

Tourism - The Current Picture

Visit Northumberland Activity Review

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Visit Northumberland

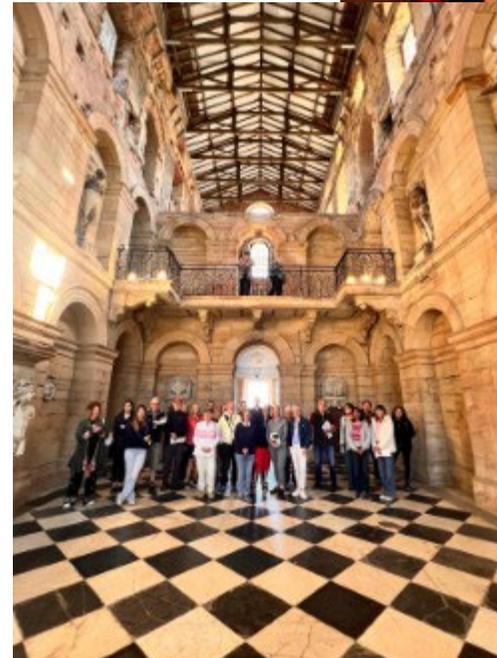
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Visit Northumberland

Visit Northumberland is the accredited Local Visitor Economy Partnership for the county

Our mission is to enable the sustainable growth of tourism and the visitor economy across Northumberland

- Provide leadership and engagement
- Create effective marketing campaigns
- Deliver business support
- Coordinate the development of new products
- Attract longer staying visitors



The key facts

- Northumberland's visitor economy is worth £1.443billion.
 - Highest ever gross value – 3.2% above pre-pandemic values.
 - 46% of this is spent on food and drink
 - 11,500 direct jobs with nearly 14,500 in the wider visitor economy.

- We welcome 10.46million visitors.
 - Still 2.1% below 2019, but aligned to principles of longer stays
 - Growing tourism sustainably by increasing the number of staying visitors is a priority. They account for 18% of visits, but 65% of spend and 48% of all visitor days.

- Spend - visitors are staying longer, spending more per visit
 - overnight visitor £381.15 (up 17.2%), day visitor £41.92 (up 4.9%)

Visit Northumberland successes

- Making a difference

Leadership

- Visit England accreditation
- Destination Development Partnership

Influence

- Destination Management Plan
- Bookable product campaigns
- Product & Business development
- Skills & Knowledge development

Engagement

- Partnership with 300 businesses
- Drive quality via North East Tourism Awards
- Quarterly networking sessions
- Travel Trade activity

Marketing

- Raise profile of partner businesses
- Focussed destination campaigns
- Proactive media outreach
- Collaboration to extend reach



Visit Northumberland

- Destination Marketing

Key Successes

Sessions - 1.61M (YoY growth +5.4%)

Location Guide content pages for 2024 and 2025 - 34k pageviews (YoY growth +98%)

Domain Authority - 71 (performing at national level authority)

46k Competition entries from 86k content views

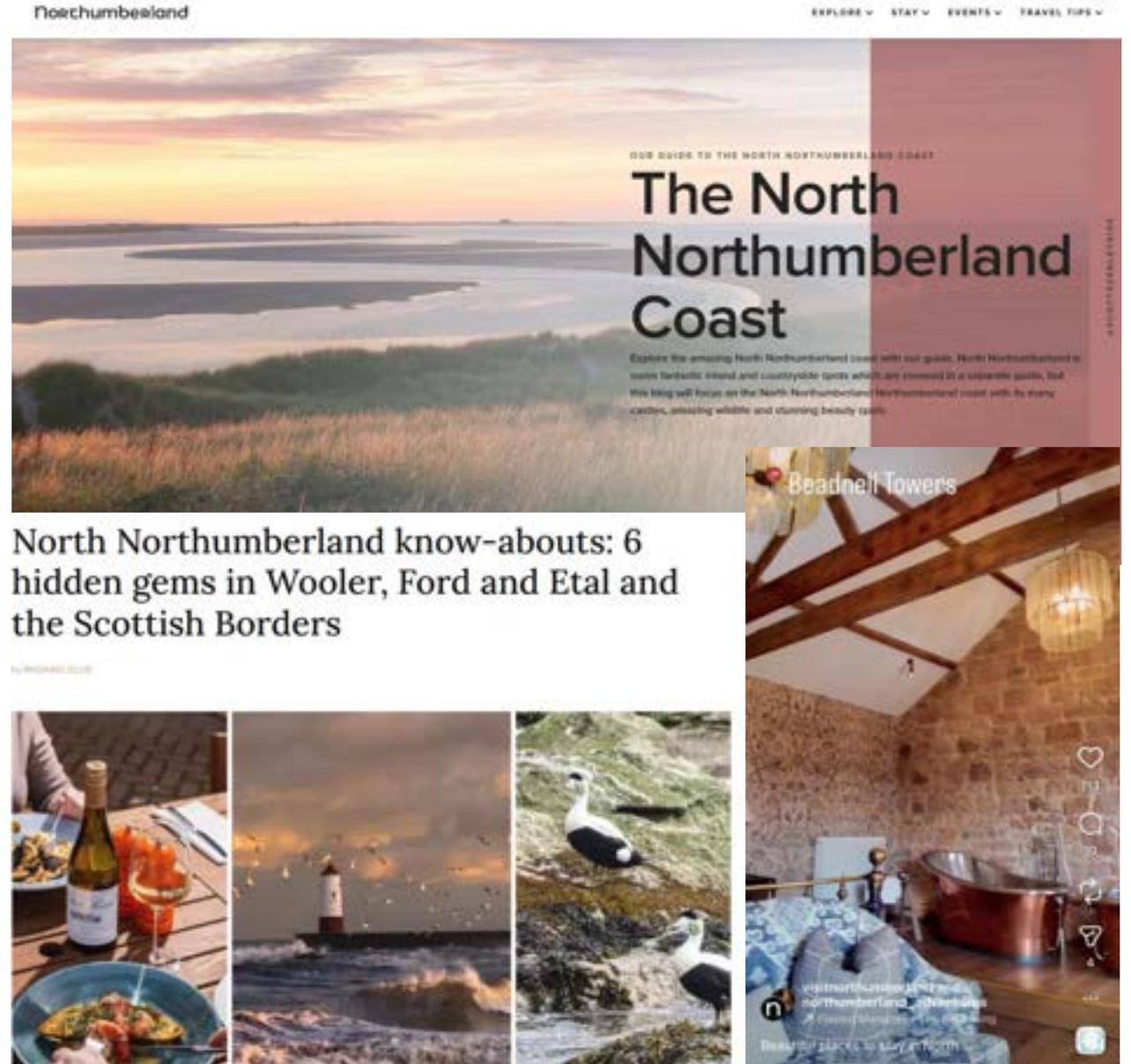
50,000 e-news subscribers (40% open rate)

3.2M total social media views

109,078 social media following (YoY growth +5.1%)

38 written blogs on VN.com resulting in over 200k views

Content creation with Northumberland Adventures and High Life North

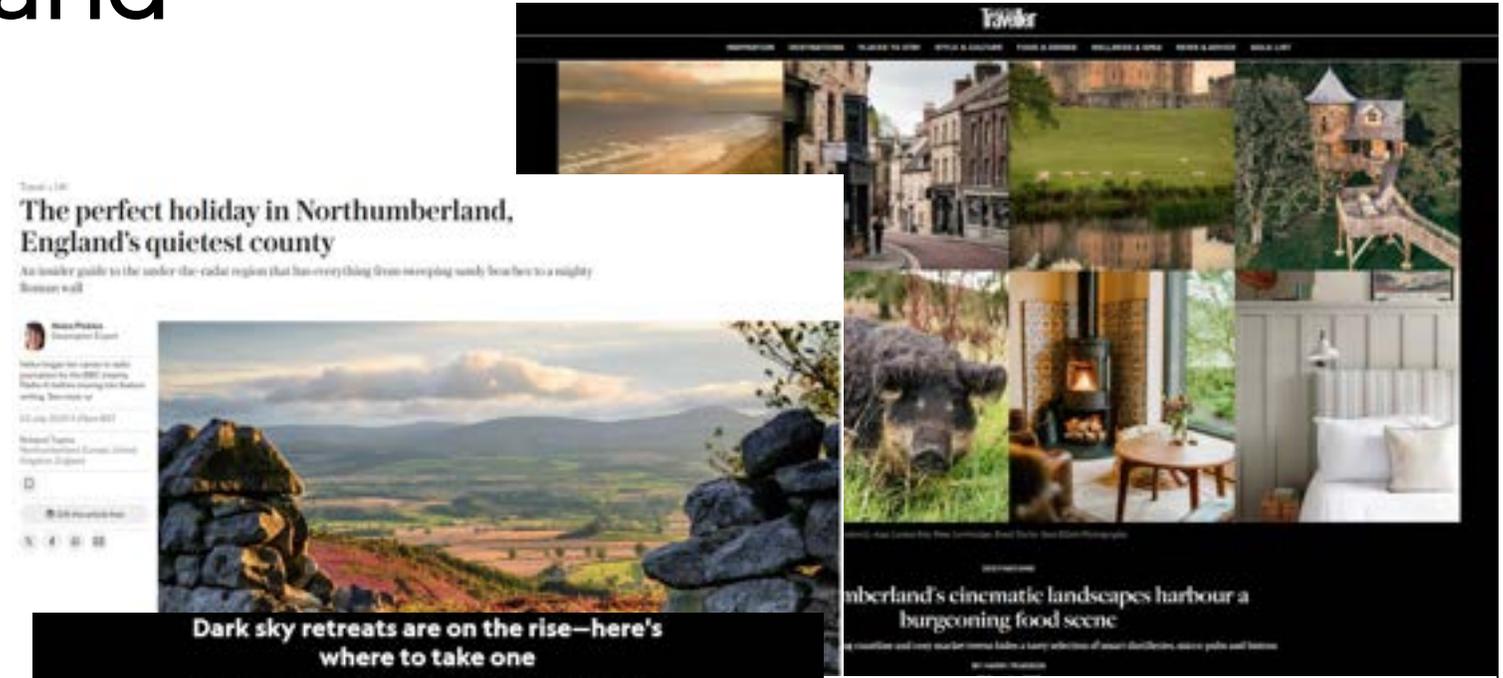


Visit Northumberland

- PR 2025

- Monthly BBC Radio Newcastle slot
- Quarterly feature in the Tyne Valley Express
- Northumberland hosted 40 press trips
- Multiple pieces of coverage inc. Telegraph, Conde Nast Traveller
- International coverage following VB DNE FAM trips

Average monthly readership figure of 10+ Million



Visit Northumberland/DNEE - 28 Years Later campaign

Proactive consumer marketing campaigns for 28 Years Later cinematic and home release.

Delivered through Destination North East England in association with VisitBritain, Sony Pictures and in partnership with Newcastle Gateshead Initiative and Visit County Durham.

Focus on content creators, bookable experiences and driving traffic to VN.COM

Website:

17,300 page views

423,000 impressions

Socials:

10M+ views and 600,000 likes on TikTok

795,000 views and 29,500 likes on Instagram

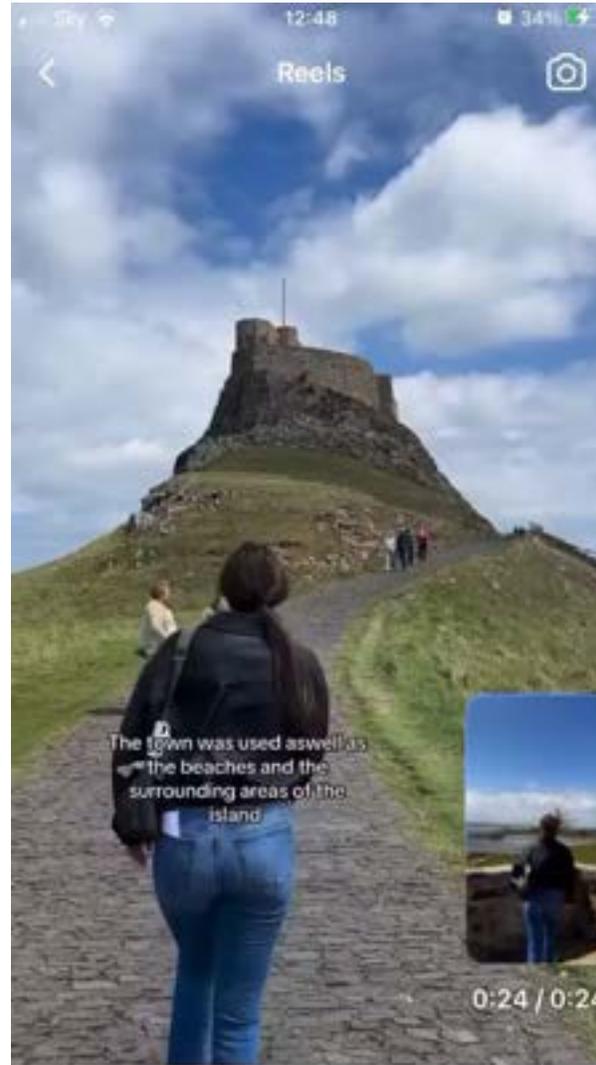
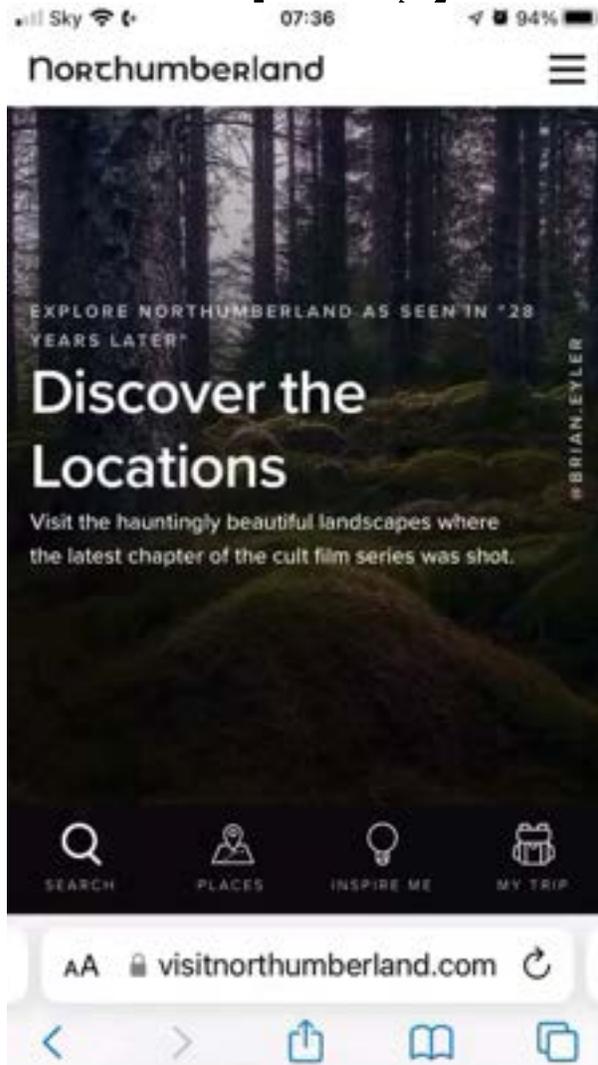
Impact:

High visibility and association

New experiences launched



Visit Northumberland/DNEE 28 Years Later campaign



Case Study – Neven’s English Food Tour

NORTHUMBERLAND



Case Study – VisitEngland Business Engagement

Sustainability

Makes

Business

Better



Collaborative marketing

- Visit Kielder - North East Dark Skies Festival, Reiver Trails
- Hadrian's Wall Partnership – Comms support
- Destination Tweed – The River Tweed Trail
- FADNE, Business Northumberland – Taste of Northumberland programme
- Print partnerships with Offstone and A-ha!



northumberland 

#EndlessExperiences www.visitnorthumberland.com

What's on
Events, attractions, things to see and do

A-ha! 

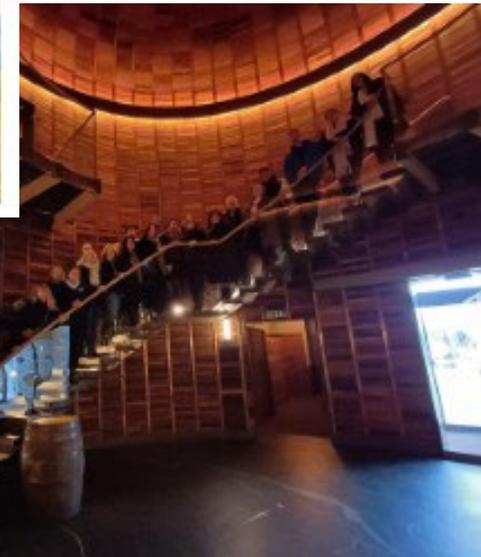
Visit Northumberland

– Looking ahead

- Internal campaign – Year of celebration
- Taste of Northumberland – Launch
- Travel trade activity, FAM trips
- Press and social media content influencer visits.
- Proactive stakeholder engagement.
- Product Development – Active Travel, Food and Drink, Access and Inclusion, Travel Trade and bookability.
- Know Your Northumberland 2026
- Continuing to support DDP activity and initiatives



New festivals, can't-miss openings and celebratory events – Northumberland's 2026 line-up is here



Taste of Northumberland

NORTHUMBERLAND



Tourism Superstar

NORTHumberland



Tourism Superstar

