

# Summer Campaign

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June 2025– September 2025

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 2024 results below;

**80** page digital Adventure in Lancashire Summer guide – [see here.](#)  
**53,175** link impressions of the guide  
Average time spent reading guide **2:24** minutes.  
Visitlancashire.com received 920,356 **page views** during this period  
Summer partner pages and events – 91,503 **page views** on visitlancashire.com  
**7** dedicated summer e-newsletters – avg. open rate **30%**  
Promoted on our Visit Lancashire social media channels to over **98,793** followers



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## 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, 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*	<b>Full page advert/advertorial in digital guide</b> 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*	<b>Half page advert in digital guide</b> 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.

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Don't miss feature on top navigation on home page

Product displayed on campaign landing page

