



## VISITNORTHUMBERLAND.COM

- T** 1. Christmas Markets  
**O** 2. Holy Island Crossing Times  
**P** 3. Christmas Events  
**1** 4. Bonfire Night  
**0** 5. Christmas and New Year
6. Holy Island  
7. Markets  
8. Berwick-upon-Tweed  
9. What's On  
10. Tar Barl

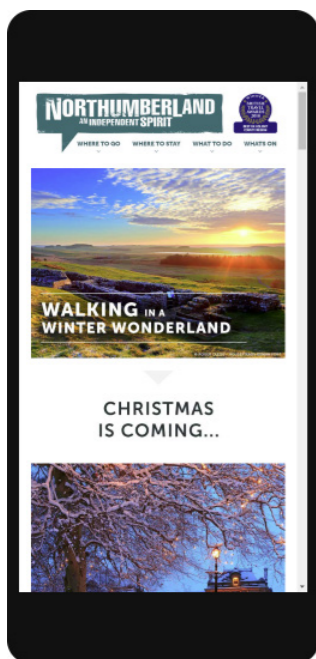
  
**UNIQUE VISITORS**  
58,788  
UP 1%  
**NEW USERS**  
54,194  
UP 3%

  
**SESSIONS PER USER**  
1.20

  
**ORGANIC SEARCH UP 11%**  
**MOBILE USERS SHARE UP 27%**  
**NORTH EAST USERS +25%**

Web stats c.f. Nov2018

## E-NEWSLETTER



**OPEN RATE**  
33%

Industry standard 19.9%

**CTR**  
20%


Industry standard 2.4%


**MOST CLICKED:**  
CHRISTMAS CONTENT


**BEADNELL TOWERS**  
**SANTA SPECIALS FORD & ETAL**

**FESTIVE AFTERNOON TEA**

## VISIT NORTHUMBERLAND SOCIAL MEDIA

**FOLLOWERS: 21,081**  
 **+0.5%**

**FOLLOWERS: 26,589**  
 **+0.3%**

**FOLLOWERS: 10,952**  
 **+2.5%**

**AVG DAILY REACH**  
10,177

**AVG DAILY ENGAGEMENT**  
442

**TOTAL FOLLOWERS**  
63,138

#VISITNORTHUMBERLAND  
#VOTENLAND



## BLOG

**MOST POPULAR**

**3 ICONIC TV FILM SITES IN NORTHUMBERLAND**

**10 THINGS TO DO IN NORTHUMBERLAND THIS AUTUMN**

**BEST SHORT WALKS IN NORTHUMBERLAND**

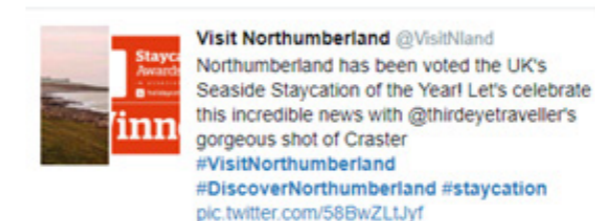
**AVERAGE TIME ON THE BLOG:**  
**2 MINS 18 SECS**

## PR & MEDIA VISITS

### COVERAGE

- THE NATIONAL LOTTERY GREAT OUTDOORS 25TH ANNIVERSARY
- THE STAYCATION AWARDS
- THE BRITISH TRAVEL AWARDS
- SEAL SPOTTING IN NORTHUMBERLAND - WOMAN'S OWN

## AWARDS



Impressions	10,504
Total engagements	252
Likes	96
Media engagements	87
Retweets	38
Detail expands	11
Replies	7
Profile clicks	6
Link clicks	4
Hashtag clicks	3