

# Come On In 2025/2026

This campaign ran from September 2025 to March 2026 and aimed to encourage overnight stays in North Yorkshire during the autumn and winter months, focused around eight headline partners. It highlighted the county as an ideal off-peak destination, promoting outdoor activities, cosy places to stay, and time spent enjoying the county's scenery.

The campaign targeted two main audiences: "Free and Easy Minibreakers" and "Country Loving Traditionalists".



Video advertising



Social media



Website



Influencer marketing



Video advertising  
**1,017,555 impressions**

YouTube video campaigns received over 79,500 interactions and 45,400 clicks, with an average CPC of £0.04p.



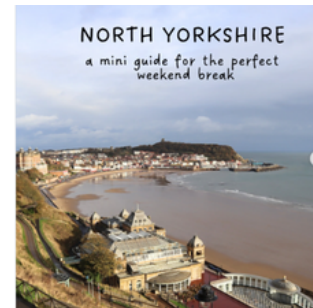
Social media  
**393,699 views**

Posts and stories on Facebook and Instagram reached 354,823 users



Website  
**25,357 views**

The website generated almost 20,000 sessions with 80% of users new to the website. Key traffic sources included YouTube and social media adverts.



Influencer marketing  
**62,941 views**

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

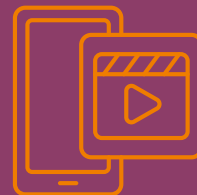
# Video advertising

We ran a series of YouTube video campaigns, targeting users based on location, age and interests.

The campaign focused on key locations – Manchester, Leeds and Newcastle – as well as a wider North East audience. Each video highlighted inspiring days out, scenic landscapes and quality accommodation, all within a two-hour travel distance of the target location.

## Results

- Over 1,017,555 impressions
- 45,400 clicks
- 79,500 interactions
- Average cost-per-click of just £0.04





# Social Media

## Organic Posts

We delivered over 50 organic posts across Facebook and Instagram channels, trialling different media and styles including reels, carousels, single-image posts and stories to offer variety and maintain engagement.

Posts were aligned with seasonal moments to ensure relevancy, and utilised user-generated content.

**Results: 6k reactions, 302.2k views, 182.4k reach**

## Paid Posts

We ran a series of paid video adverts targeting key locations, with messaging highlighting travel time to North Yorkshire.

**Results: 377.9k impressions, 172.3k reach, 91.5k views**



# Influencer marketing

We hosted two influencer visits to showcase different experiences in North Yorkshire, focusing on the Free & Easy Mini-breaker audience with a series of collaborative posts and Stories on Instagram.


The Travel Hack enjoyed a 2-night trip at Cliff House Holiday Cottages, showcasing their cosy accommodation, nearby towns and villages, and the ease of travelling to the coast to her 60k followers.

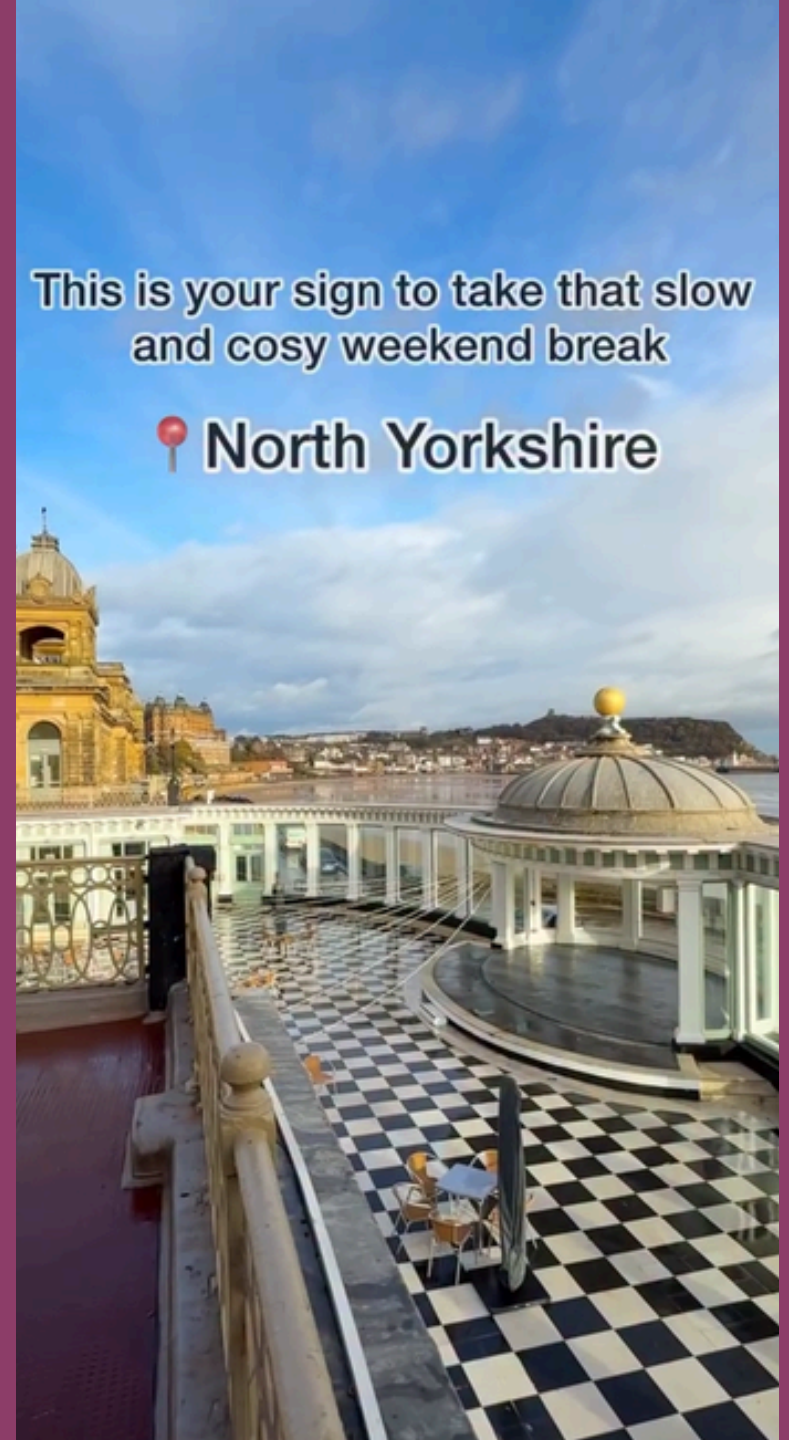
Adventures of Alice stayed at Forest Holiday lodges, sharing details of her visits to Dalby Forest and Whitby with her 94k followers.

**Results: 63k views + over 1.2k likes**



This is your sign to take that slow  
and cosy weekend break

 North Yorkshire



# Website

We created a single landing page to introduce Come On In, with seasonally updated header imagery and copy. The page brought together partner listings, campaign blogs and itineraries, and a user-generated image gallery to show authentic autumn/winter experiences across North Yorkshire.

Supporting content included blogs and itineraries highlighting different areas of the county, providing practical visitor guides and tapping into key trends such as dark skies and dog-friendly travel.

**Results: 25.5k views, 20k sessions + 14.4k users**



Come On In



## RETREAT TO NORTH YORKSHIRE

As spring edges closer, North Yorkshire becomes a haven for peaceful escapes and cosy adventures among flowering landscapes. Wake up in welcoming accommodation where you can start the day listening to the birds in the trees or hear the gentle bleating of newborn lambs.

Picture yourself on invigorating hikes through moorlands and dales, breathing in fresh sea air walks along dramatic clifftops, or taking on tranquil cycling trails through forests that are coming back to life. The countryside's stunning scenery feels even more magical under the lighter skies, with quiet paths and wide-open views.

## COME ON IN, AND START THINKING COSY THOUGHTS



OUR GUIDE TO NORTH YORKSHIRE | COME ON IN

### DOG-FRIENDLY ADVENTURES

When planning your next short break or holiday, don't forget your four-legged best friend. North Yorkshire is one of the most dog-friendly locations...

[Read The Article](#) →



NORTH YORKSHIRE FOR ALL SEASONS | COME ON IN

### EXPERIENCE DARK SKIES

Visit some of the best dark sky discovery sites in the UK.

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NORTH YORKSHIRE FOR ALL SEASONS | COME ON IN

### COME ON IN TO COSY SEASON

Discover where to embrace the best of the season in North Yorkshire - think rustling leaves, golden light and crisp air...

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NORTH YORKSHIRE FOR ALL SEASONS | COME ON IN

### FALL IN LOVE WITH NORTH YORKSHIRE THIS AUTUMN

As autumn arrives, North Yorkshire transforms into a cosy, colourful haven. Crisp air, golden landscapes and peaceful trails invite you to slow down...

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