

DESTINATION HARROGATE

Health & Wellbeing



Campaign Partner Opportunities

2023 - 24

Health & Wellbeing 2023 - The Campaign

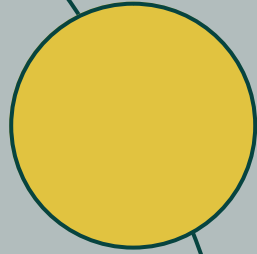
The campaign will continue to promote the area as a first choice health and wellbeing destination, aims to increase the number of overnight stays, and encourage more visitors during shoulder and off-peak seasons:

- ✓ The campaign will have three primary themes to showcase the wide ranging products available to visitors during their stay;
 1. spa breaks *"a place to relax and feel good"*
 2. the outdoors *"a place to explore and feel good"*
 3. learning about the district's culture & heritage *"a place to discover and feel good"*

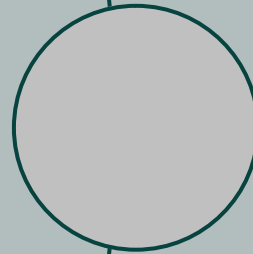
- ✓ It will focus on two primary audiences;
free & easy mini-breakers and country loving traditionalists.

- ✓ Promotion across a range of channels, including;
 1. digital, including website pages, listings, blogs and itineraries
 2. social media, including organic posts, paid posts, and takeover activity
 3. videography and photography to showcase partners and the region
 4. press and influencer activity
 5. competitions

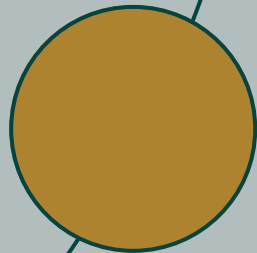
Partner Levels



Campaign Partner
£1,000



Campaign Supporter
£500



Campaign Contributor
£200

CAMPAIGN BENEFITS	PARTNER	SUPPORTER	CONTRIBUTOR
Listing featured on the Health & Wellbeing campaign page on Visit Harrogate website	✓	✓	
Mentioned on the Health and Wellbeing campaign page on Visit Harrogate website			✓
Feature in Health & Wellbeing video and photography: Video used on Visit Harrogate website, on social media including paid-for campaigns and shown on screens in TIC. All photography and finished videography made available	✓	✓	
Spotlight blog post on the Visit Harrogate Website	✓		
Inclusion in at least one Health & Wellbeing blog and itinerary hosted on Visit Harrogate website	✓	✓	
Mention in Health & Wellbeing blogs and itineraries hosted on Visit Harrogate website			✓
One bespoke paid advertisement on social media for the campaign	✓		
At least one organic spotlight social media post throughout the campaign	✓	✓	
Opportunity for Instagram takeover	✓		
Spotlight feature in Visit Harrogate newsletters	✓	✓	
Inclusion in PR and influencer visits as relevant	✓	✓	
Opportunity to be involved in competition activity	✓	✓	✓
Inclusion in Health and Wellbeing round up organic social media post	✓	✓	✓
Product included in press/influencer welcome packs	✓		
Campaign toolkit provided	✓	✓	✓
Invitation to campaign partner updates with networking opportunities	✓	✓	✓
Opportunity to receive regular campaign update emails	✓	✓	✓

Health & Wellbeing 2022 - A Review

80,000

video impressions

8

main campaign partners

5,000

competition entries with a reach of over 20,000 people

63%

watched video in full

10,000

views of the campaign page, dedicated blogs and itineraries

37,645

organic reach during Instagram takeovers

DESTINATION HARROGATE

Find out how your business can work with
Destination Harrogate

Contact Helen Suckling, our Partnership and
Commercial Manager:

helen.suckling@destinationharrogate.co.uk