

WEBSITE

- Official visitor website, optimised for tablet and smart phone use - www.visitlancaster.org.uk
- Features places to stay, attractions, eating places, campaigns, blogs and events.

For a free listing please email us at tourism@lancaster.gov.uk with a 80-150 word description, opening times, contact details and up to 4 quality JPEG landscape images. (Accommodation providers need to be [inspected](#) or members of Marketing Lancashire.)

We also publish regular blog posts on our website which we promote via social media. If you would like to submit an article or have an interesting or relevant news story please email us at tourism@lancaster.gov.uk.



SOCIAL MEDIA

- Official Visit Lancaster feeds posting content daily to a combined 5000+ audience
- Follow us on Twitter - www.twitter.com/lancastercityuk
- Like us on Facebook - www.facebook.com/visitlancasteruk
- Follow us on Instagram - www.instagram.com/visit_lancaster

Tag us when you post/tweet, use hash-tag [#lovelancaster](https://twitter.com/lovelancaster) or email content to us at tourism@lancaster.gov.uk.



Visitor Leaflet

- Highlights of annual events and attractions across the city.
- 20,000 printed and distributed across South Cumbria and North Lancashire.
- Distributed at visitor centres, shows, events and mailings.
- Downloadable copy at <http://visitlancaster.org.uk/visitor-info/maps-and-guides/>

>Submit events for this publication to be considered before end of January or any time of year for digital use.

(Submit events to us at tourism@lancaster.gov.uk before mid-December for possible inclusion in partner guides such as Bay Tourism Association's Morecambe Bay Visitor Guide or Marketing Lancashire's Visitor Guide.)



Campaigns for 2018.

Themed campaigns conducted throughout the year supported by e-newsletters (4000+ recipients), online / offline advertising, blog posts, boosted posts on Facebook and PR.

- Spring Short-breaks (Sept-Oct) – (Couples / Short breaks Market)
- Easter – April (Families)
- Half Term – May (Families)
- Summer - June to Aug – (Families)
- Autumn Short-breaks (Sept-Oct) – (Couples / Short breaks Market)
- Heritage Open Days – Sept (Families and Mature Explorers)
- City of Learning (Sept – Nov) – Students / Friends and Relatives
- Half Term / Halloween – October (Families)
- Light Up Lancaster – November (Families / Students)
- Christmas – November (Families)

>Please email content to us at tourism@lancaster.gov.uk least 4 weeks prior to the start of each campaign.
(Also let us know if you have something interesting or newsworthy you want to submit to us like a refurbishment or new part to an attraction or interesting seasonal content.)



Brand Toolkit & Image Library

- The [Lancaster Brand Toolkit](#) is available for Lancaster businesses to utilise for free as part of their marketing materials.
- The brand aims to promote Lancaster as a vibrant city with a captivating past and a cultured present.
- Make the most of the toolkit by using the logos and fonts as appropriate.
- View the full [Branding Guidelines](#) with sample copy.
- Download free images for your marketing (non-commercial use only) from the [Visit Lancaster Image Library](#).

>For more information on the Lancaster Brand and how to use it email us at tourism@lancaster.gov.uk.



Visitor Information Centre

- [Lancaster's Visitor Information Centre](#), located in the heart of the city, enjoys strong footfall from both locals and visitors.
- Provides opportunities for selected poster and leaflet display as well as a large screen digital display screen.
- The centre lists local event listings (submit your events to lancastervic@lancaster.gov.uk)
- Full ticketing service for event organisers and opportunities for merchandise sales (online and in the centre).
- Follow and Like the centre's [Twitter](#) and [Facebook](#) pages.
- Provides local accommodation listings with printed counter map pads. ([Graded](#) or Marketing Lancashire Members only)

>For all enquiries pop into the centre at the The Storey, Meeting House Lane, Lancaster, LA1 1TH (Open: Monday – Saturday, 10am – 4pm) or email lancastervic@lancaster.gov.uk.

