



There's More to North Yorkshire campaign

Tactics and channels used



Out of Home advertising



Social media
(paid and organic posts)



Videography and
photography



TV Advertising



YouTube Advertising

TV Advertising
507,482
impressions

The advert was shown over 500,000 times to audiences in London and the South East who are interested in taking UK holidays and short breaks.



Social media
1,594,077
impressions

Paid advertising on Facebook and Instagram using high quality videos reached 1,206,768 people and had over 1.5 million impressions across the campaign.



Out of home
7,206,649
impressions

Advertising throughout London Kings Cross Station, as well as a screen in London Paddington reached over 7 million people



YouTube Advertising
147,090
views

The campaign video has been viewed over 140,000 times on YouTube to date.



OUT OF HOME ADVERTISING



LOCATIONS

Adverts placed for two weeks at the beginning of July 2025:

- 14 D6 screens in London Kings Cross Station
- 1 D6 screen in London Paddington Station

These stations were chosen due to:

- London Kings Cross - direct routes to North Yorkshire
- London Paddington - direct routes to high-value Buckingham, Oxfordshire and South West audiences

RESULTS

Adverts reached a total of **7,206,649 people**, with 6,162,666 impressions delivered in London Kings Cross and 1,043,983 from London Paddington.



TV ADVERTISING

WHAT WE DID

Visit North Yorkshire worked with Channel 4. We had a 30-second advert running from 30 June to 31 July.

This advert ran on Channel 4 streaming and targeted households in London and the South East that take UK holidays.

RESULTS

The TV advert delivered **507,482** impressions to target audiences in London and the South East.

The advert was delivered via Channel 4's streaming services.



VIDEOGRAPHY AND PHOTOGRAPHY

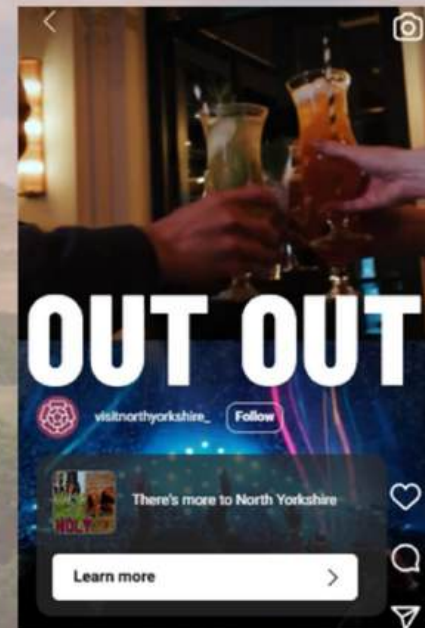
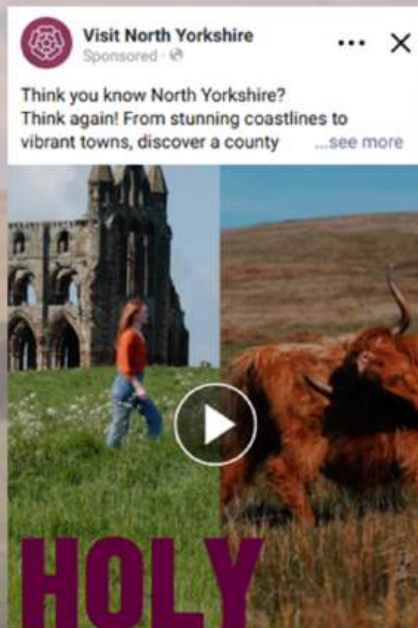


WHAT WE DID

We created an eye-catching and memorable campaign video to inspire potential new audiences to visit North Yorkshire on a short break or holiday.

A 30-second primary campaign video was posted on YouTube and used as a TV advertisement.

Three shorter 15-second videos were created for use on social media in adverts specifically targeting key audiences.



SOCIAL MEDIA

WHAT WE DID

We created 15-second videos to run across social media. These adverts ran in two stages; for two weeks at the beginning of July and again for three weeks during August. We targeted Free and Easy Mini breakers in key areas such as London and the South East, Manchester and areas within a 2-hour drive of North Yorkshire.

RESULTS

	REACH	IMPRESSIONS
JULY ADS	578,322	760,863
AUGUST ADS	628,446	833,214
TOTAL	1,206,768	1,594,077



YOUTUBE ADVERTISING WHAT WE DID



We added our 30-second video to YouTube and used paid advertising to promote the video to key audiences, targeting the Free and Easy Mini Breaker demographic, who have shown an interest in taking UK breaks, and interest in key themes like food and drink, travel, outdoor and nightlife.

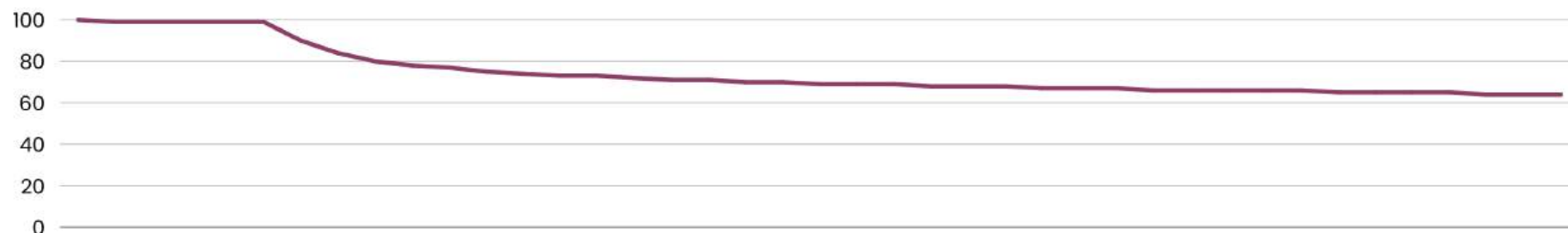
RESULTS

Impressions: 913,802

Views: 147,090

Audience Retention

The percentage of viewers who watch up to different points of the video





HOLY / COW

There's more to North Yorkshire



WEBSITE

WHAT WE DID

All campaign activity directed people to the new Visit North Yorkshire website.

Rather than having a specific campaign landing page, people were directed to the home page, and paid campaign activity was supported through content on the website such as blogs and itineraries.

RESULTS

Website traffic increased by 1.5% in June, 8.2% in July, and 16.7% in August.

Furthermore, the highest percentage of visitors to the website is now in the target demographic.

