



Find your escape Campaign

The find your escape campaign was the first partner-led county wide campaign for Visit North Yorkshire. The campaign aimed to raise the profile of North Yorkshire as a “rural escape” ideal for exploring gardens and beautiful outdoor spaces and targeted key audiences; Aspirational Family Fun and Country Loving Traditionalists.

Tactics and channels used



Show attendance



Printed advertising



Social media
(paid and organic posts)



Videography and
photography



Out of Home advertising

Trade shows
170,000
attendees

Stands at the Great Yorkshire Show and Harrogate Autumn Flower show inspired return visits to an engaged audience of tens of thousands of people daily



Social media
2,244,290
impressions

Paid advertising on Facebook and Instagram using high quality imagery and videos reached 1,246,300 people and had over 2 million impressions across the campaign



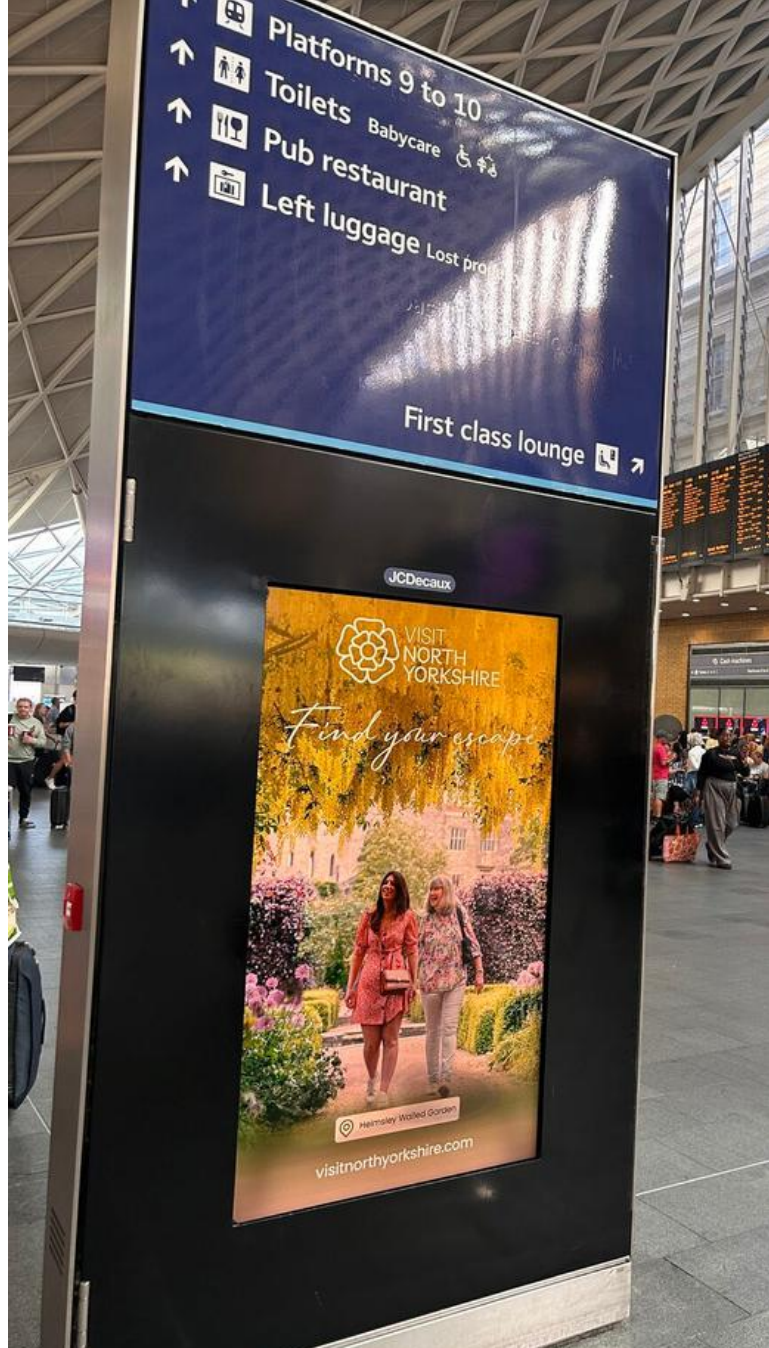
Out of home
3,990,868
reached

Advertising in heavy footfall locations (Leeds City Centre, Newcastle Central Station, Manchester Piccadilly and London Kings Cross) reached nearly 4 million people



Printed advertising
10,000
guides

10,000 guides were printed and distributed to key locations in and around North Yorkshire



OUT OF HOME ADVERTISING



LOCATIONS

Adverts placed for two weeks at the beginning of July 2024:

- Leeds City Centre
- Newcastle Central Station

Adverts placed for two weeks at the end of July 2024:

- Manchester Piccadilly Station
- London Kings Cross

RESULTS

Adverts reached a combined total of 3,990,868 people across the four locations, with Manchester and London reaching the most people at just over 3 million people (3,194,266 people).



TRADE SHOW ATTENDANCE

Great Yorkshire Show

Visit North Yorkshire had a stand at the Great Yorkshire Show and the stand was themed around the “Find your escape” campaign. We targeted the 140,000 show attendees with competitions and information to inspire repeat visits.

Harrogate Autumn

Flower Show

We attended the Harrogate Autumn Flower Show as part of the campaign, promoting campaign partners to the 30,000 show attendees through information and competitions. We encouraged short breaks and days out themed around our campaign partners.



PRINTED ADVERTISING



WHAT WE DID

We produced 10,000 printed guides featuring our campaign partners. We also had a feature in Living North Magazine to target audiences a short drive from North Yorkshire to inspire them to visit our gardens and outdoor spaces.

RESULTS

The Visitor Guides were distributed in key locations within North Yorkshire and a 1-2 hour drive, in key locations to inspire potential visitors. They were also placed in accommodation in North Yorkshire through distributors.

The article in Living North Was featured in their newsletter, which is sent to 66,000 subscribers.

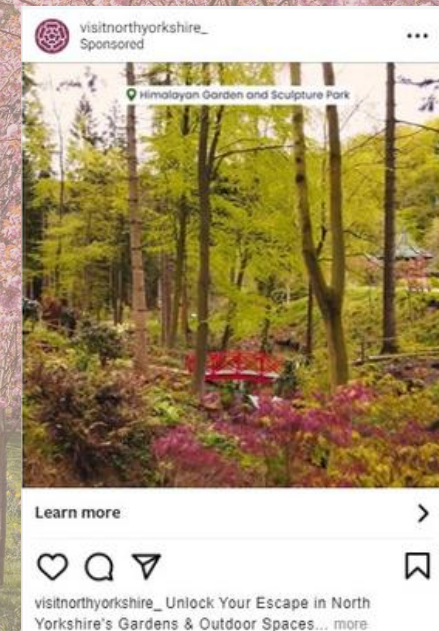
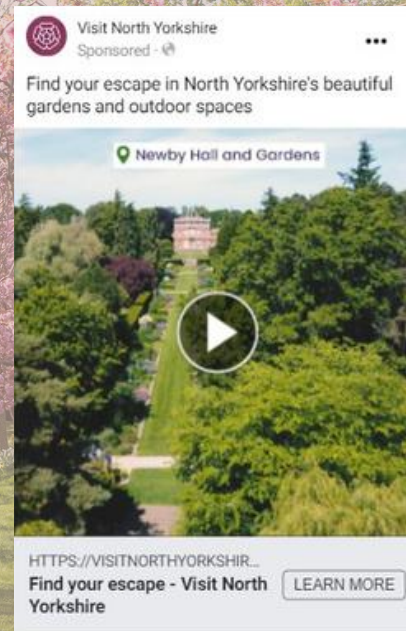
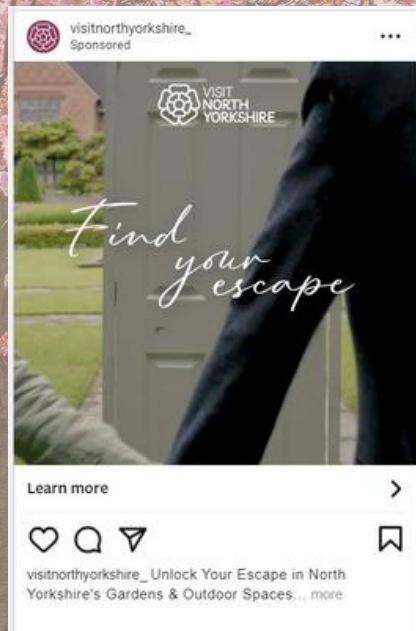
LIVING NORTH

WIN AND OFFERS EVENTS HOMES AND GARDENS FOOD AND DRINK LIFE AND STYLE THINGS TO DO

Home > Homes and gardens > Gardens > The Greatest Gardens to Visit Across Yorkshire

The Greatest Gardens to Visit Across





SOCIAL MEDIA

Organic Posts

Throughout the campaign we posted a series of reels, pictures and stories to our social media channels. These received good engagement with our audience of over 20,000 people on Facebook and over 11,000 people on Instagram.

Paid Posts

We had two paid social media adverts running during the campaign, targeting key audiences within a 2 hour drive of North Yorkshire and in London and the commuter belt. These reached 1,246,300 people, and had 2,244,290 impressions.



VIDEOGRAPHY AND PHOTOGRAPHY



WHAT WE DID

We created eye-catching and memorable campaign videos to inspire potential visitors to visit our gardens and outdoor spaces as part of a short break to North Yorkshire.

Videos were posted on YouTube and shorter versions were posted on social media in adverts specifically targeting key audiences.