

# Groups Campaign

February 2020 – February 2021

Visit  
**Lancashire**

Printed DL Groups Guide with map

Opportunity to network with group  
travel organisers

Online Guide on issuu

Social Media

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

# Visit Lancashire

## Groups Campaign

Get your product in front of those hard to reach group travel organisers with Visit Lancashire's new Groups Campaign.

Lancashire is a fantastic place to visit, stay, discover and explore as a group. This essential planners guide to Lancashire for groups focuses on the great places available to them, as well as all the handy information needed to plan a fantastic trip.

This brand new 12 month campaign includes a handy DL guide that are easy to pick up, keep and use throughout the year, bringing heaps of inspiration to group travel organisers.

The publication will target overnight and day visitors looking for holiday and day trip inspiration for groups.

Distributed through key group travel shows and digitally within Group Travel Organiser Enewsletter.

### Reasons to advertise

- NEW printed groups guide
- Opportunity to meet group organisers face to face
- Digital activity on new [visitlancashire.com](http://visitlancashire.com) with over 9.7 million page views per year
- Promoted to over 80,000 social media followers
- Increasing reach through digital advertising – adwords and social media
- PR targeted at the groups market

### Feature Premium package

**Exclusive to Visit Lancashire Partners £1,000+VAT**

- DPS advert/ advertorial in printed guide
- Marker on Lancashire Groups map
- Opportunity to network with Group Travel Organisers in February
- 4-week placement on the 'Don't Miss' feature within the top navigation on homepage
- 4-week placement on 'Highlights' section of campaign landing page
- Feature on dedicated Groups pages
- Minimum of 7 tweets, 5 Facebook posts, 2 Instagram posts
- Instagram story and Instagram groups highlights
- Blog feature

**Targeting:** Group Travel Organisers looking for days out, exciting short breaks and holidays in Lancashire.

**Ideal for:** attractions, events, accommodation targeting groups, group friendly dining venues

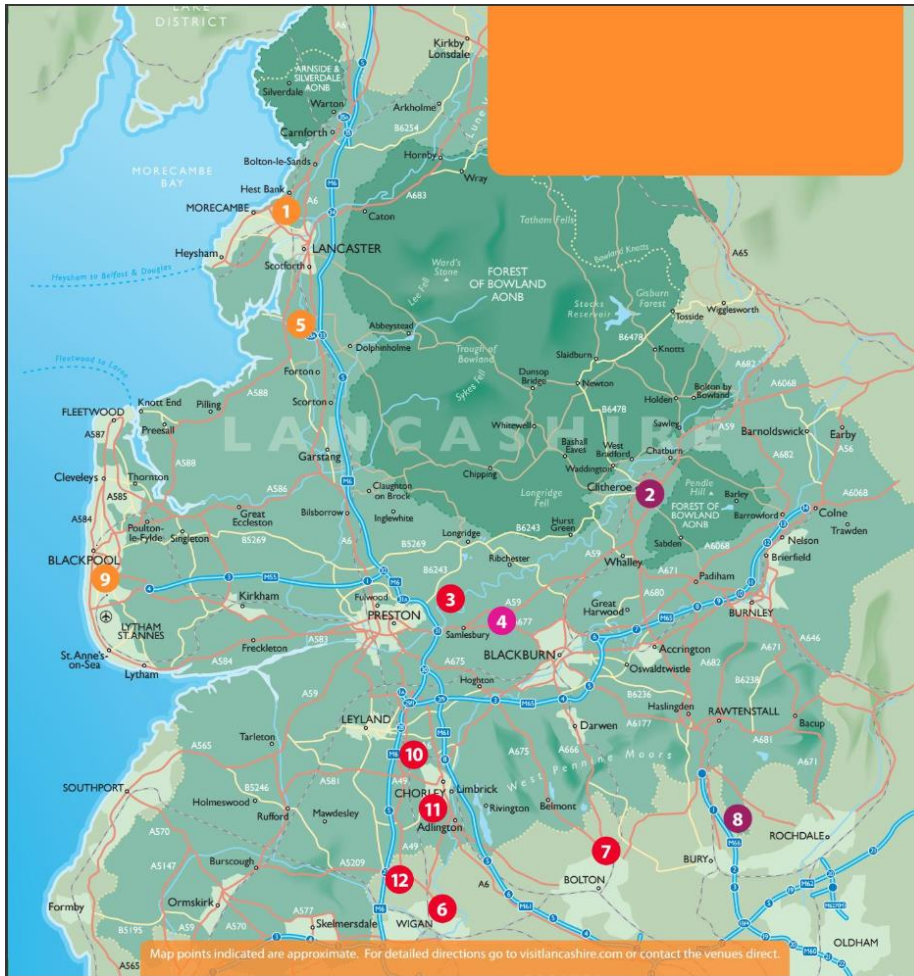
**10,000 printed copies** – distributed to Group Travel Organisers through key events around the country.

**Digital Guide** – distributed through Group Travel Organiser Enewsletter.

	Standard rate +VAT	Partner rate +VAT
<b>Essentials package</b>		
<ul style="list-style-type: none"> <li>• Placement on dedicated campaign page</li> <li>• Minimum of 1 tweets &amp; 1 Facebook post</li> </ul>	N/A	£50
<b>Standard package</b>		
<ul style="list-style-type: none"> <li>• Marker on Lancashire Groups map</li> <li>• standard listing in printed guide to include name of business, 1 image, address, telephone, email, website, opening hours, 30-word description, up to 3 awards</li> <li>• Feature on dedicated Groups pages</li> <li>• Minimum of 3 tweets &amp; 3 Facebook posts</li> </ul>	£320	£250
<b>Enhanced package</b>		
<ul style="list-style-type: none"> <li>• Marker on Lancashire Groups map</li> <li>• Enhanced listing in printed guide to include name of business, 2 images, address, telephone, email, website, opening hours, 120-word description, up to 3 awards</li> <li>• Opportunity to network with Group Travel Organisers in February</li> <li>• 1-week placement on 'Highlights' section of campaign landing page</li> <li>• Feature on dedicated Groups pages</li> <li>• Minimum of 4 tweets &amp; 3 Facebook posts &amp; 1 Instagram post</li> </ul>	£535	£425
<b>Premium package</b>		
<ul style="list-style-type: none"> <li>• Full page advert/ advertorial in printed guide</li> <li>• Marker on Lancashire Groups map</li> <li>• Opportunity to network with Group Travel Organisers in February</li> <li>• 2-week placement on the 'Don't Miss' feature within the top navigation on homepage</li> <li>• 2-week placement on 'Highlights' section of campaign landing page</li> <li>• Minimum of 5 tweets &amp; 4 Facebook posts &amp; 1 Instagram post</li> <li>• Featured in groups highlights on Instagram stories</li> <li>• Blog feature</li> </ul>	£815	£650

# Visit Lancashire

## Groups Campaign - VisitLancashire.com




### PREMIUM

#### Thornton Hall Country Park

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**Thornton Hall Country Park**  
Thornton Hall, Thornton, Lancashire, BB30 3PT  
 01752 446120  
[www.thorntonhallcountrypark.co.uk](http://www.thorntonhallcountrypark.co.uk)




#### THORNTON HALL COUNTRY PARK

Make friends with friendly farm animals, spend the summer months and take part in a range of seasonal fun events or enjoy a summer picnic and a drink on the terrace. Enjoy a picnic on the lawn or in the cafe. For a special occasion, hire the tractor for a special day or hire the tractor for a special day or hire the tractor for a special day.

Visit Thornton Hall and enjoy a range of quality food and drink, as well as a family programme of fun activities, summer camps, and more. Contact us on 01752 446120 for more information.

The farm is conveniently located off the A65 in Thornton-le-Woods, between Chorley, Farnworth and Skipton with ample free parking right outside the entrance.




### ENHANCED

#### Go Ape

22

**Go Ape**  
Rivington, BL6 7SB



Go Ape offers a range of activities for all the family. Set in the beautiful forests, you will find a variety of all ages can enjoy. There are also a variety of activities for all the family. Set in the beautiful forests, you will find a variety of all ages can enjoy. There are also a variety of activities for all the family. Set in the beautiful forests, you will find a variety of all ages can enjoy.

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0845 643 3216 / 01604 216116, #GOAPE OR #I'MTHEFIRSTSTEP  
[goape.co.uk/days-out/northwired](http://goape.co.uk/days-out/northwired)

### STANDARD

#### Cloudspotting

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**Cloudspotting**  
Gibbum Forest, B97 4TS



Cloudspotting! Meet and greet the fluffy friends of Gibbum Forest at the heart of Lancashire in July.

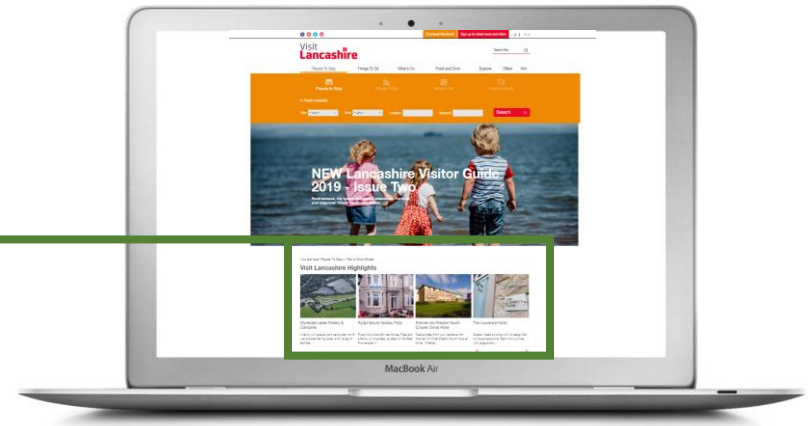
01752 982 073  
[www.cloudspotting.co.uk](http://www.cloudspotting.co.uk)

# Visit Lancashire Groups Campaign - VisitLancashire.com



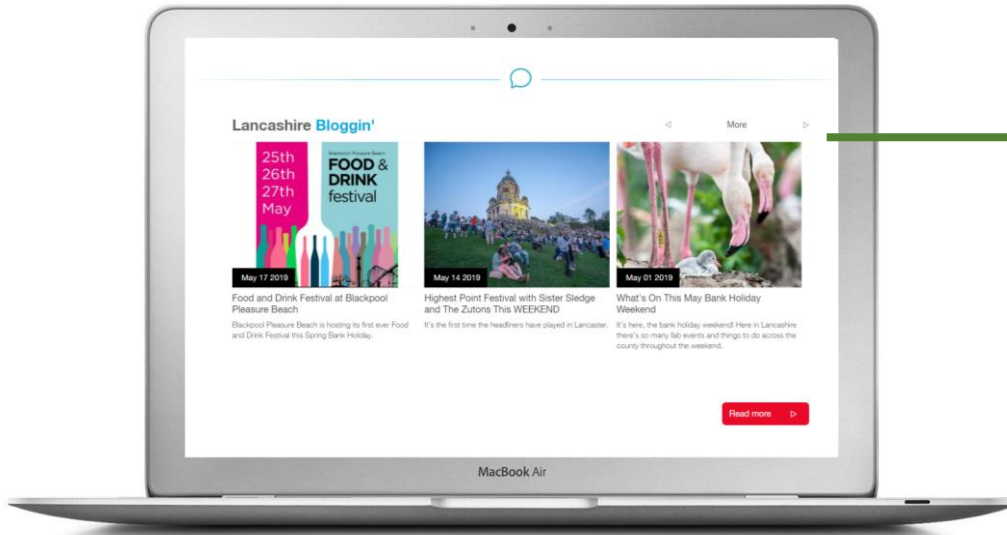
Don't miss feature on top navigation on home page

'Highlights' section of campaign landing page



# Visit Lancashire

## Groups Campaign - VisitLancashire.com



Lancashire blog

Product displayed on campaign landing page

