

# Summer Campaign

June 2024 – September 2024

Visit  
**Lancashire**

Digital platforms:

Email

Social

issuu

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

# Visit Lancashire Summer Campaign

Summer is on its way and we are ready to welcome back visitors with open arms. Whether its families, couples or small groups of friends, they are ready to create fun filled memories, and we know of course, that the best place to create those memories is Lancashire!

That's why this year our summer campaign will include a bumper summer guide focusing on celebrating all the best things about summer in Lancashire. This will focus on those once in a lifetime experiences, creating memories and enjoying all that Lancashire has to offer.

You could be featured alongside articles such as Beach Days, Soak up the Sun, Summer Holiday Hit List, Accessible and Family Friendly.

Activity will engage both existing audiences as well as those who have not considered our great county before.

If you need more reasons to advertise check out our 2023 results below;

85 page digital Adventure in Lancashire Summer guide – [see here.](#)

32,244 page impressions of the guide

Average time spent reading guide 2:09 minutes.

Visitlancashire.com received 961,190 page views during this period

Summer partner pages and events – 38,343 page views on visitlancashire.com

3 dedicated summer e-newsletters – avg. open rate 32%

Promoted on our Visit Lancashire social media channels to over 97,000 followers

**Visit Lancashire in summer**

**TOP 5 THRILLS & SPILLS**

- 1. Blackpool Pleasure Beach, Blackpool**  
With thrilling rides, spectacular shows and the iconic Big Dipper, this historic seaside resort has it all. Enjoy the thrill of the rollercoaster and the excitement of the Big Dipper.
- 2. Quiddens at Thornton Hall Country Park, Pendle**  
With a variety of activities, including horse riding, walking, and cycling, this park is a perfect place for a day out with the family.
- 3. Ingh Perfect Trials, Clitheroe**  
For those who love a challenge, this park offers a variety of trials courses for all levels of skill.
- 4. Sandcastle Waterpark, Blackpool**  
This is a place where you can cool off in the sun and enjoy a variety of water slides and pools.
- 5. Go Ape Rivington, Chorley**  
For those who love a challenge, this park offers a variety of activities, including horse riding, walking, and cycling.

**TOP 5 ANIMAL & WILDLIFE**

- 1. Greenlands Farm Village, Lancaster**  
This is a place where you can see a variety of animals, including horses, ponies, and sheep.
- 2. Williamson Park, Ashton**  
This is a place where you can see a variety of animals, including horses, ponies, and sheep.
- 3. WWT Mires Mere Wetland Centre, Ormskirk**  
This is a place where you can see a variety of animals, including horses, ponies, and sheep.
- 4. Brockholes Nature Reserve, Preston**  
This is a place where you can see a variety of animals, including horses, ponies, and sheep.
- 5. The Bee Centre, Chorley**  
This is a place where you can see a variety of animals, including horses, ponies, and sheep.

**HOLMES MILL Clitheroe**  
A historic mill with a variety of activities, including horse riding, walking, and cycling.

**MITTON HALL Waulley**  
A historic hall with a variety of activities, including horse riding, walking, and cycling.

**THE SHIREBURN ARMS Barrow**  
A historic pub with a variety of activities, including horse riding, walking, and cycling.

**THE EMPORIUM Clitheroe**  
A historic pub with a variety of activities, including horse riding, walking, and cycling.

**WWW.JAMESPLACES.COM**

# Visit Lancashire Summer Campaign

## 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
- Product placement on campaign page
- 'Highlight' placement on campaign landing page
- 4-week placement on the 'Don't Miss' feature within the top navigation on homepage
- Inclusion on one e-newsletter
- Minimum two tweets and two Facebook posts
- Featured in summer round ups on Instagram stories
- Blog feature

**Targeting:** Families, couples and small groups looking for fun filled days out, exciting short breaks and holidays in Lancashire.

**Ideal for:** Accommodation, attractions, experiences, food and drink.

Digital Guide activity package		Member rate
Premium*	<b>Full page advert/advertorial in digital guide</b> 'Highlight' placement on campaign landing page 2-week placement on the 'Don't Miss' feature within the top navigation on homepage Product placement on campaign page Inclusion on one e-newsletter Minimum two tweets and two Facebook posts	£500
Standard*	<b>Half page advert in digital guide</b> 'Highlight' placement on campaign landing page Product placement on campaign page Minimum two tweets and two Facebook posts	£250
Basic	Product placement on campaign page	£50

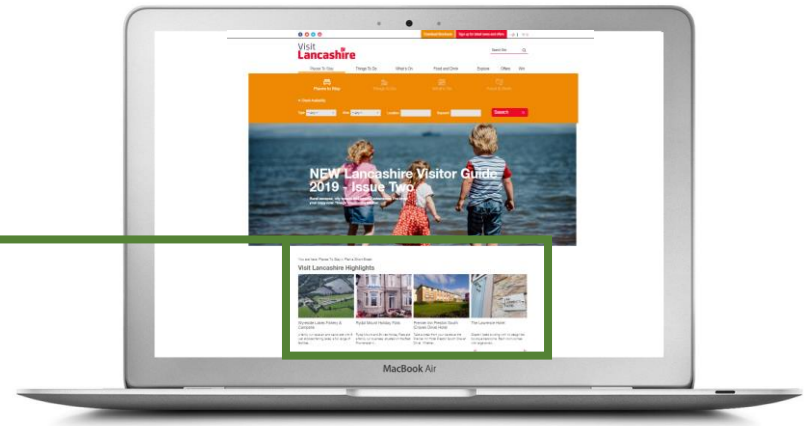
\* Boost package available for £50 – sponsored social media post on Visit Lancashire Facebook and Instagram channels.

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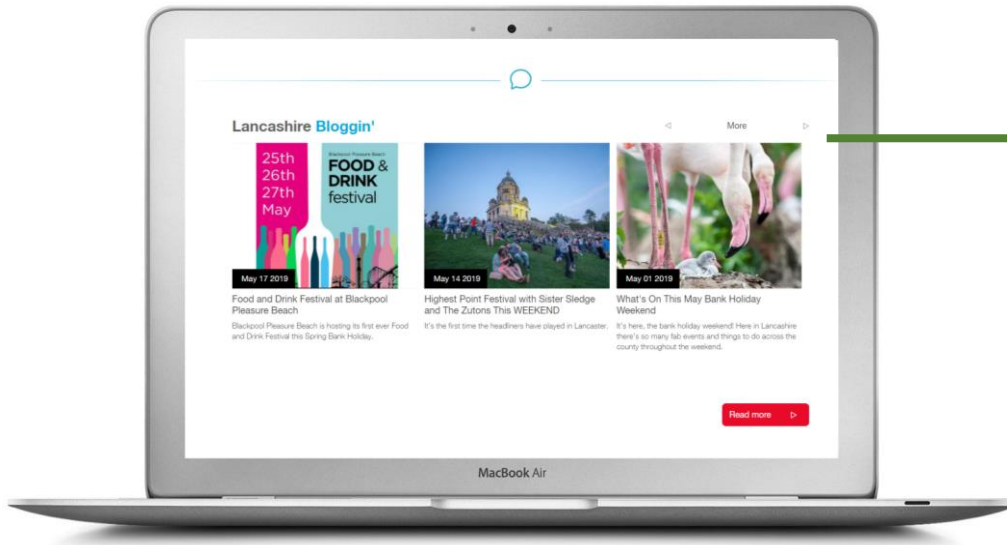


Don't miss feature on top navigation on home page

'Highlights' section of campaign landing page



# Visit **Lancashire** Summer Campaign



Lancashire blog

Product displayed on campaign landing page

