

# Digital Advent Calendar

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1 month campaign

Visit  
**Lancashire**

Digital platforms:

Email

Social

[VisitLancashire.com](http://VisitLancashire.com)

[LancashireatChristmas.com](http://LancashireatChristmas.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.

# Digital Advent Calendar

Receiving over 116,000 page views and 26,566 prize draw entries in 2023, our Digital Advent Calendar is here again for another festive season. Filled to the brim with 24 fantastic Lancashire prizes, helping spread that festive cheer.

Each day a new Lancashire prize is revealed and shared on Visit Lancashire social media channels. Once opened, the prize door stays open for the remainder of the festive season until 6<sup>th</sup> Jan 2025, giving visitors plenty of time to enter, whatever door your prize is behind.

This is a free opportunity offered to Visit Lancashire partners on a first come first serve basis, with priority given to those who are taking part in the three month Christmas campaign. Prizes must carry a minimum value of £50, from the success of last years campaign the larger the prize value the more interest the prize generated.

## Free partner package

- Inclusion of prize in Digital Advent Calendar\*
- Calendar promoted through social media, newsletters and visitlancashire.com
- Third Party Opt-In data provided at the end of the prize draw period.

**5** **Win a Brindle Distillery gin-making workshop for two!**

Enjoying a few CLENCO Gin perfect serves occasions along the way

It wasn't Lancashire's ancient woods, you at Brindle Distillery, the home of CLENCO Gin, unless you can experience everything better making your own gin in one of their workshops is, discovering the best in Lancashire your Brindle gin is a mystery box of entry a drink in our country too!

The perfect gift this Christmas, is the Brindle Distillery Workshop. Discovering a gin-making workshop, an intimate talk about Brindle Distillery and how our award-winning CLENCO Gin has gained over 100,000 five star reviews. Meet the team, visit the distillery, see a full distillery tour, the workshop offers an experience like no other for the lover of gin fans.

Lancashire Master Distiller, you will learn how to design and distill gin, choosing all your own notes, then getting your bottles and having a go at making your own gin in your own distillery!

Once your gin has been approved by our Master Distiller, you will be able to bottle it in one of their exclusive 'Proving bottles', to take home and share with your friends, and even bring it around to friends in a cask or cask!

Find out more [www.visitlancashire.com](http://www.visitlancashire.com)

Visit Lancashire

Omnia inctur sim quatls nobis Idebis duoptatem otendi tierporro voluptatur, si ad magnis is aut ma aut rehenin iclenodam, sita piti v evelst eum isclat. Ut volecae nobit amat qtolans eptheribus nus.

5	22	11	8	18	7
10	2	24	15	3	13
17	14	6	1	23	19

## Popular prizes

- Dinner for 2
- Overnight stay
- Lancashire hamper
- Attraction entry
- Theatre tickets
- Spa day
- Afternoon tea
- Tickets to event
- Lancashire product giveaway

# Digital Advent Calendar



Click on the door to the advent calendar.

The door opens to the prize draw. As well as the opportunity to include copy about your business, link to your product page on [visitlancashire.com](http://visitlancashire.com)

