

Summer Campaign

June – September 2026

Digital platforms:

Email

Social

Digital Guide

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



Summer Campaign

Summer is on its way, and we are ready to welcome 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.

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 2025 results below;

- **90** page digital summer guide
- **2,000** summer leaflets were printed and distributed around the county
- **5,259 views** of the guide and **4,056 visitors**.
- Summer pages, partner listings and events on visitlancashire.com –**189,484**
- **7** dedicated summer e-newsletters – avg. open rate **30%** (industry average 29%)
- Promoted on our Visit Lancashire social media channels to over **100,255** followers.
- Boosted Facebook ads created to promote the digital guide received a combination of **108,895** views and **4,433** link clicks



To book contact Ian on 07545 121 688 ian@marketinglancashire.com (Deadline for booking 11th May 2026)

Summer Campaign

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, events

Digital Guide activity package		Partner rate
Premium*	Full page advert/advertorial in digital guide 2-week placement on the 'Don't Miss' feature Product placement on campaign page Inclusion on one e-newsletter Minimum two stories and two Facebook posts	£500 (+VAT)
Standard*	Half page advert in digital guide Product placement on campaign page Minimum two stories and two Facebook posts	£250 (+VAT)
Basic	Product placement on campaign page	£50 (+VAT)

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

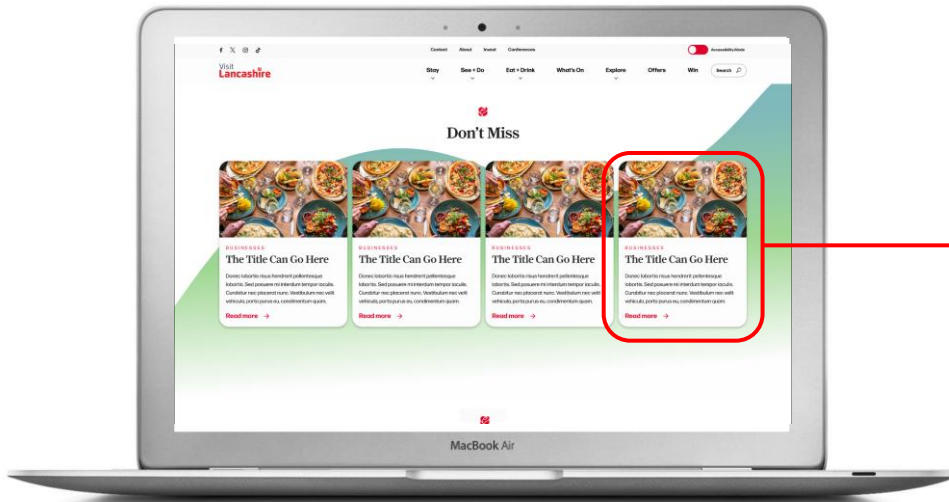


Headline* partner package
 We are also offering two partners the chance to headline the campaign for £750 (+VAT)

- Logo on contents page
- DPS advert/advertorial in digital guide
- Product placement on campaign page
- 4-week placement on the 'Don't Miss' feature
- Inclusion on one e-newsletter
- Minimum two stories and two Facebook posts
- Dedicated Reel on Instagram
- Blog feature

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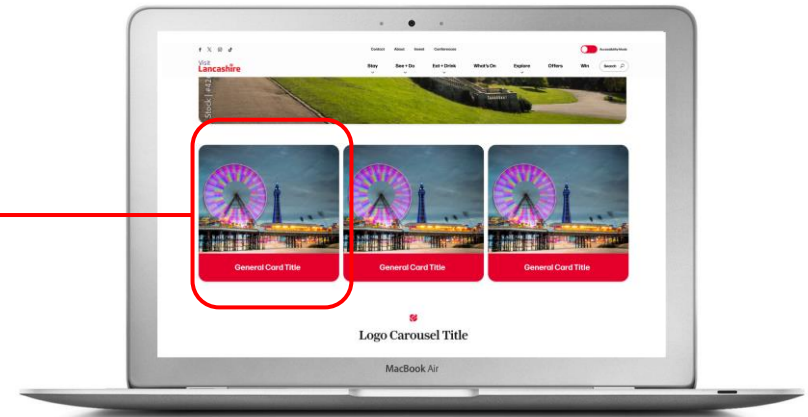
Summer Campaign



Don't miss feature on key landing pages

New website design is subject to change.

Product displayed on campaign landing page



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