

Key Holiday Campaigns

Short burst digital campaigns

Digital platforms:

Email

Social

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



Key Holiday Campaigns

Each short burst campaign offers a fantastic opportunity to get your product in front of thousands of potential visitors. Supported by the overarching seasonal campaigns of spring, summer, autumn and winter, these campaigns offer more focused opportunities around key holidays where visitors are likely to travel in a short space of time.

The upcoming individual campaigns are;

- May Half Term (27th April – 31st May 2026)
- October Half Term (28th September - 1st November 2026)
- Halloween (28th September – 1st November 2026)
- Bonfire Night (5th October – 5th November 2026)
- Valentines (11th January – 15th February 2027)
- February Half Term (18th January – 21st February 2027)
- Easter (1st March – 11th April 2027)

Deadlines are two weeks before the campaign start date.

	Digital activity package	Partner rate
Premium	Inclusion in one e-newsletter Product displayed on the campaign page Minimum two stories and two Facebook posts	£350
Enhanced	Inclusion in one e-newsletter Product displayed on the campaign landing page Minimum one story and one Facebook post	£250
Standard	Product displayed on the campaign landing page Minimum of one story and one Facebook post	£100
Essentials	Product displayed on the campaign landing page	£50



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