

Seasonal Digital Highlights

1 month campaigns

Visit
Lancashire

Digital platforms:

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.

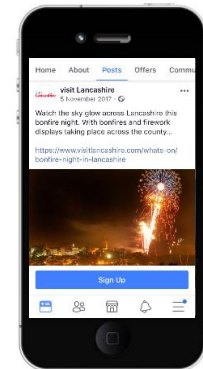
Celebrate the seasons: What's On Digital Highlights

Each digital package offers a fantastic opportunity to get your product in front of thousands of potential visitors. Supported by an overall seasonal campaign, there are opportunities for social, e-newsletters and highlight placement on the campaign page of visitlancashire.com

The individual campaigns for 2024 are;

- Short Breaks/Valentines (15 Jan – 14 Feb)
- February Half Term (19 Jan – 25 Feb)
- Easter (29 Feb – 14 Apr)
- October Half Term (23 Sept – 27 Oct)
- Halloween (30 Sept – 31 Oct)
- Bonfire Night (4 Oct – 5 Nov)

	Digital activity package	Member rate
Premium	Highlight placement on campaign landing page Inclusion in one e-newsletter Product displayed on the campaign page Minimum two tweets and two Facebook posts	£400
Enhanced	Inclusion in one e-newsletter Product displayed on the campaign landing page Minimum two tweets and two Facebook posts	£350
Standard	Product displayed on the campaign landing page Minimum of one tweet and one Facebook posts	£100
Essentials	Product displayed on the campaign landing page	£50



To book contact Megan on megan@marketinglancashire.com deadlines are two weeks before the start date of the campaign.