

DESTINATION
HARROGATE
Destination Christmas



Campaign Partner Opportunities
2023 - 24

Destination Christmas 2023 - The Campaign

The Christmas campaign has been delivered by Destination Harrogate since 2021, winner of the Tourism Award in the Harrogate Advertiser Excellence in Business Awards in 2022, the campaign positions the Harrogate area as a first choice festive destination. The campaign showcases everything that makes Harrogate and the surrounding area a perfect choice for a Christmas break from festive events and experiences to magical accommodation to our very own Harrogate Christmas Fayre.

The Harrogate Christmas Fayre which is delivered by the Events Harrogate team under Destination Harrogate, has seen new elements added to the mix each year including an outdoor ice rink. This year will also see the Harrogate Christmas Fayre extended to run for three weeks – 1st – 17th December.

- ✓ The campaign will showcase the wider Harrogate area as a first choice Christmas destination and aims to increase the number of leisure visitors to the area over the Christmas season.
- ✓ It will focus on two primary audiences;
free & easy mini-breakers and country loving traditionalists.
- ✓ The campaign also targets wider audiences such as families, solo travelers and people within a 2 hour drive of the wider Harrogate area
- ✓ 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

DESTINATION CHRISTMAS PACKAGES

Print and Digital

£1000

One feature page advertisement in the Christmas Guide

£800

One full page advertisement in the Christmas Guide

£600

One half page advertisement in the Christmas Guide

Plus

Your listing or events featured on the campaign page on Visit Harrogate website

Social media posts on the Visit Harrogate channels

Inclusion in paid social media campaign

Opportunity to be involved in competition activity

Inclusion in at least one Christmas blog hosted on the Visit Harrogate website

Inclusion in a campaign focused newsletter

Inclusion in campaign focused local newspaper column

PR and influencer visits as relevant

Video and photography opportunities

Digital Only

£500

Your listing or events featured on the campaign page on Visit Harrogate website

Social media posts on the Visit Harrogate channels

Inclusion in paid social media campaign

Opportunity to be involved in competition activity

Inclusion in at least one Christmas blog hosted on the Visit Harrogate website

Inclusion in a campaign focused newsletter

PR & influencer visits as relevant

Video & photography opportunities

Our Christmas Guide has a 20,000 print run distributed to locations in a 2 hour drive of the wider Harrogate area, via the Tourist Information Centres, your own destination and associated events and during the fayre. We would require your artwork by **Monday 4th September 2023**.

OTHER WAYS TO BE INVOLVED

ADVERTISE IN THE CHRISTMAS GUIDE

£500
Full Page



£250
Half Page



£125
Quarter Page



Our Christmas Guide has a 20,000 print run distributed to locations in a 2 hour drive of the wider Harrogate area, via the Tourist Information Centres, your own destination and associated events and during the fayre. We would require your artwork by **Monday 4th September 2023**.

HEADLINE SPONSORSHIP PACKAGE

£15,000

Become our headline sponsor during the Harrogate Christmas Fayre to promote your business to our extensive audience:

Your branding & promotional material on the Candy Cane Express (runs for 17 Days)

Your logo, Christmas message and a QR code link to your website on the two Candy Cane Bus Stops

Vouchers for your staff to spend at the Christmas Fayre

Advertisement and message on digital screens in fayre footprint

Radio interviews with Your Harrogate during their Featured Christmas coverage

VIP invitations to official press launch/opening ceremony

Featured in local press announcement

Your business highlighted via the Christmas Campaign landing page on visitharrogate.co.uk

Full page advertisement in the Christmas Guide distributed in locations within a 2 hours drivetime of Harrogate town centre, published in October

Social media posts on visit Harrogate channels *

Inclusion in paid social media campaign *

Inclusion in campaign focused consumer newsletter *

Press and Influencer visit opportunities *

Inclusion in Christmas Blog *

Competition Prize opportunity (weekend visit) *

**Available to visitor economy businesses only*

DESTINATION HARROGATE

Find out how your business can work with
Destination Harrogate

Contact Helen Suckling, our Partnership and
Commercial Manager:

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