

Free and Easy Mini Breakers | 180,000 audience



- 18-39
- Singles, Engaged, Civil Partnerships
- Young professionals, Degree education



- Nightlife
- Shopping
- Food and Drink, Restaurants, Fine dining
- Outdoor activities, Nature walks / cycling



- Focus on those within Yorkshire – 80km
- Those who live over 200km away but regularly travel to Yorkshire (either for work or pleasure) and know the area



- Range of activities
- Local food and drink produce
- Restaurant
- Key towns i.e., Beverley
- Coastline / walks

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MOMENTS THAT MATTER

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Aspirational Families | 1,700,000 audience



- 20 - 50
- Parents – split by ages to promote a relevant itinerary
- Professionals, Engaged, Newlyweds, Civil Partnership



- Glamping
- Cultural experiences – Museums, Galleries, Theatre
- Sporting activities
- Arts and craft events
- Family days out



- Focus on those within Yorkshire – 80km
- Increased focus across London and SE England



- Range of activities
- Family days out
- Outdoor activities
- Beaches
- Exploration

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BUCKETS OF FUN

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Adventure Seekers / Eco-Conscious | 1,200,000 audience



- 18 - 39
- Couples, Singles
- Professionals, Degree Educated, High disposable income



- Focus on those within Yorkshire – 80km
- Users across the UK in key city locations



- Glamping
- Ecotourism, Wildlife
- Spas
- Adventure holidays
- Walking / Biking enthusiasts



- Adventure
- Fun outdoor activities
- Getting back to nature
- Relaxing

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SEAL OF APPROVAL

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Yorkshire Ambassadors | 6,500,000 audience, UK wide



- 35 - 54
- Living in Yorkshire, Recently visited Yorkshire



- People across the UK with an affinity to the region



- East Yorkshire places i.e., Beverley
- Yorkshire places i.e., Leeds, York



- Nature
- Exploration
- Outdoor activities
- Cultural highlights
- Food and drink

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New Audience – Retired Easy Going | 5,300,000 audience UK wide



- 60+
- Professionals, Couples, Married, Children Left Home
- Retired



- Across the UK
- Areas with higher volume of retired demographics



- Cultural activities
- Shopping
- Food and drink
- Nature
- Walking routes
- Cycling routes



- Relax
- Range of activities
- Slow pace
- Getting back to nature
- Get outside

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