

**BUSINESS BAROMETER**


**VISITNORTHUMBERLAND.COM**

- T** 1. Holy Island Crossing Times  
**O** 2. Holy Island  
**P** 3. What's on  
**1** 4. Coast  
**0** 5. Berwick-upon-Tweed
6. Seahouses  
 7. Markets  
 8. Farne Islands  
 9. What's on today  
 10. Alnwick




**UNIQUE VISITORS**  
108,838

**RETURNING VISITORS**  
27,997



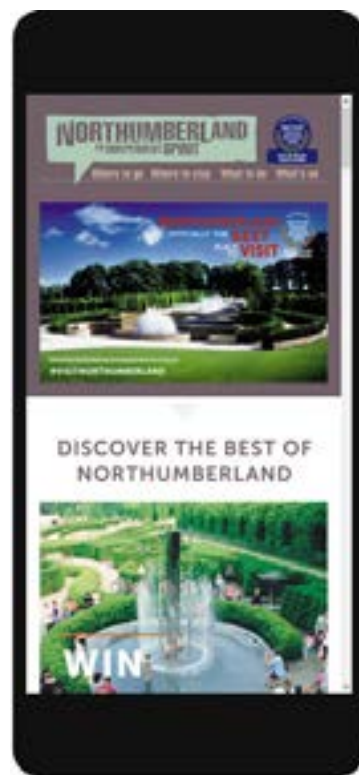
**AVG TIME ON WEBSITE**  
02.17

**SESSIONS PER USER**  
1.27



**EMAIL ACQUISITION +10%**  
**EVENTS PAGES PERFORMING WELL**  
**ENGAGED USERS & LOWER BOUNCE RATE**

**E-NEWSLETTER**





**OPEN RATE**  
38%


**CTR**  
29%

**MOST CLICKED:**  
**AMBLE INN COMP**  
**CAMPAIGN COMP**  
**BEST NLAND CAMPAIGN PAGE**  
**BAMBURGH CASTLE FEATURE**

**VISIT NORTHUMBERLAND SOCIAL MEDIA**

**FOLLOWERS: 19,527**  
 **+1.46%**

**FOLLOWERS: 25,815**  
 **+0.76%**

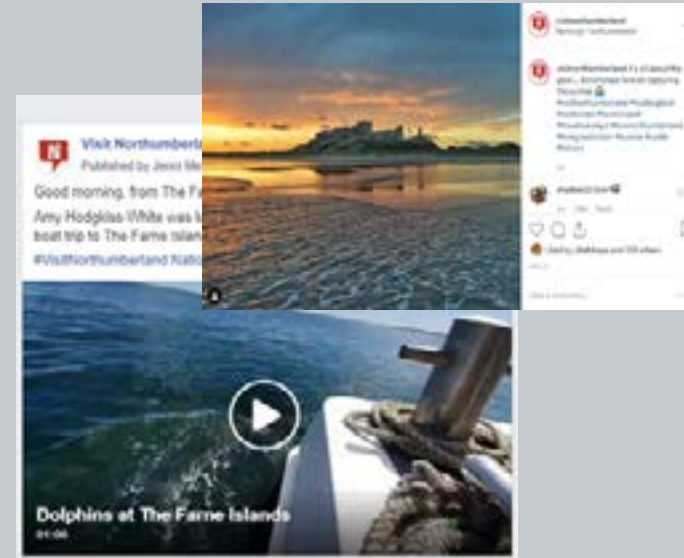
**FOLLOWERS: 8,601**  
 **+4.36%**

**AVG DAILY REACH**  
9,098

**AVG DAILY ENGAGEMENT**  
345

**TOTAL FOLLOWERS**  
53,943

#VISITNORTHUMBERLAND  
 #NLANDSTARS  
 #ITSINOURNATURE



**BLOG**

**NEW ON THE BLOG**


**BEST SHORT WALKS IN NORTHUMBERLAND**  
**5 THINGS TO KNOW BEFORE YOU VISIT THE INNER FARNE ISLAND**  
**METHOD TO OUR MINDFULNESS**  
**HAVE A BLOOMIN LOVELY HALF TERM**

**TIME ON PAGE +50.85%**

**VISITOR NUMBERS**  
-8.04%

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

**PR & MEDIA VISITS**

 **COVERAGE: AS PER PRESS TRIPS BELOW & WALWICK HALL FEATURED IN VOGUE**

**3 PRESS TRIPS:**  
**SUNDAY POST, NETHERLANDS JOURNALIST, FAMILY TRAVEL BLOGGER**

**MARKETING**



**ADVERTS IN SATURDAY HERALD, SUNDAY HERALD, THE NATIONAL ON SUNDAY (SCOTLAND)**

**BUSINESS SUPPORT**

