



VISIT  
NORTH  
YORKSHIRE



COME ON IN CAMPAIGN  
PARTNER OPPORTUNITIES 2025



# COME ON IN

This campaign, which will run from September 2025 to March 2026, aims to inspire visits and increase overnight stays in North Yorkshire by encouraging visitors to plan their short breaks over the autumn/winter season.

The campaign will showcase North Yorkshire as the perfect destination for an off-peak break, focussing on experiences like stargazing and gin tasting, tucking into a hearty meal in a country pub, exploring historic venues and retreating to cosy accommodation after a day enjoying the incredible scenery across the country.



## Outdoors

including historical  
& heritage sites



## Accommodation

including cosy B&Bs  
and luxury hotels



## Experiences

like distillery tours  
and steam railways



## Food & drink

from fine dining to  
cheese tasting



Promotion will focus on digital channels, including:

- Visit North Yorkshire website and blogs/itineraries
- Pay-per-click targeted campaigns
- Facebook and Instagram including organic and paid activity

## PLUS

- PR and 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 aged 20-35 with an average household income to spend on holiday activities as they are child-free. They enjoy cultural activities and visiting interesting towns and cities, and favour destinations with strong public transport links and a range of dining options.

## Country Loving Traditionalists

This audience are traditionally empty nesters aged 50 who travel out of season. They like quality accommodation, and enjoy exploring unspoilt countryside and historical sites. They tend to eat and drink local food and produce.





# Campaign Package

## Digital Partner £400

- Feature on the Come On In campaign webpage(s)
- Inclusion in paid and organic social media activity
- Inclusion in paid search activity
- Inclusion in a campaign blog or itinerary
- Inclusion in a campaign focused newsletter
- PR & influencer visits as relevant
- Opportunity to be involved in competitions

By participating in this campaign, you are agreeing to the Visit North Yorkshire Advertisers Terms and Conditions: [biz.visitnorthyorkshire.com/advertising-terms](https://biz.visitnorthyorkshire.com/advertising-terms)





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