

VISITNORTHUMBERLAND.COM

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|-------------------------------|--------------------------------------|
| 1. Holy Island Crossing Times | 6. Alnwick |
| 2. Holy Island | 7. Markets |
| 3. Coast | 8. Events |
| 4. Berwick-upon-Tweed | 9. What to do |
| 5. Seahouses | 10. Vote 4 Northumberland (BTA page) |



UNIQUE VISITORS

133,059

RETURNING VISITORS

33,963



AVG TIME ON WEBSITE

02.07

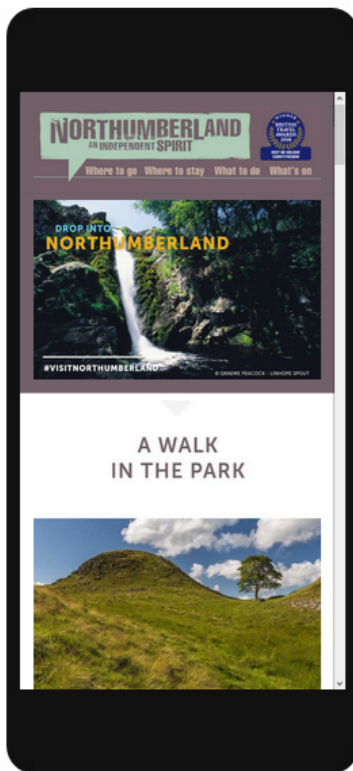


NEW USERS +18%

ORGANIC SEARCH +16%

PAGE VIEWS +18%

E-NEWSLETTER



OPEN RATE

32%

CTR

26%

MOST CLICKED:

- ARRIVA**
- WALWICK HALL**
- KIRKLEY HALL ZOO OFFER**
- SUMMER INHOUSE CONTENT**

VISIT NORTHUMBERLAND SOCIAL MEDIA

FOLLOWERS: 19,783

+2.17%

AVG DAILY REACH 9,979

FOLLOWERS: 25,950

+0.61%

AVG DAILY ENGAGEMENT 410

FOLLOWERS: 9,012

+3.37%

TOTAL FOLLOWERS 55,639

- #VISITNORTHUMBERLAND**
- #NLANDSTARS**
- #ITSINOURNATURE**



BLOG

MOST POPULAR IN JULY

3 ICONIC TV FILM SITES IN NORTHUMBERLAND

WHAT'S NEW IN NORTHUMBERLAND - NEW POST!

ROLLIN' ON ARRIVA - NEW POST!

PAGE VIEWS UP 52%

OCCUPANCY & VISITOR NUMBERS

ATTRACTION VISITORS XXXXX
AWAITING INFORMATION

SELF-CATERING UNITS +17.3%
COMPARED TO JULY 2018

PR & MEDIA VISITS

COVERAGE: THE MIRROR, THE TIMES, HEXHAM COURANT, SUNDAY PEOPLE, CONFERENCE BUYERS' GUIDE.

4 PRESS TRIPS - COVERAGE IN: NORTHERN ECHO, SAGA, THE TELEGRAPH & DAILY MAIL, BBC RADIO SCOTLAND.

MARKETING



ADVERTS IN COUNTY WALKING E-NEWSLETTER, SUNDAY POST MAGAZINE, SCOTTISH GARDENER.

BUSINESS SUPPORT

