

Northumberland

Monthly Marketing Themes 2023

JANUARY

The best is yet to come



New Year means it's time to reset, have a fresh start, welcome new beginnings and, of course, set those New Year's Resolutions. What better time to travel sustainably, explore thoughtfully, book a budget break or take time on your trip to learn a new skill. There are many ways to start the new year right in Northumberland.

MAY

Find your sole mate



Step into your hiking boots for a month focusing on Northumberland's walking routes. May is National Walking Month, so there's no better time to uncover countryside trails, coastal jaunts, pubs perfect for a post-walk pint and relaxing accommodation to put your feet up at the end of the day.

SEPTEMBER

Forget Ibiza, this is where the nightlife is



Experience nightlife like never before by hanging out with the stars in Northumberland. Northumberland by night honours The Dark Sky Park, observatories, stargazing activities and dark sky friendly accommodation, as well as Northumberland's nocturnal wildlife and other nighttime activities.

FEBRUARY

Written in the stars



With Valentine's Day falling in the midst of Northumberland's optimum dark skies season, how could we not make this month all about romance. Cosy breaks for two, romantic spa trips, awe-inspiring stargazing experiences and frosty beauty spots are on the agenda this February.

JUNE

Saved by the bell



The school summer holidays are fast approaching, so we had to make June family month. Family short breaks, camping trips, amazing attractions and short walks and bike rides, the list could go on for this celebration of school being out for summer.

OCTOBER

Take a walk on the wild side



This month, we dare you to take a walk on the wild side, try something new and set out on an adventure in Northumberland. From river kayaking and surfing, to mountain biking and rural hiking, there are endless experiences to uncover. Celebrating active outings, new openings and all experiences, this month's theme is for the adventurous.

MARCH

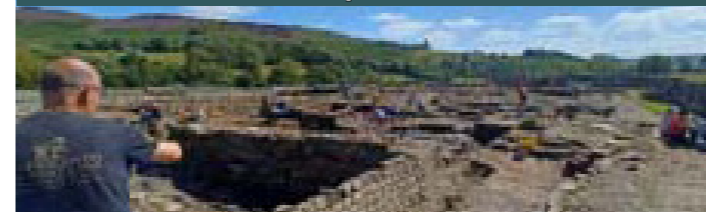
Set the wheels in motion



We are setting the wheels in motion in March with a month dedicated to cycling. From thrilling mountain biking trails to relaxed bike routes, we will be pushing bike hire, cycle-friendly accommodation and cycling holidays.

JULY

Old traditions, new memories



Make memories whilst stepping back into old traditions in wonderfully historical Northumberland. Hadrian's Wall's forts and excavation sites, the coast's numerous castles, the rivers' salmon fishing history and the other endless stories of Northumberland can be incorporated into this theme.

NOVEMBER

Live like a local



Our locals are so canny, we want our visitors to live just like them when they visit Northumberland. That's why this month we will celebrate local produce and all things sourced in Northumberland, including food and drink, gifts (perfect for Christmas), pubs, market days and more.

APRIL

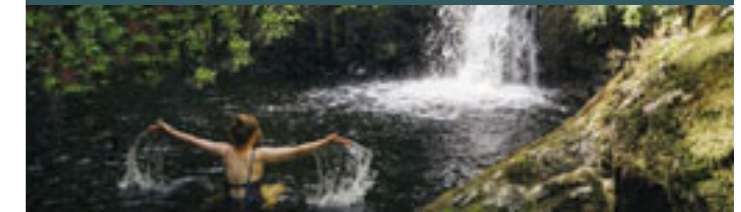
Too much of a good spring



Too much of a good spring is all about the wonderful wildlife and nature of Northumberland. We will be celebrating daffodils, cherry blossoms and rhododendrons, revelling in puffins, ospreys and wild cheviot goats, and boasting about Northumberland's staggering landscapes.

AUGUST

Northumberland uncovered



August is Northumberland's busiest month, so we want to turn our attention to those lesser-known, off the beaten track destinations. Let's encourage visitors to go off-piste, get away from the crowds and uncover Northumberland's secret spots.

DECEMBER

No need for a green screen



There's no need for a green screen when Northumberland is your backdrop. We are commemorating Northumberland's Hollywood moments by focusing on its film and TV locations, including attractions and landscapes that have featured on Harry Potter, Vera, Robin Hood, The Last Kingdom and more.

To get involved email
info@visitnorthumberland.com

VISIT
Northumberland