

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](http://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

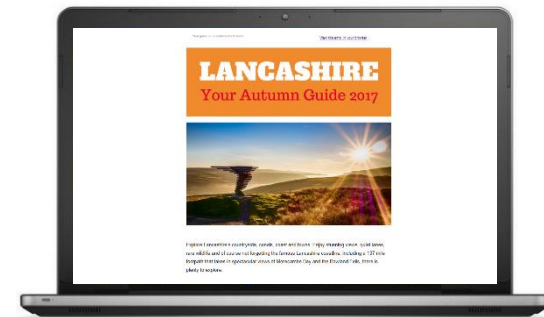
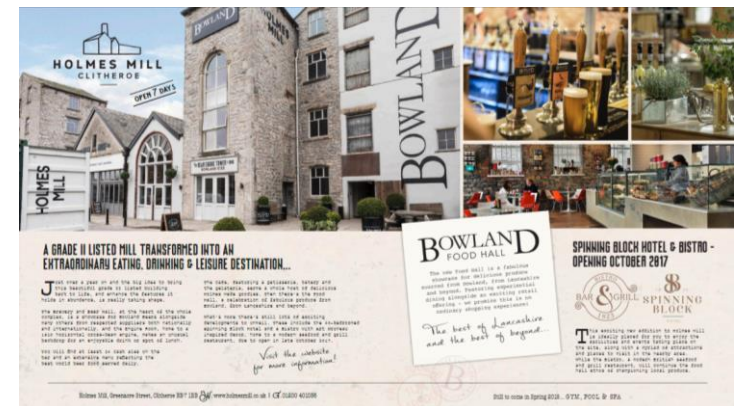
- Digital interactive short breaks guide on issuuu
- Digital activity on new [visitlancashire.com](http://visitlancashire.com)
- E-newsletters to Visit Lancashire database
- Digital display advertising
- 10,000 DL leaflets distributed to high footfall areas
- Social media activity to over 70,000 followers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



# 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
<p><b>Enhanced</b></p> <p><b>DPS advert/advertorial in digital guide</b>                      'Highlight' placement on campaign landing page                      Inclusion on one e-newsletter                      Minimum two tweets and two Facebook posts</p>	£800
<p><b>Premium</b></p> <p><b>Full page advert/advertorial in digital guide</b>                      Product placement on campaign page                      Inclusion on one e-newsletter                      Minimum two tweets and two Facebook posts</p>	£500
<p><b>Standard</b></p> <p><b>Half page advert in digital guide</b>                      Product placement on campaign page                      Minimum two tweets and two Facebook posts</p>	£400
<p><b>Basic</b></p> <p>Product placement on campaign page                      Minimum one tweet and one Facebook post</p>	£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 (1<sup>st</sup> - 31<sup>st</sup> Oct), Halloween (1<sup>st</sup> - 31<sup>st</sup> Oct), Bonfire night (15<sup>th</sup> Oct - 15<sup>th</sup> Nov), Christmas (1<sup>st</sup> - 31<sup>st</sup> Dec) and January Sales (1<sup>st</sup> Jan – 31<sup>st</sup> 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

