



VISIT
NORTH
YORKSHIRE

CHRISTMAS CAMPAIGN

PARTNER OPPORTUNITIES 2025

The Christmas Campaign

Visit North Yorkshire is the destination marketing and management service from North Yorkshire Council which exists to support and grow the county's visitor economy.



The campaign will showcase North Yorkshire as the perfect choice for a Christmas break with a wide range of festive markets, days out, festivals and events, and accommodation on offer.



It aims to increase the number of leisure visitors and overnight stays in North Yorkshire by encouraging visitors to plan their break in the area and visit different Christmas attractions and events.



The campaign begins in September and runs until the end of December 2025.



Promotion across a range of channels, including:

- Print, with 20,000 Christmas guides distributed in target locations
- Digital, including website presence and blogs
- Social media, including organic and paid activity
- Videography and photography to showcase the county to visitors
- Press and influencer activity opportunities
- Opportunity to be involved in competitions



Our Audiences

The Christmas campaign will target three key audiences, based on Visit England's segmentation of domestic tourists. These audiences have the most relevant interests and behaviours for this campaign and are also key target markets for North Yorkshire as a visitor destination.



Country Loving Traditionalists

This audience has traditional values and a moderate household income, but fewer family members to cater for when on holiday as their children have “flown the nest”. This means their budget stretches further, and good quality, secure accommodation is a priority when booking a holiday. They are likely to have recently taken a countryside break and enjoy spending time in the outdoors.



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 to capitalise on good train links to the area.



The Previous Campaign

This campaign will build on the success of the first Visit North Yorkshire Christmas Campaign. The 2024 Christmas campaign partners benefitted from the following results:



Social media Impressions
992,989



Spotify & Radio
impressions
300,000



Google advertising reach
51,000



Printed guides distributed
within 2 hour drive
30,000



Christmas Campaign Packages








Digital and print package

Inside front cover or back page advert in the Christmas Guide - **£1,100**

1 x full page advert in the Christmas Guide - **£850**

1 x half page advert in the Christmas Guide - **£550**

PLUS:

-  Web presence on the Christmas campaign pages on the Visit North Yorkshire website
-  Inclusion in paid and organic social media and YouTube activity
-  Opportunity to be involved in competitions
-  Inclusion in Christmas themed blogs and itineraries on the Visit North Yorkshire website
-  Inclusion in a campaign focused newsletter
-  PR and influencer visits as relevant
-  Video and photography opportunities

Print only package





Full page advert - **£600**

Half page advert - **£300**

Digital only package

Digital Partner - **£400**

Includes:

-  Inclusion on the Christmas campaign webpage
-  Inclusion in paid and organic social media activity
-  Inclusion in Christmas themed blogs and itineraries
-  Inclusion in a campaign focused newsletter

20,000 copies of our A5 Christmas Guide will be distributed to key locations in a 2 hour drive of North Yorkshire. Artwork and relevant event details are required by **Friday 29 August 2025** for inclusion in the guide.



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CRAVEN COURT
SHOPPING CENTRE

Find out how Visit North Yorkshire can support your business.

Contact the Partnership and Commercial team:
biz@visitnorthyorkshire.com



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