



VISITORS



AVERAGE PARTY SIZE
2.8 PEOPLE



AVERAGE LENGTH OF STAY
4.7 NIGHTS



61% FEMALE **73%** AGE 55+



21% NORTH EAST OF ENGLAND
67% REST OF ENGLAND
11% SCOTLAND, IRELAND & WALES
1% OUTSIDE OF UK

INFORMATION

WOULD LIKE MORE INFORMATION ON

25%

FOOD & DRINK

46%

VOUCHERS

17%

TRAVEL

HOLIDAY GUIDE 2018 RESEARCH & ROI

INFLUENCE

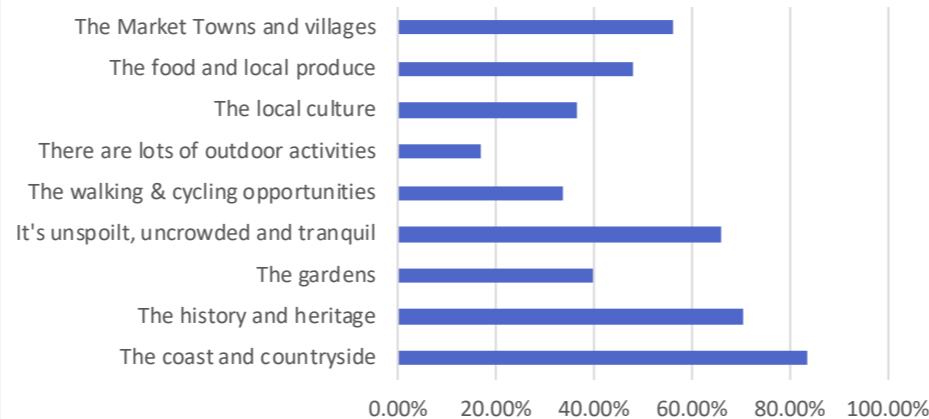
REASONS WHY PEOPLE PICKED UP/ORDERED THE HOLIDAY GUIDE

29% DECIDED TO VISIT NORTHUMBERLAND & WANTED MORE INFORMATION
21% REPEAT USERS OF THE GUIDE
18% LOOKING FOR INSPIRATION

OF THOSE WHO VISITED...

93% THOUGHT THE GUIDE WAS INFLUENTIAL OR EXTREMELY INFLUENTIAL
17% BOOKED AFTER RECEIVING THE GUIDE

WHAT PEOPLE LIKE ABOUT NORTHUMBERLAND (COULD GIVE MULTIPLE REASONS)



SPEND



AVERAGE TOTAL SPEND PER PARTY **£699.72**



RETURN ON INVESTMENT

COST OF PRODUCTION **£34,788**
VISITOR SPEND GENERATED **£8,816,462**
RETURN ON INVESTMENT **£252.43:1**

BEDROOM BROWSER

21% OF THOSE WHO VISITED SAW THE BEDROOM BROWSER
37% WERE INFLUENCED TO CHANGE THEIR PLANS (VISITING MORE PLACES, STAYING LONGER OR COMING FOR A REPEAT VISIT)

AVERAGE EXTRA SPEND PER PARTY **£44.78**

