



VISIT
NORTH
YORKSHIRE



THERE'S MORE TO NORTH YORKSHIRE

PARTNER OPPORTUNITIES 2026

CAMPAIGN OVERVIEW

The campaign builds on the 2025 concept which aimed to raise awareness of North Yorkshire as a holiday destination and shift existing negative perceptions of the region. This next phase focuses on the breadth of experiences available, making it ideal for visitor-facing businesses that offer something distinctive, unexpected, or experiences that are hard to find elsewhere.

Introduction



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 March until October 2026, with peaks in this period around Spring and Autumn. It will focus on audiences in key cities and areas around and including Manchester, Newcastle, Edinburgh, Leeds and Birmingham.



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

- Outdoor advertising in key target locations in city centres and transport hubs
- 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
- Influencer activities – incorporating a range of partners and experiences where possible
- PR & influencer visits as relevant
- Opportunity to be involved in competitions





OUR AUDIENCE

Pre-nesters

This campaign will primarily target pre-nesters, identified by VisitEngland as Free & Easy Minibreakers within their domestic tourism segmentation.

Typically aged between 20-35, this audience is young, single and child-free, with disposable income to spend on holiday activities. They enjoy cultural experiences, shopping, exploring interesting towns, and prefer destinations with strong public transport links and diverse dining options. Flexible in their travel planning, they tend to travel outside of peak periods.

Advertising will focus on a 2+ hour travel radius, including key cities such as Newcastle, Edinburgh, Leeds, and Manchester.

2025 CAMPAIGN RESULTS

Tactics and channels used



**Out of home
advertising**



**Social media
(paid and organic posts)**



**Videography and
photography**



**YouTube
advertising**

Social media Over 1.5 million impressions

Paid advertising on Facebook and Instagram using high quality videos reached 1.2 million people and had over 1.5 million impressions across the campaign.



Out of home Over 7.2 million impressions

Digital advertising in London Kings Cross Station and London Paddington.



YouTube Advertising Over 147,000 views

The campaign video has been viewed over 147,000 times on YouTube to date.



THIS COULD BE YOU...

Using the concept of “the power of the and,” the campaign will pair contrasting images and ideas to highlight North Yorkshire’s diversity and challenge assumptions about what the region offers.



Please note, these are not finalised designs but are provided to give an indication of how the campaign may look.

CAMPAIGN PACKAGE

Headline Partner – £800

-  Inclusion in outdoor advertising
-  Inclusion in digital and paid search advertising
-  Photography and videography opportunities, including provision of content to partner
-  Feature on the 'There's More To' campaign webpage(s)
-  Inclusion in paid and organic social media activity
-  Inclusion in at least one campaign blog or itinerary
-  Influencer activities, incorporating a range of partners and experiences where possible
-  Opportunity to be involved in competitions
-  PR visits as relevant

By participating in this campaign, you are agreeing to the Visit North Yorkshire Advertising Terms and Conditions:
biz.visitnorthyorkshire.com/advertising-terms



Find out how Visit North Yorkshire can support your business
Contact the Commercial & Partnership Team:
biz@visitnorthyorkshire.com



Part of

