

JANUARY 2020 BUSINESS BAROMETER

VISITNORTHUMBERLAND.COM

**T
O
P
1
0**

- | | |
|-------------------------------|-------------------------------------|
| 1. Holy Island Crossing Times | 6. Alnwick |
| 2. Coast | 7. Cottages |
| 3. Holy Island | 8. Dark Skies Campaign landing page |
| 4. Berwick-upon-Tweed | 9. What to do |
| 5. Seahouses | 10. Markets |



UNIQUE VISITORS
81,922*
DOWN 10%
NEW USERS
75,647
DOWN 7%

*During Jan 2019 more competitions which are a driver to the website



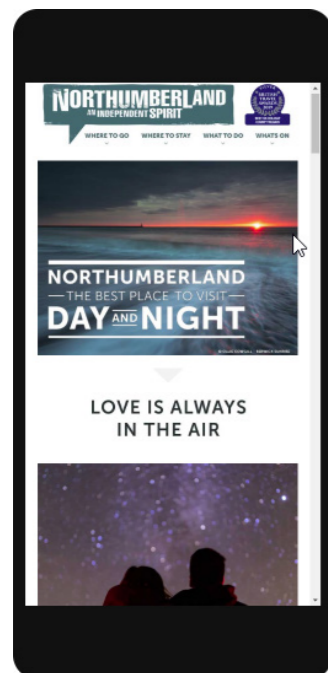
SESSIONS PER USER
1.22
LEVEL
PAGES/SESSION
2.53
LEVEL



EMAIL ACQUISITION
UP 21%
SOCIAL ACQUISITION
UP 7%
18-24 YR OLD VISITORS
UP 50%

Web stats c.f. Jan 2019

E-NEWSLETTER



OPEN RATE
37%
Industry standard 19.9%

CTR
32%
Industry standard 2.4%

MOST CLICKED:
DARK SKIES CAMPAIGN

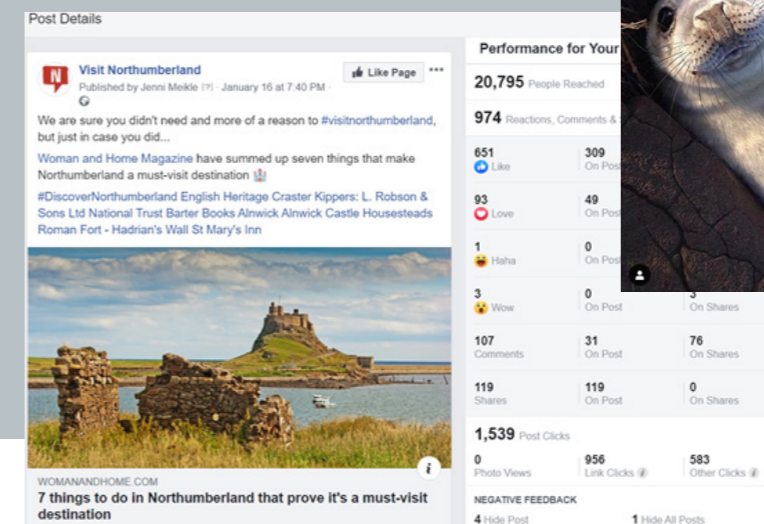
ROMANTIC CONTENT
KIELDER/NWL
CAMPAIGN FEATURE

CRABTREE & CRABTREE
FEATURE

VISIT NORTHUMBERLAND SOCIAL MEDIA

FOLLOWERS: 21,401 **AVG DAILY REACH** 10,077
+0.9%
FOLLOWERS: 26,776 **AVG DAILY ENGAGEMENT** 433
+0.5%
FOLLOWERS: 11745 **TOTAL FOLLOWERS** 59,922
+4.6%

#VISITNORTHUMBERLAND
#VOTENLAND



BLOG

MOST POPULAR

20 FOR 2020: NORTHUMBERLAND ADVENTURES FOR THE NEW YEAR

THE GOOD HOTEL GUIDE'S TOP HOTELS IN NORTHUMBERLAND

BEST SHORT WALKS IN NORTHUMBERLAND

AVERAGE TIME ON THE BLOG:
2 MINS 21 SECS

MARKETING

DIGITAL ONLINE TARGETING - EDINBURGH TO LEEDS

TYNE & WEAR METRO CARRIAGE CARDS

METRO NEWS NORTH EAST & YORKSHIRE

SOCIAL MEDIA

MICROSITE



PR & MEDIA COVERAGE

- MAGICAL CASTLES ALONG A COAST WITH THE MOST - THE WEEKLY NEWS
- WALK THIS WAY - FOR A STUNNING COAST AND COUNTRYSIDE, NORTHUMBERLAND IS AN UNMISSABLE TREAT - WOMAN'S WEEKLY
- 6 WAYS TO ENJOY THE NATURAL BEAUTY OF NORTHUMBERLAND - GROUP LEISURE AND TRAVEL
- HOW TO BOOK A STARGAZING TRIP TO THE UK AND FURTHER AFIELD - INEWS