

VISITNORTHUMBERLAND.COM

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- Holy Island Crossing Times
 - Holy Island
 - Coast
 - Berwick-upon-Tweed
 - Seahouses

- Events
- Alnwick
- Markets
- Farne Islands
- What To Do



UNIQUE VISITORS
114,522
BEST JUNE ON RECORD
RETURNING VISITORS
27,997



AVG TIME ON WEBSITE
02.09
SESSIONS PER USER
1.22



SOCIAL MEDIA TRAFFIC - HIGH ORGANIC TRAFFIC UP +5%
LOWER BOUNCE RATE

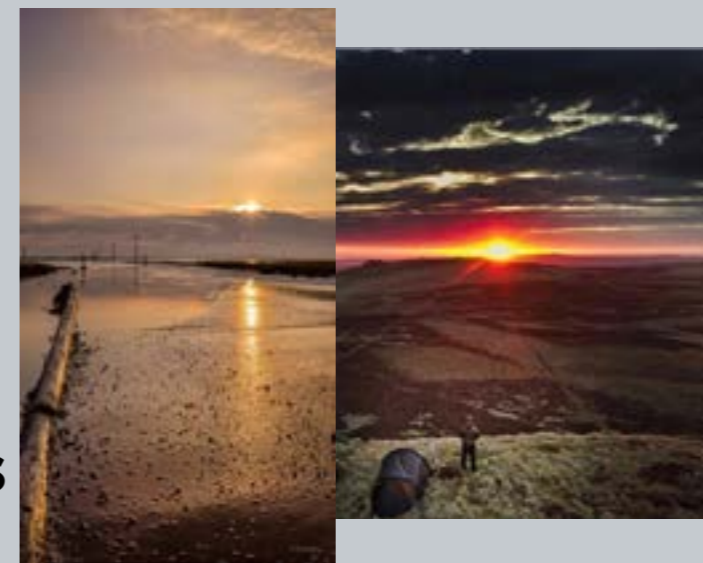
E-NEWSLETTER



OPEN RATE
40%
CTR
27%
MOST CLICKED:
BAMBURGH COMP
CAMPAIGN COMP
NORTHUMBRIA BYWAYS
NORTHUMBERLAND NATIONAL PARK

VISIT NORTHUMBERLAND SOCIAL MEDIA

FOLLOWERS: 19,783 **AVG DAILY REACH**
+1.31% **9,268**
FOLLOWERS: 25,950 **AVG DAILY ENGAGEMENT**
+0.52% **365**
FOLLOWERS: 9,012 **TOTAL FOLLOWERS**
+4.78% **54,745**
#VISITNORTHUMBERLAND
#NLANDSTARS
#ITSINOURNATURE



BLOG

MOST POPULAR IN JUNE
3 ICONIC TV FILM SITES IN NORTHUMBERLAND
FOLLOW IN THE FOOTSTEPS OF THE VIKINGS
10 WEDDING VENUES THAT WILL EVEN HAVE THE CAKE IN TIERS - NEW POST!
TIME ON PAGE 02.18

OCCUPANCY & VISITOR NUMBERS

ATTRACTION VISITORS **-8.15%**
COMPARED TO JUNE 2018
SELF-CATERING UNITS **+18.9%**
COMPARED TO JUNE 2018

PR & MEDIA VISITS

COVERAGE: SUNDAY PEOPLE, PRIMA, THE YORKSHIRE TIMES, BELLE BRIDAL, ROUGH GUIDE
5 PRESS TRIPS: AVE: +511% YTD
THE YORKSHIRE TIMES X2
WOMEN & HOME, SUNDAY PEOPLE, DPA (GERMAN NEWS AGENCY).

MARKETING BUSINESS SUPPORT



ADVERT IN SUNDAY POST & DIGITAL MARKETING WITH MEDIAWORKS

