

# Christmas 2023

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3 month campaign

Visit  
**Lancashire**

Digital platforms:

ISSUU

Email

Social

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

Marketing Lancashire is the agency charged with promoting the county on a national and international stage, working in the interest of a prosperous Lancashire. We reinvest all our partner fees into promotional activity for the county to develop Lancashire into a leading leisure, learning and business destination for domestic and international visitors, to enhance the national and international reputation of the county and promote sustainable economic development and growth. Lancashire has one of the largest economies in the Northern Powerhouse, with over 55,000 businesses generating £34 billion per year.

Visit Lancashire is the official tourist board for the county and a division of Marketing Lancashire. We work closely with VisitBritain, VisitEngland and a wide range of public and private sector agencies. Our activities in marketing and communications, commercial membership and place marketing are all designed to grow the visitor economy and develop the destination as a great place to visit, work and invest.

# Christmas Campaign

Calling all Lancashire attractions, retailers, events, accommodation providers and places to eat.

The Lancashire Christmas Campaign returns for 2023 with a bang!

Summer is half way through and before we know it Christmas will be upon us. This is a magical time of year with friends and families of all ages looking to entertain generations and create more fun filled memories as well as sourcing those all important Christmas gifts. We know the best place to create those festive memories and find the perfect present is of course Lancashire.

This year we will be promoting Lancashire's fantastic businesses with a three month campaign that includes a digital festive guide as well as social, email and campaign pages on VisitLancashire.com. Partners can also choose to give their profile a boost with paid social via Visit Lancashire social channels.

In 2022 our dedicated Christmas and Christmas partner pages on VisitLancashire.com received 179,805 views. The online guide had 56,165 page link impressions with an average read time of 3 minutes.

## Reasons to advertise

- Digital activity on visitlancashire.com with over 9.7 million page views per year
- Promoted to over 92,000 social media followers
- E-newsletters to Visit Lancashire consumers, over 34% open rate (industry average 18%)
- Increasing reach through social media platforms
- PR targeted at the Christmas family market

October	November	December
<ul style="list-style-type: none"><li>• Christmas pages go live on VisitLancashire.com</li><li>• Social media messaging begins</li></ul>	<ul style="list-style-type: none"><li>• Christmas guide launches</li><li>• Social media messaging cont.</li><li>• Festive enewsletters begin</li><li>• Festive branding goes live on website</li><li>• Festive blogs begin to go live</li></ul>	<ul style="list-style-type: none"><li>• Social media messaging continues to increase</li><li>• Festive blogs</li></ul>

# Christmas Campaign

Our Christmas campaign targets families, friends and couples looking for gift ideas, things to do, places to stay and great food over the festive period.



\* Boost package available for an additional £50+VAT – sponsored social media post on Visit Lancashire Facebook and Instagram channels.

## Headline partner package\*

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

- Logo on contents page
- DPS advert/advertorial in digital guide
- Two week placement on the 'Don't Miss' feature within the top navigation of website
- Product displayed on campaign section of VisitLancashire.com
- Inclusion within two e-newsletters
- Minimum two tweets and two Facebook posts
- Featured on Instagram stories
- Blog feature

## Premium partner package\*

£500+VAT

- Full page advert/advertorial in digital guide
- Two week placement on the 'Don't Miss' feature within the top navigation of website
- Inclusion in one e-newsletter
- Product displayed on the campaign section of VisitLancashire.com
- Minimum two tweets and two Facebook posts

## Standard partner package\*

£250+VAT

- Half page advert in digital guide
- 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

# Christmas Campaign



Don't miss feature on top navigation on home page

'Highlights' section of campaign landing page



# Christmas Campaign



Lancashire blog

Product displayed on campaign landing page

