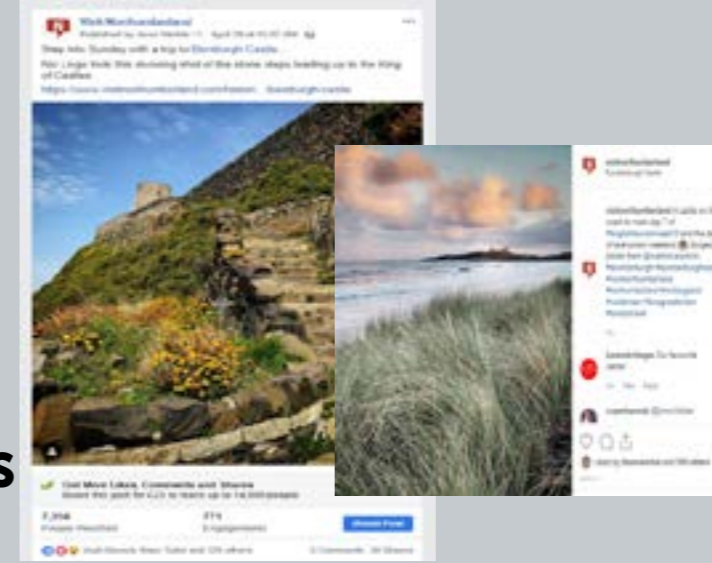
FOLLOWERS: 7,836



+5.18%

TOTAL FOLLOWERS  
53,111

#VISITNORTHUMBERLAND  
#NLANDSTARS  
#ITSINOURNATURE



## BLOG

NEW ON THE BLOG

HOW TO HANAMI AT THE ALNWICK GARDEN  
5 THINGS TO DO FOR EXPLORING THE BEST OF KIELDER'S WILDLIFE  
FALCONS, FOOD & FANTASTIC NEW ADVENTURES

UNIQUE PAGE VIEWS  
24.82%

## VISITOR NUMBERS

+28.82%

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

## PR & MEDIA VISITS



1 PRESS TRIP:  
THIRD EYE TRAVELLER -  
(25.6K INSTA FOLLOWERS)

COVERAGE: HAND LUGGAGE ONLY (3X BLOGS), TELEGRAPH ONLINE, SCOTSMAN ONLINE

## MARKETING BUSINESS SUPPORT

