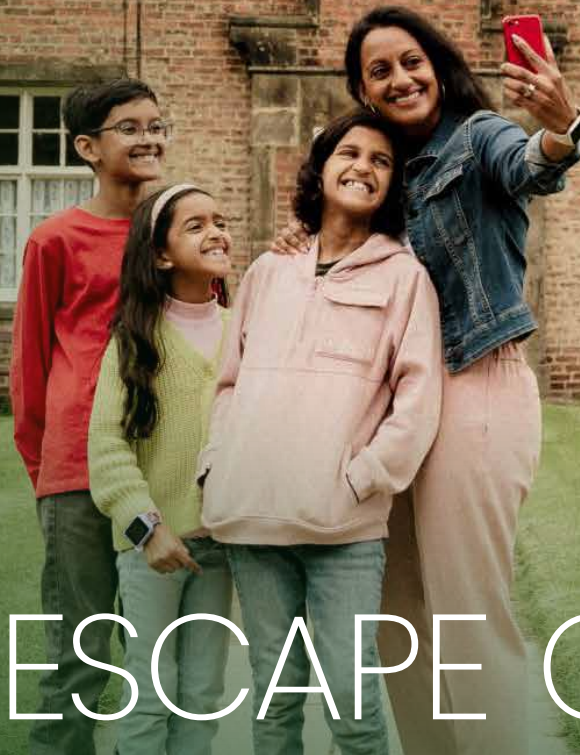




VISIT
NORTH
YORKSHIRE



FIND YOUR ESCAPE CAMPAIGN
PARTNER OPPORTUNITIES 2025

Find Your Escape 2025

Following the success of our first countywide campaign, Find Your Escape, which promoted the glorious gardens and outdoor spaces across North Yorkshire, we are extending the campaign in 2025 to cover a wider range of interests.

The campaign will showcase North Yorkshire as a first-choice destination to escape to, whether you like walking or dining out, exploring nature or historical sites, treating yourself to a luxury stay, or getting active, using four distinct categories.



Outdoors

including gardens,
and historical and
heritage sites



**Luxury
accommodation**



**Spas and
wellness**



**Active
adventures**



The campaign aims to inspire visits and increase overnight stays in North Yorkshire by encouraging visitors to plan their short breaks in the area, and will run from late April until the end of 2025, peaking between April and October.



Promotion will take place across a range of channels, including:

- Outdoor advertising in transport hubs in key target locations
- Digital, including website presence and blogs, YouTube advertising and pay-per-click targeted campaigns
- Facebook and Instagram including organic and paid activity
- Videography and photography to showcase campaign partners and the county

PLUS

- Influencer activity opportunities
- Opportunity to be involved in competitions



Our Audiences

This campaign will target two key audiences, based on VisitEngland's segmentation of domestic tourists. These audiences display the most relevant interests and behaviours for this campaign and are key target markets for North Yorkshire as a visitor destination.

Free and Easy Mini-Breakers

This audience are young with an average household income that they can spend on a wealth of holiday activities as they are child-free. They enjoy shopping and visiting cultural and entertainment venues, and favour destinations with strong public transport links and a range of dining options.

Aspirational Family Fun

This audience are high earners with children at home. They regularly take breaks where they can indulge in active, family friendly pursuits, such as sporting events and cultural visits. They regularly consume mainstream media, are active on social media, and browse holiday websites to evaluate and book their accommodation.

Geographic Markets

The campaign will target audiences within easy reach (1-2 hour drive) of North Yorkshire. To target the high earning South East audiences, the campaign will also target London and capitalise on good train links to the area for the younger audience.



The Previous Campaign

The Find Your Escape 2024 partners benefitted from the following campaign results:

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.



Video and photography

We created eye-catching and memorable campaign videos to inspire potential visitors. Videos were posted on YouTube and shorter versions were used in social media advertisements specifically targeting key audiences.



Find a Family Escape in North Yorkshire

Campaign Packages





Campaign partners will be allocated to a category, with opportunities for headline and digital partners in each:



Headline Partner £800

-  Outdoor advertising
-  Photography and videography opportunities, including provision of content to partner
-  Feature on the Find Your Escape campaign webpage(s)
-  Inclusion in paid and organic social media activity
-  Inclusion in at least one campaign blog or itinerary
-  Inclusion in a campaign focused newsletter
-  PR & influencer visits as relevant
-  Opportunity to be involved in competitions

Digital Partner £400

-  Inclusion on the Find Your Escape campaign webpage
-  Inclusion in a campaign focused newsletter
-  Inclusion in paid and organic social media activity
-  Opportunity to be involved in competitions

Website Partner £100

-  Inclusion on the Find Your Escape webpage(s) alongside similar campaign partners

By participating in this campaign, you are agreeing to the Visit North Yorkshire Advertisers Terms and Conditions:
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