

OCTOBER 2019 BUSINESS BAROMETER

VISITNORTHUMBERLAND.COM

- T** 1. Holy Island Crossing Times
O 2. Holy Island
P 3. Berwick-upon-Tweed
1 4. Bonfire Night
0 5. Seahouses
6. Markets
7. Coast
8. Christmas Events
9. Halloween
10. Christmas Markets



UNIQUE VISITORS

80,780
DOWN 6%

RETURNING VISITORS

18,697
DOWN 10%



AVG TIME ON WEBSITE

1 MINUTE 57 SECONDS



NUMBER OF SESSIONS PER USER **1.24**

MOBILE USERS SHARE OVER 50%

EDINBURGH VISITORS +28%

Web stats c.f. Oct 2018

E-NEWSLETTER

OPEN RATE

31%

Industry standard 19.9%

CTR

19%

Industry standard 2.4%

MOST CLICKED:

MOST HAUNTED

HEART OF HADRIAN'S WALL

ALNWICK GARDEN HALLOWEEN FEATURE

HEXHAM OLD GAOL SPOOK NIGHT



VISIT NORTHUMBERLAND SOCIAL MEDIA

FOLLOWERS: 20,971

+0.7%

AVG DAILY REACH
10,806

FOLLOWERS: 26,508

+0.5%

AVG DAILY ENGAGEMENT
465

FOLLOWERS: 10,681

+4.8%

TOTAL FOLLOWERS
62,676

#VISITNORTHUMBERLAND
#VOTENLAND

Visit Northumberland shared a post. Published by Jenni Melkie (1) · October 29 at 8:55 AM · G

Have you tried Calvert Kielder's ZipCoaster? The zipwire/roller coaster hybrid dips, ducks and dives in an exhilarating ride AND it is accessible to all, as visitors with a disability can enjoy it too. Are you brave enough to try it?..... See More

Performance for Your Post

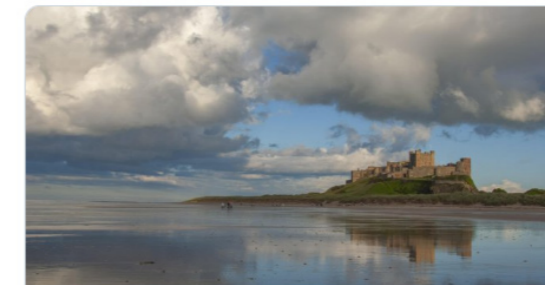
- 9,730 People Reached
- 3,583 3-Second Video Views
- 260 Reactions and Comments
- 114 Like
- 8 Love
- 8 Wow
- 94 Comments
- 796 Post Clicks
- 88 Link Clicks
- 708 Other Clicks

NEGATIVE FEEDBACK

- 3 Hide Post
- 3 Hide All Posts
- 0 Report as Spam
- 0 Unlike Page

Reported stats may be delayed from what appears on posts

Visit Northumberland @VisitNland · Oct 28
Northumberland has been named one of the most 'Instagrammable' destinations in Britain! [ow.ly/gjbx50wSczO](https://www.instagram.com/p/ow.ly/gjbx50wSczO) #VisitNorthumberland @Bamburgh_Castle



Northumberland named among most instagrammed locations in Britain
Northumberland has proved pretty as a picture after being named one of the most Instagrammed locations in the UK.
[northumberlandgazette.co.uk](https://www.northumberlandgazette.co.uk)

1 30 75

BLOG

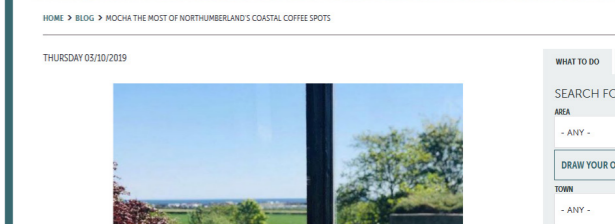
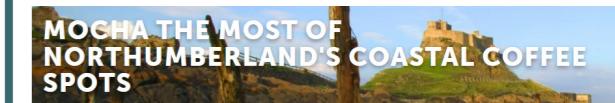
MOST POPULAR

3 ICONIC TV FILM SITES IN NORTHUMBERLAND*

BEST SHORT WALKS IN NORTHUMBERLAND

MOCHA THE MOST OF NORTHUMBERLAND'S COASTAL COFFEE SPOTS

AVERAGE TIME ON THE BLOG:
2 MINS 31 SECS



*New blog post for September

PR & MEDIA VISITS

3 PRESS TRIPS

- THE TELEGRAPH
- COAST MAGAZINE
- PRACTICAL MOTORHOME

COVERAGE

- THE TELEGRAPH
THE PRETTY NORTHERN TOWN THAT'S HOME TO ENGLAND'S OLDEST GAOL' BY HELEN PICKLES