

LANCASTER  
CITY COUNCIL

Promoting City, Coast & Countryside

Visit Lancaster  
Marketing Opportunities

Lancaster



LANCASTER

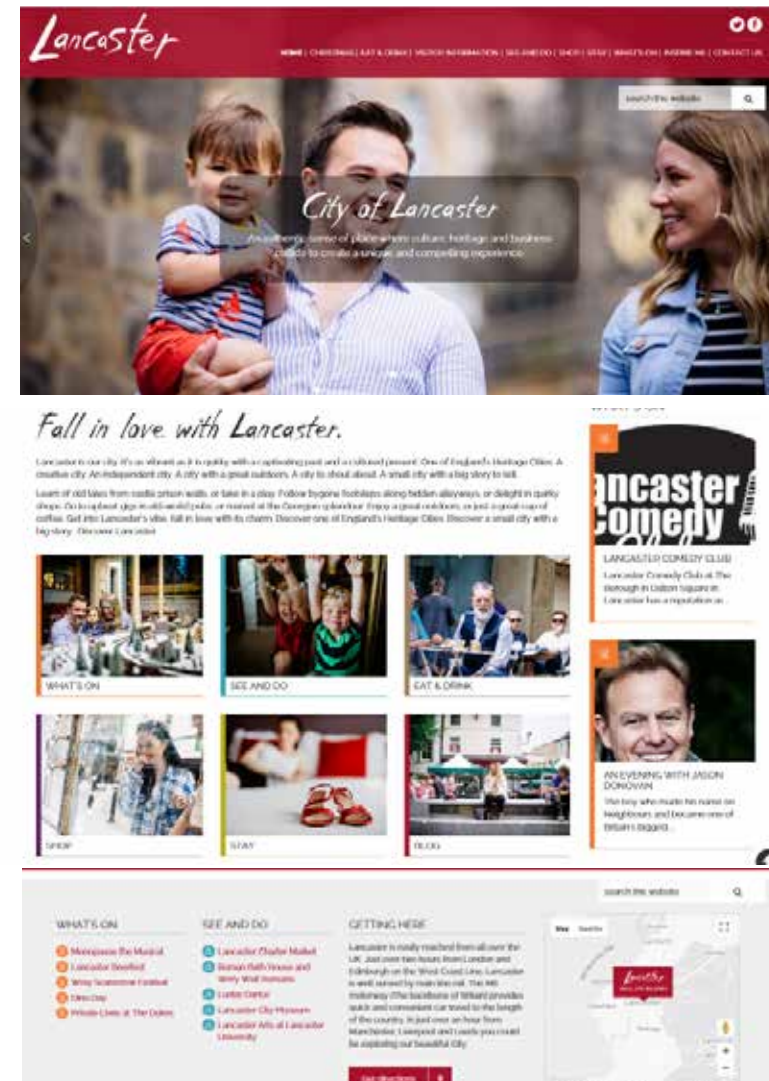
## WEBSITE

The Visit Lancaster website is a fantastic opportunity for you to promote and advertise your business or event to a local and national audience.

- Official visitor website for Lancaster, optimised for tablet and smart phone use - [www.visitlancaster.org.uk](http://www.visitlancaster.org.uk)
- Features places to stay, attractions, eating places, campaigns, blogs and events.
- Attracts over 80,000+ users each year.

For a FREE listing please email us at [tourism@lancaster.gov.uk](mailto:tourism@lancaster.gov.uk) with a 80-150 word description, opening times, contact details and up to 4 quality JPEG landscape images. (PLEASE NOTE: 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](mailto:tourism@lancaster.gov.uk).



## SOCIAL MEDIA

Get social with Visit Lancaster. We can support your business or event with our growing audience of social media followers.

Simply, tag us when you post/tweet, use hash-tag [#lovelancaster](https://twitter.com/lovelancaster) or email content to us at [tourism@lancaster.gov.uk](mailto:tourism@lancaster.gov.uk) to spread the word to our 9,000+ followers.

- Official Visit Lancaster feeds posting content daily to a combined 9,000+ audience.
- Follow us on Twitter - [www.twitter.com/lancastercityuk](https://www.twitter.com/lancastercityuk)
- Like us on Facebook - [www.facebook.com/visitlancasteruk](https://www.facebook.com/visitlancasteruk)
- Follow us on Instagram - [www.instagram.com/visit\\_lancaster](https://www.instagram.com/visit_lancaster)



## Visitor Leaflet

Print is still a vital marketing tool for promoting to visitors and our Visit Lancaster leaflet has the largest print run and widest distribution reach of the various titles we produce.

- Highlights our largest attractions from across the city and annual events from the year ahead.
- 20,000 printed and distributed across the region.
- 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](mailto: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.

Be part of our themed campaigns that we deliver throughout the year. We are always looking for new ideas, events, and competition prizes for each of our campaign that are supported by e-newsletters (1,000+ 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)
- Culture Lancaster (May - June) – (Couples / Short breaks Market)
- Heritage Open Days – Sept (Families and Mature Explorers)
- City of Learning (All year) – 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](mailto:tourism@lancaster.gov.uk) least 4 weeks prior to the start of each campaign.



## Brand Toolkit & Image Library

Visit Lancaster is a destination brand that gives us all the opportunity to work together more to present a strong, coherent image of Lancaster to locals and visitors.

- The [Lancaster Brand Toolkit](#) is free for Lancaster businesses to utilise for as part of their own marketing materials.
- The brand positions Lancaster as a vibrant city with a captivating past and a cultured present.
- Make the most of the toolkit by using the Visit Lancaster logos and fonts on your own marketing.
- 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](mailto:tourism@lancaster.gov.uk).



## Lancaster Visitor Information Centre

With over 35,000 passing through the door each year, Lancaster Visitor Information Centre (VIC) is a great way to promote your event or business.

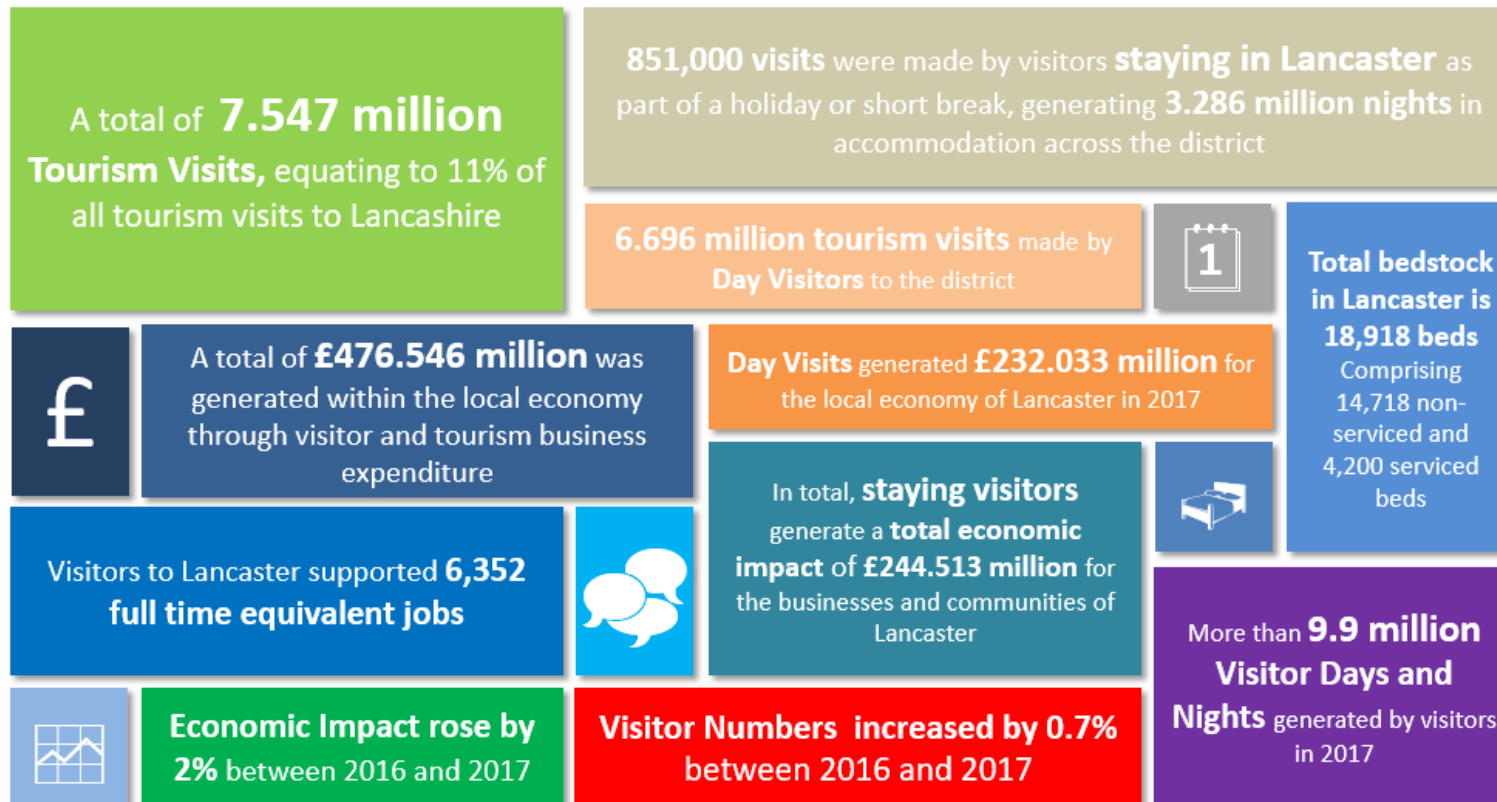
- [Lancaster's Visitor Information Centre](#), located in the heart of the city, enjoys strong footfall from both locals and visitors.
- Provides opportunities for selected poster and leaflet display as well as a large screen digital display screen.
- The centre lists local event listings (submit your events to [lancastervic@lancaster.gov.uk](mailto:lancastervic@lancaster.gov.uk))
- Provides, 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](mailto:lancastervic@lancaster.gov.uk).



## Lancaster Visitor Economy

The Lancaster visitor economy continues to grow, supporting jobs and businesses across the area. View the headline figures from 2017 below or email us at [tourism@lancaster.gov.uk](mailto:tourism@lancaster.gov.uk) if you would like more details on the size of our sector or wish to see more analysis on current market trends to help support your own growth and business plans.





## Collaborating with partners

We work together with the following partners to support the visitor economy:

Tourism Businesses / Third Party promoters

We will visit new or existing businesses wishing to get started with practical advice, signposting and guidance on marketing.

Marketing Lancashire

We work with our Destination Marketing Organisation to help deliver their major national campaigns, including the targeting the overseas market via the English Historic Cities group.

Lancaster University and University of Cumbria

We provide marketing support to the university's student recruitment campaigns as well as promote our destination to the student's family and friends.

Lancaster BID

We support Lancaster BID's retail focused campaigns and events.

Bay Tourism

We help support the tourism association with their activities including the distribution of their Visitor Guide.