

VISITNORTHUMBERLAND.COM

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



UNIQUE VISITORS

68,421*
UP 2%

NEW USERS
61,865
UP 2%



SESSIONS PER USER

1.21
DOWN 2%

PAGES/SESSION

2.59
DOWN 6%



EMAIL ACQUISITION

UP

SOCIAL ACQUISITION

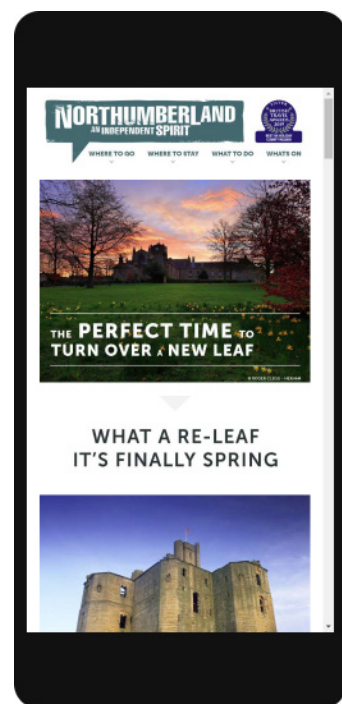
UP

18-24 YR OLD VISITORS

UP

Web stats c.f. Feb 2019

E-NEWSLETTER



OPEN RATE

40%
Industry standard 19.9%

CTR

20%
Industry standard 2.4%

MOST CLICKED:

DARK SKIES CAMPAIGN

COUNTRYFILE VOTE

HEART OF HADRIAN'S WALL

SPRING

VISIT NORTHUMBERLAND SOCIAL MEDIA

FOLLOWERS: 21,546

+0.7%

AVG DAILY REACH
10,352

FOLLOWERS: 26,872

+0.4%

AVG DAILY ENGAGEMENT
457

FOLLOWERS: 12,039

+2.5%

TOTAL FOLLOWERS
60,457

#VISITNORTHUMBERLAND
#VOTENLAND



MARKETING

SOCIAL MEDIA

MICROSITE



PR & MEDIA COVERAGE

- MY WEEKLY SPECIAL MAGAZINE'S MONTHLY DOUBLE PAGE EVENTS DIARY

THE TELEGRAPH - 'THIS IS A PLACE WITH A STAR HOVERING OVER IT' - RESTAURANT HJEM BRINGS SCANDI STYLE TO NORTHUMBERLAND

BLOG

MOST POPULAR

10 THINGS TO DO ON A RAINY DAY THIS FEBRUARY

3 ICONIC TV AND FILM SITES IN NORTHUMBERLAND

BEST SHORT WALKS IN NORTHUMBERLAND

AVERAGE TIME ON THE BLOG:
2 MINS 13 SECS