September 2018 Lancashire Short Breaks

Luxury & Short Breaks



This essential luxury traveller's guide to short breaks focuses on all the great places that visitors can stay, eat and explore to continue to attract day and overnight visitors to Lancashire.

The digital campaign will run from September to January, however the content will be used throughout the shoulder months up until Easter. The campaign will include a digital guide, activity on visitlancashire.com and a DL leaflet.

Featuring a wide range of inspirational photography, exciting articles, insider tips and short break ideas, the campaign aims to inspire couples and small groups to take an off peak short break in breath-taking Lancashire.

This visitor market, typical AB visitor, loves a spot of luxury and use their high level of disposable income on experiences. From relaxing spas, boutique shops and country walks, to afternoon tea, indulgent evening meals and 4-5 star hotels. They are also keen to experience the culture and heritage of Lancashire towns and cities, delving into the history and learning about the very best they have to offer.



Campaign activity

- Digital interactive short breaks guide on issuu
- Digital activity on new visitlancashire.com
- E-newsletters to Visit Lancashire database
- Digital display advertising
- 10,000 DL leaflets distributed to high footfall areas
- Social media activity to over 70,000 followers
- Targeted PR campaign



SHORT BREAKS

In South Ribble, the UK's best place to livel Take a in the parks, explane local Nitrory, anjoy the local revolution, when you fancy a break, indulge yourself at if our local cafes. If our local cafes.

chance to discover the Half's history, learn about bees or stroll round the Tudor grounds. You can travel back in time to see how Leyland has developed through a task or seeing one of the anary exhibitions at South Ribble Museum near Leyland Cross.

If you're hungy, you can taste great local produce at Samiesbury Hall, Huntley's at Samiesbury or in one of the local villages such as at Samiestham Farmers Maries. A great choice of nestaurants, cafes and country pubs means you'll find planty of places to treas yoursel, mean thends and relax.

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Luxury & Short Breaks



The campaign guide will explore and promote the key experiences sought after from the luxury audience. Including but not limited to; spa facilities, high end dining and accommodation, heritage and culture and short breaks as a whole.

| Digital Guide activity package | | Partner rate |
|--------------------------------|--|--------------|
| Enhanced | DPS advert/advertorial in digital guide 'Highlight' placement on campaign landing page Inclusion on one e-newsletter Minimum two tweets and two Facebook posts | £800 |
| Premium | Full page advert/advertorial in digital guide Product placement on campaign page Inclusion on one e-newsletter Minimum two tweets and two Facebook posts | £500 |
| Standard | Half page advert in digital guide Product placement on campaign page Minimum two tweets and two Facebook posts | £400 |
| Basic | Product placement on campaign page Minimum one tweet and one Facebook post | £200 |





Digital Highlights

Split into five distinct campaigns, the digital highlights for autumn/winter provide extra opportunities to get your product in front of thousands of potential visitors. There are opportunities for social, e-newsletters and highlight placement on the campaign page on visitlancashire.com

The five individual campaigns are; October half term (1st - 31st Oct), Halloween (1st - 31st Oct), Bonfire night (15th Oct - 15th Nov), Christmas (1st - 31st Dec) and January Sales (1st Jan – 31st Jan)

| | Digital highlight package | Partner rate |
|----------|--|---|
| Enhanced | Highlight placement on campaign landing page Inclusion in one e-newsletter Product displayed on the campaign page Minimum two tweets and two Facebook posts | £450 for first package £400 for each additional package |
| Standard | Inclusion in one e-newsletter Product displayed on the campaign landing page Minimum two tweets and two Facebook posts | £300 for first package £250 for each additional package |
| Basic | Product displayed on the campaign landing page Minimum of one tweet and one Facebook post | £200 for first package £150 for each additional package |



Santa's grottos. Christmos light switch-ons and pantomimes to make a you have a fantastic festive season.

