



# Christmas

IN NORTH YORKSHIRE

## Tactics and channels used



Out of Home advertising



Social media  
(paid and organic posts)



Spotify and Radio  
Advertising



Print Advertising



YouTube and video  
Advertising

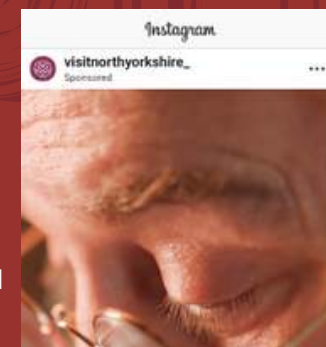
Video Advertising  
**433,952**  
impressions

The video had 252,900 views on YouTube, and over 430,000 impressions through Google ads served to audiences within a 2 hour drive.



Social media  
**2,030,602**  
views

Organic and paid advertising on Facebook and Instagram using a range of content had over 2 million views across the campaign.



Out of home  
**846,760**  
Views

Through advertising in Leeds and Manchester city centres, and Doncaster and Newcastle train stations.



Radio Advertising  
**92,470**  
listening hours

Your Christmas received at least 92,000 listening hours over the course of the campaign (not including DAB).

At the heart of the county, you'll find family attractions and stunning heritage sites ready to bring festive cheer, dotted between welcoming towns and villages.

**Events in Ripon**

**Ripon Christmas Lights Switch-on**

Saturday 16 November | 10pm to 6pm  
Festive activities in the Market Square including fairground rides and a climbing wall. See Father Christmas and his reindeer and listen to live music.



**Boxing Day Pilgrimage – Ripon Cathedral to Fountains Abbey**

Friday 26 December | 10.15am to 12.45pm  
Join this annual yuletide celebration from Ripon Cathedral to Fountains Abbey followed by a short service in the Abbey cellarium.

**Ripon New Year's Eve Celebrations**

Wednesday 31 December | from 8pm  
Celebrate the New Year in Ripon Market Square. Watch the Hornblowing ceremony followed by live entertainment as the minutes countdown to midnight. Say hello to 2026 with a spectacular fireworks display.

📍 RIPON



**Christmas at RHS Garden Harlow Carr**

**Christmas in the Bath House**

Wednesday 12 November – Sunday 21 December | 10am to 4pm  
Find unique Christmas gifts and decorations in the Bath House in the centre of the gardens all lovingly made by local craft makers.

**Glow at RHS Garden Harlow Carr**

Selected dates between Wednesday 19 November – Tuesday 23 December | 4.30pm to 8.30pm  
Discover a magical wonderland of colourful twinkling light trails and illuminated displays. Wrap up warm as you walk around the garden before enjoying some warming refreshments and Christmas shopping.  
Tickets must be booked in advance and early booking is advised.

📍 HARROGATE

# PRINT ADVERTISING

## BACKGROUND

20,000 guides were printed and distributed across North Yorkshire and in key locations within a 2 hour drive ahead of the October half term holiday.

## RESULTS

10,000 guides were distributed through NPD, and 10,000 were distributed by Little Bird Markets, internal contacts and at other local markets from October – December.

### NPD Distribution results:

Guides were distributed throughout North Yorkshire, County Durham and Teesside, South Yorkshire, West Yorkshire, East Riding of Yorkshire, and York.

	Distribution Quantity
October	8360
November	1630



Clear Channel

# Christmas

IN NORTH YORKSHIRE



## OUT OF HOME ADVERTISING

### LOCATIONS

Adverts were placed from the end of October (during Half Term) through to the beginning of December at key locations:

- 5 D6 screens in Leeds City Centre
- 5 D6 screens in Manchester City Centre
- 4 D6 screens in Newcastle Central Station
- 2 D6 screens in Doncaster Station

These stations were chosen as they were all high footfall locations or transport hubs, all within easy access of North Yorkshire.

### RESULTS

	Leeds	Manchester	Newcastle	Doncaster	TOTAL
<b>Audience Views</b>	210,490	164,818	340,663	130,789	<b>846,760</b>



## VIDEO ADVERTISING

### BACKGROUND

A videographer was commissioned to create a campaign video, primarily using archive footage, with a half-day filming to capture footage of "Father Christmas", which was used as a storytelling tool to pull together archive footage, to promote North Yorkshire to potential visitors.

From this main campaign video concept, we also had 3 shorter, 15-second videos for use on social media, each pulling footage from key themes; markets, events, and family fun.

### WHAT WE DID

These videos were used across social media, YouTube, and on Spotify Advertising. We also provided the video for use on outdoor screens around Harrogate. Detailed results follow on the next pages.



# YOUTUBE ADVERTISING

## WHAT WE DID

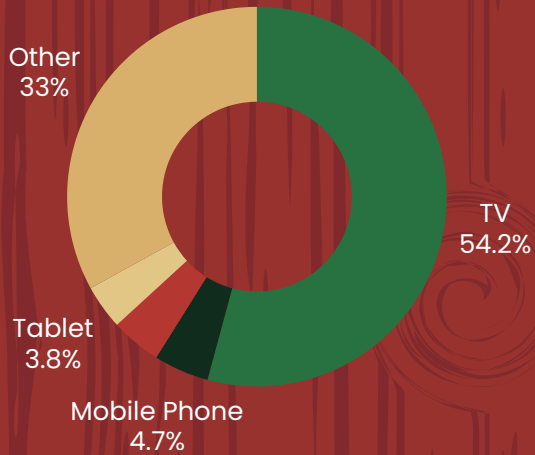
We added our main campaign video to YouTube and Google Ads. We used paid advertising to promote the video to key audiences, targeting adults who live within a two hour drive, who have shown interest in UK travel, Christmas shopping and family activities through their online browsing activity.

## RESULTS

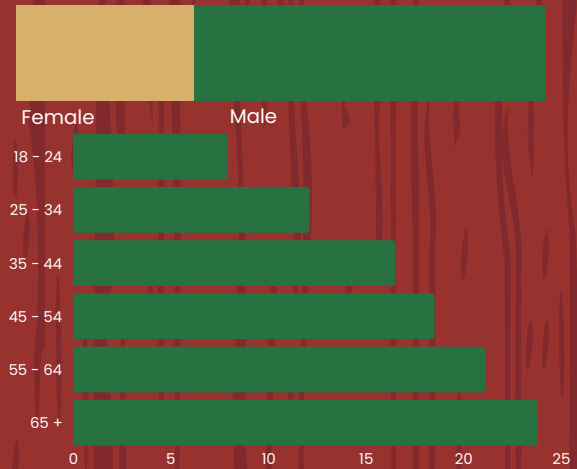
**Impressions: 433,952**

**Views: 252,900**

Devices where the advert was shown



Who watched the video?



Geographic location of people who interacted with the advert





## SPOTIFY ADVERTISING

### WHAT WE DID

We ran two of our 15-second videos as Spotify adverts, using both visuals and audio that was served to key target audiences.

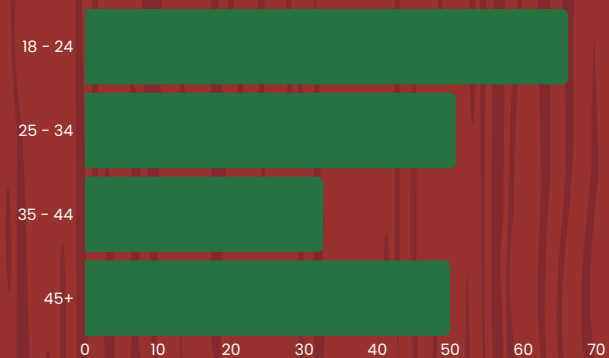
The two videos chosen featured Christmas markets and family activities, and targeted locations within a two hour drive of North Yorkshire.

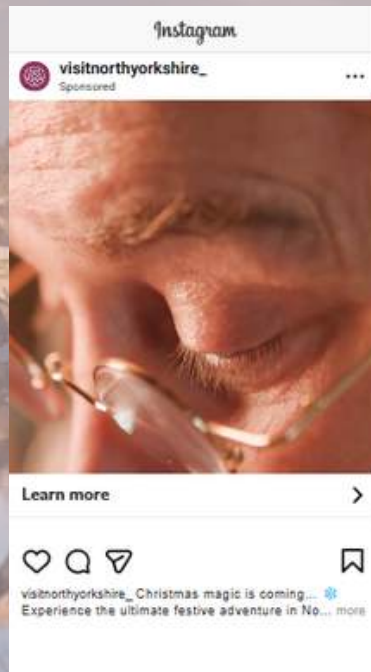
### RESULTS

**Impressions: 187,532**

**Reach: 122,108**

*Age range of people seeing the adverts*





## SOCIAL MEDIA

### WHAT WE DID

15-second videos ran across social media from November to December. We targeted people within a 2-hour drive of North Yorkshire.

Organic activity was undertaken from October – December on Facebook and Instagram using content featuring videos and photography, and linking to web content on visitnorthyorkshire.com.

### RESULTS

	Reach	Views
<b>Paid</b>	694,648	1,185,587
<b>Boosted</b>	328,281	508,898
<b>Organic</b>	217,131	336,117
<b>TOTAL</b>	<b>1,240,060</b>	<b>2,030,602</b>



## COMPETITIONS

### WHAT WE DID

Visit North Yorkshire worked with two campaign partners (Harrogate Theatre and the North Yorkshire Moors Railway) to run competitions on social media. Posts on Instagram and Facebook invited people to follow Visit North Yorkshire, like the post, and share it for an extra chance to win.

The winner was then picked at random out of entries who completed the above criteria.

### RESULTS

	Views	Interactions	Follows
Facebook	458,472	7,408	1,091
Instagram	23,749	1,506	207
<b>TOTAL</b>	<b>482,221</b>	<b>8,914</b>	<b>1,298</b>



## INFLUENCERS

### WHAT WE DID

Three influencers visited different campaign partners' festive offers to capture content and share with their audiences: *Luminescence* at the Swinton Estate, *The Christmas Experience* at Mother Shipton's Cave, and *GLOW* at RHS Garden Harlow Carr.

Content included reels (which feature on our page), and stories posted by the influencers.

### RESULTS

Content for RHS Garden Harlow Carr:

- 4,000 views, 433 interactions

Content for Mother Shipton's Cave:

- 9,476 views, 573 interactions

Content for Swinton Estate:

- 7,154 views, 275 interactions



## RADIO ADVERTISING

### WHAT WE DID

A partnership with Your Media Group (Your Harrogate, Your Skipton, Your Ilkley) featuring radio advertising, the creation of our own festive radio station, "Your Christmas", the promotion of our Christmas video, and social media posts.

### RESULTS

Social Media:

- 115,701 Views
- 105,898 Reach
- 1,318 Engagement

Radio (online only - not possible to gather DAB stats)

- Total listening sessions: 16,456
- Total listening hours: 92,470

Out of Home Advertising (playing the video on large screens):

- 15,000 impressions at the Firework Display
- 150,000 impressions at leisure centres
- 150,000 impressions on screens in Harrogate Town Centre