

# Digital Autumn/ Winter Short Breaks Campaign

September 2019 – January 2020

Visit  
**Lancashire**

Email

Social

[VisitLancashire.com](https://www.visitlancashire.com)

Our Autumn/ Winter campaign appeals to the affluent short-break market and showcases the best of Lancashire hospitality from accommodation, food and drink, relaxation (spas, pub walks, shopping) to drive bookings in this off-peak period.

They are looking for independent places to dine and shop, and quality places to stay (3-5 star) willing to travel approx. 2-3 hours by car or rail.

This digital opportunity complements our wider Short Breaks campaign which has now sold out.

## Reasons to advertise

- Digital activity on new visitlancashire.com with over 9.7 million page views per year
- Promoted to over 80,000 social media followers
- E-newsletters to Visit Lancashire consumers, over 30% open rate (industry average 18%)
- Increasing reach through digital advertising
- PR targeted at the short break market

## Headline partner package

We are also offering two partners the chance to headline the campaign for **£700+VAT**

- Two week placement on the 'Don't Miss' feature within the top navigation of website
- Two week placement on 'Gallery' section of campaign landing page
- Product displayed on campaign section of VisitLancashire.com
- Enhanced feature within two e-newsletters
- Minimum of four tweets & four facebook posts
- Blog feature

## Premium partner package

**£500+VAT**

- One week placement on the 'Don't Miss' feature within the top navigation of website
- Premium position in one e-newsletter
- Product displayed on the campaign section of VisitLancashire.com
- Minimum two tweets and two Facebook posts

## Enhanced partner package

**£395+VAT**

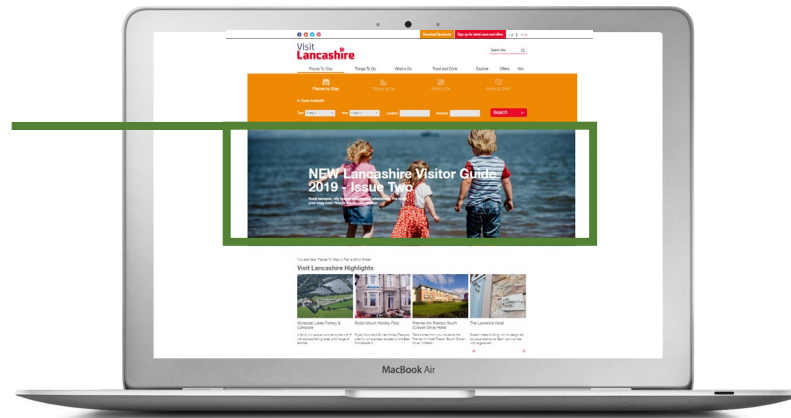
- Inclusion in one e-newsletter
- Product displayed on the campaign section
- Minimum two tweets and two Facebook posts

## Basic partner package

**£50+VAT**

- Product displayed on the campaign section
- Minimum one tweet and one Facebook post

Image included in gallery section of campaign landing page (Headline package only)



Don't miss feature on top navigation of website (Headline & Premium package)



'Highlights' section of campaign landing page (Premium package)

