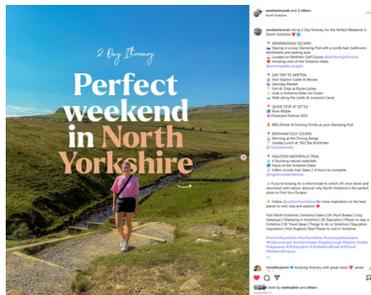


# Find Your Escape 2025

This hero campaign aimed to raise the profile of North Yorkshire as the perfect destination for a short break, with luxurious accommodation and memorable days out on offer. It featured seven headline partners alongside five digital partners.

The campaign targeted two key audiences: 'Aspirational Family Fun' and 'Free and Easy Minibreakers'.

 <p><b>Paid search</b></p>	 <p><b>Social media (paid and organic)</b></p>	 <p><b>Videography and photography</b></p>	 <p><b>Out of Home advertising</b></p>	 <p><b>Influencer marketing</b></p>
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## Influencer marketing

**61,142  
views**

Hosted two influencer trips to showcase different aspects to North Yorkshire to their engaged followers



## Social media

**319,421  
views**

Posts and stories on Facebook and Instagram had a reach of 207,180 with over 13,000 clicks



## Out of home

**5,155,338 views**

Advertising in high footfall locations and key transport hubs (London King's Cross, Manchester Piccadilly, Leeds train station and city centre, Newcastle city centre) received over 5 million views



## Paid search

**714,705  
impressions**

Pay-per-click and YouTube video campaigns received over 103,000 interactions and 18,160 clicks

# Out of Home Advertising



## Locations

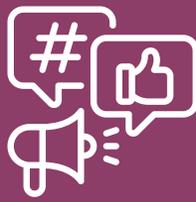
Adverts placed for two weeks in mid-July 2025:

- London King's Cross
- Manchester Piccadilly Station
- Newcastle city centre
- Leeds train station and city centre
- York train station

## Results

Adverts received a combined total of **5,155,338 views** across the four locations, with London reaching the most people at over 2.4 million views.

# Social Media



## Organic Posts

Throughout the campaign we posted a series of reels, images and stories to our social media channels. These received good engagement from our Facebook audience (27,000 followers) and Instagram audience (16,000 followers).

## Paid Posts

We ran a series of paid adverts, targeting the family audience in and around London, alongside young couples within around 2+ hours of North Yorkshire and key cities.

These coincided with the out-of-home advertising in mid July, followed by another round in late summer to push last-minute family breaks, followed by a September campaign targeting breaks for couples.

These had over 223,000 impressions, over 319,400 views and resulted in 13,182 clicks.





helping to care for the animals  
on the farm

# Influencer marketing



We hosted two influencer visits to showcase different experiences in North Yorkshire, focussing on the Free & Easy Mini-breaker audience.

Amelia M Travels enjoyed a 2-night trip at Wenningdale Escapes, showcasing their accommodation and ease of exploring the Yorkshire Dales in a series of reels and posts.

**Results:** 24,600 views + 7,900 profiles reached

We also hosted The Yorkshireman at Farm Adventure Yorkshire to experience their farm stay offering.

**Results:** 35,642 views + 474 likes

# Paid Search



We ran a series of YouTube video and Google Paid Search campaigns, targeting both couples and families separately based on key demographics and interests.

These ran at peak times coinciding with the out of home advertising, late summer holidays to promote last minute family breaks, and early September to push breaks for couples.

Collectively, these received over 714,700 impressions, 18,160 clicks and over 100,000 interactions.



# Videography and photography



We captured memorable moments at a variety of campaign partner locations, showcasing a rich mix of experiences and scenic settings designed to resonate with our target audiences.

This imagery was featured across our website, blogs, e-newsletters, social media and out-of-home advertising, helping to bring the campaign to life.

In addition, a series of videos highlighting these experiences were produced and shared on YouTube and social media to further engage and inspire potential visitors.

