

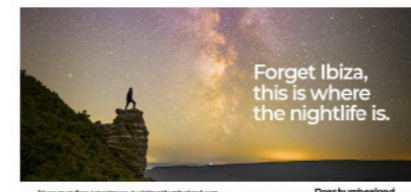
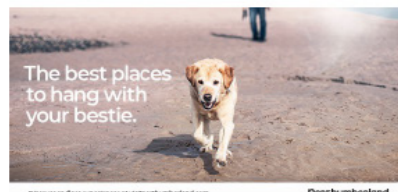
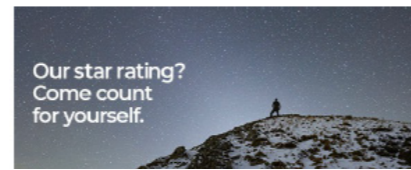
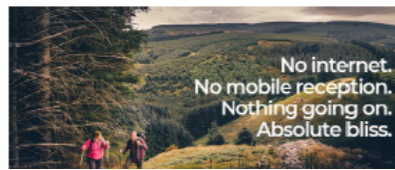
# ENDLESS EXPERIENCES AUTUMN MARKETING CAMPAIGN

Funded via the North of Tyne Covid Capacity Fund

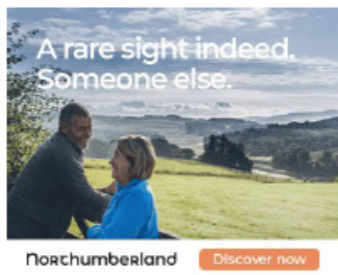
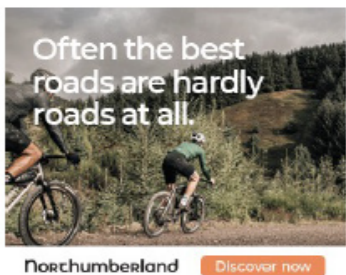
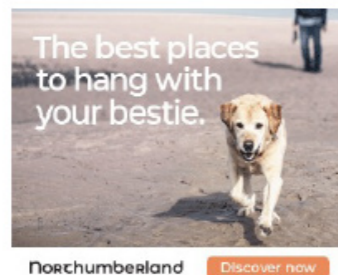
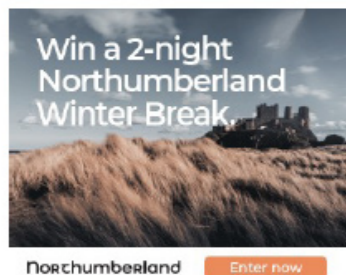
## Out of Home 1st to 28th October

48 SHEET ROADSIDE  
- EDINBURGH  
- GLASGOW  
- LEEDS

BOOKED 89,700 PLAYS  
DELIVERED 124,550  
= 138.9% DELIVERY



## Digital Advertising 27th September to 31st October



IMPRESSIONS 743,007  
CLICK THROUGH RATE 0.05%

## Competition

to win a two night stay with The Old Rectory Howick:  
8,053 ENTRIES  
OPT IN RATE (For Old Rectory) 45%



Facebook Promotion  
27th September to 31st October  
Facebook promoted posts

REACH over 569,228  
ENGAGEMENT 341,338  
CLICKS TO WEBSITE 20,809  
CLICK THROUGH RATE 3.16%  
(Facebook benchmark for travel and tourism is 0.9%)

## Influencer visits

AN ADVENTUROUS  
*World*

GREAT BRITISH  
BUCKET LIST

Macca Sherifi

- Instagram followers – 11,200
- Facebook followers – 12,546
- Twitter followers – 13,700

[www.anadventurousworld.com/](http://www.anadventurousworld.com/)  
[www.greatbritishbucketlist.com/](http://www.greatbritishbucketlist.com/)

TravelLynn  
FAMILY

Jenny Lynn & Family

- Instagram followers – 18,100
- Facebook followers – 2,500
- Twitter followers – 4,005

<https://travelynnfamily.com/>

DÖG  
ABOUT TOON

Rebecca Blades & Murph the Dog

- Instagram followers – 5,241

<https://dogabouttoon.com/>

NEW GIRL IN TOON

INSPIRING TRIPS AND TREATS IN THE NORTH

Chloe McGuirk

- Instagram followers – 13,400

LIFE IN GEORDIELAND

Rachel's Guide to Newcastle and Beyond!

Rachel Kershaw

- Instagram followers – 3,341
- Facebook followers – 4,300
- Twitter followers – 5,103

[www.lifeingeordieland.com](http://www.lifeingeordieland.com)

Stephanie Fox

NEWCASTLE, TRAVEL & LIFESTYLE

Stephanie Fox

- Instagram followers – 13,401
- Facebook followers – 2,284
- Twitter followers – 2,671

[www.stephaniefox.co.uk/](http://www.stephaniefox.co.uk/)

CONTENT 38 PIECES across blogs, Instagram grids, Instagram stories, Instagram reels, Facebook, Twitter and TikTok (1 days Instagram stories counted as one piece. Were 157 story clips in total)  
REACH over 160,000  
BLOG POSTS 6 WILL REMAIN ONLINE CONTINUING TO PROVIDE INSPIRATION

Photography Campaign imagery and videos available to be repurposed for future use. Plus 22 high quality images from influencers

Website Highest October on record and the first time we've hit over 100,000 in October. 104,000 visits (compared with 80,800 in October 2019)

CAMPAIGN COST £27,000

