



# RESEARCH PLAN

Each year we gather visitor intelligence through a range of internal research surveys built in our bespoke database system. We also participate in a range of external research with partners from across the UK. All research documents and statistical information can be found on our corporate website [northumberlandtourism.org.uk](http://northumberlandtourism.org.uk)

## HOLIDAY GUIDE SURVEY

**SURVEY SEND: FEBRUARY | RESULTS COMPILED: MARCH**

Survey sent out to entrants from the competition within the previous years Holiday Guide & Bedroom Browser. Offers insight into visitor trends & behaviour, ROI & effectiveness of product.

## DAYS OUT LEAFLET SURVEY

**SURVEY SEND: APRIL | RESULTS COMPILED: MAY**

Survey sent to entrants from the competition within the previous years Days Out & Attractions Leaflet. Provides insight into visitor trends & behaviour as well as ROI & effectiveness of product.

## AUTUMN/WINTER CAMPAIGN SURVEY

**SURVEY SEND: MAY | RESULTS COMPILED: JUNE**

Annual survey sent to entrants of the autumn/winter campaign competition. Monitors marketing performance, visitor behaviour and ROI.

## STEAM - ECONOMIC IMPACT REPORT

**RESEARCH SENT: MAY | RESULTS RELEASED: SUMMER**

External research conducted by NGI, with all other North-East DMO's taking part. The research gives an overview of economy performance, visitor spend and overall visitor numbers.

## SPRING/SUMMER CAMPAIGN SURVEY

**SURVEY SEND: NOV | RESULTS COMPILED: DEC**

Annual survey sent to entrants of the spring/summer campaign competition. Monitors marketing performance, visitor behaviour and ROI.

## CYCLING SURVEY

**SURVEY: AVAILABLE ALL YEAR | RESULTS RELEASED: NOV**

Ongoing survey targetting cycle tourism visitors to Northumberland. The survey provides insight into visitor behaviour and is shared with cycling tourism board partners.

## BUSINESS SURVEY

**RESEARCH SENT: DEC | RESULTS RELEASED: JAN**

Annual survey sent to our customers and tourism businesses in Northumberland to monitor their annual performance and gather feedback on their perceptions of Northumberland Tourism.

## VISITNORTHUMBERLAND.COM SURVEY

**RESEARCH SENT: DEC | RESULTS RELEASED: FEB**

Website research, also providing insight into social media and blog performance. Survey is sent out to our whole email database of around 35K. Feedback on visitor trends and spend.