

Christmas 2025

3 month campaign

Visit
Lancashire

Digital platforms:

Digital Guide

Email

Social

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

Christmas Campaign

Calling all Lancashire attractions, retailers, events, accommodation providers and places to eat. The Visit Lancashire Christmas Campaign returns for 2025 with a bang!

It's never too early to start thinking about the big Christmas push. This is a magical time of year with friends and families of all ages looking to entertain generations and create more fun filled memories as well as sourcing those all-important Christmas gifts. We know the best place to create those festive memories and find the perfect present is of course Lancashire.

This year we will be promoting Lancashire's fantastic businesses with a three-month campaign that includes a digital festive guide as well as social, email and campaign pages on VisitLancashire.com. Partners can also choose to give their profile a boost with paid social via Visit Lancashire social channels.

October	November	December
<ul style="list-style-type: none">• Christmas pages go live on VisitLancashire.com• Social media messaging begins	<ul style="list-style-type: none">• Christmas guide launches• Social media messaging cont.• Festive enewsletters begin• Festive branding goes live on website• Festive blogs begin to go live	<ul style="list-style-type: none">• Social media messaging continues to increase• Festive blogs

2024 RESULTS

Christmas campaign page views on VL – 264,130

Online digital guide - 80,999 link impressions.

6 newsletters – avg. open rate of 29.1%

Social reach of 151,453.

VisitLancashire.com website page views 3,116,061

Christmas Campaign

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 tweets and two Facebook posts
- Dedicated Reel on Instagram
- Blog feature



Targeting: Families, friends and couples looking for gift ideas, things to do, places to stay and great food over the festive period.

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

Digital Guide activity package		Member 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 tweets and two Facebook posts	£500 (+VAT)
Standard*	Half page advert in digital guide Product placement on campaign page Minimum two tweets 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.

Christmas Campaign



Don't miss feature on top navigation on home page

Product displayed on campaign landing page

