

VISITNORTHUMBERLAND.COM

- T** 1. Holy Island Crossing Times
O 2. Holy Island
P 3. Calvert Trust Zipwire news story
1 4. Seahouses
0 5. Coast
6. Berwick-upon-Tweed
 7. What's on Today
 8. Markets
 9. Vote 4 Northumberland (BTA page)
 10. What's on



UNIQUE VISITORS

148,612
UP 20%

RETURNING VISITORS

38,413
UP 27%



AVG TIME ON WEBSITE
2 MINUTES

Web stats c.f. Aug 2018

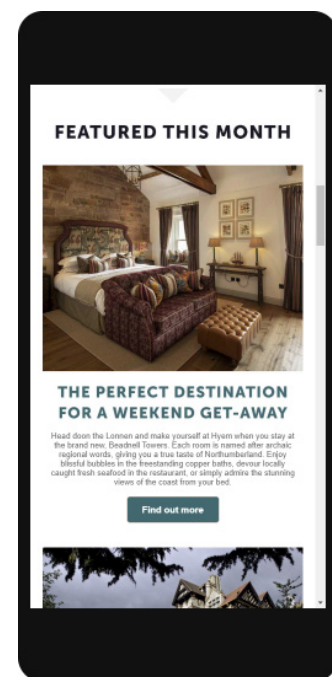


DIRECT TRAFFIC +16%

MOBILE USERS +38%

PAGE VIEWS +13%

E-NEWSLETTER



OPEN RATE
34%
Industry standard 19.9%

CTR
28%
Industry standard 2.4%

MOST CLICKED:

KIRKLEY HALL ZOO OFFER

BEADNELL TOWERS

GLORORUM HOLIDAY PARK

BESTNLAND STAY PAGE

BUSINESS SUPPORT



VISIT NORTHUMBERLAND SOCIAL MEDIA

FOLLOWERS: 20,656

+2.2%

AVG DAILY REACH
10,752

FOLLOWERS: 26,248

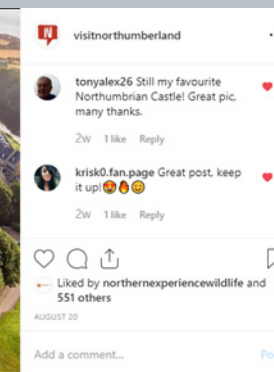
+0.5%

AVG DAILY ENGAGEMENT
449

FOLLOWERS: 9,782

+5.0%

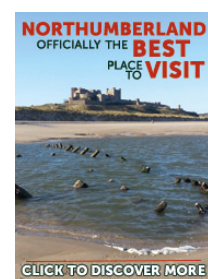
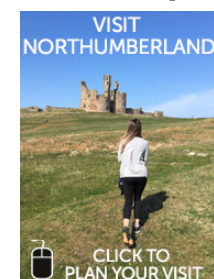
TOTAL FOLLOWERS
56,686



#VISITNORTHUMBERLAND
#VOTENLAND

MARKETING

- TLM E-NEWSLETTER
- COAST E-NEWSLETTER (2 X SPONSORED & SOLUS)



PR & MEDIA VISITS

2 PIECES OF COVERAGE IN THE TELEGRAPH

BOTH FOLLOWING PRESS TRIPS WE ORGANISED



PAGE VIEWS UP 27%



*New blog posts for August