



## Marketing campaign calendar 2021

Month	Campaign priority*	Activity / themes / events	Dates	Key messages	Webpage	#s to use on social media
June		<p>National picnic week</p> <p>Ideal picnic spots for visitors to take advantage of in the North York Moors – both coast and moorland.</p> <p>Focus on lesser known ‘secret’ spots.</p>	19 – 27 June	<p>National picnic week</p> <p>Escape the crowds and explore somewhere new. Let your guests know your favourite spots</p>	<a href="http://northyorkmoors.org.uk/visiting/see-and-do/10-perfect-picnic-spots">northyorkmoors.org.uk/visiting/see-and-do/10-perfect-picnic-spots</a>	<p>#NationalPicnicWeek</p> <p>#NorthYorkMoors</p>
July - August		<p>Summer holidays</p> <p>Encourage visitors to explore the National Park through specific events and inspirations.</p> <p>Maintain focus on visitor behaviour management – share with care/leave no trace messages across all marketing channels. Businesses to help share these messages with visitors.</p>	24 July – 5 Sep	<p>Uncover moor magic.</p> <p>Care for our special places.</p>	<p><a href="http://northyorkmoors.org.uk/visiting">northyorkmoors.org.uk/visiting</a></p> <p><a href="http://northyorkmoors.org.uk/whatson">northyorkmoors.org.uk/whatson</a></p> <p><a href="http://northyorkmoors.org.uk/sharewithcare">northyorkmoors.org.uk/sharewithcare</a></p>	<p>#RespectProtectEnjoy</p> <p>#ShareWithCare</p> <p>#NorthYorkMoors</p>
September	*	<p>Time for You - toolkit to be shared with businesses in advance of launch including film/ photography assets.</p> <p>Split into key themes, focused on experiences and encouraging older millennials (25-35) and older explorers (45+) to book a visit and discover the magic of the North York Moors i.e. seeking solitude in nature, learning a new skill, exploring a new corner of the National Park, uncovering the history behind a place, making memories with those that are important to you.</p>	5 Sept and through out autumn	<p>Find time to discover the stories all around us</p> <p>Find time with those important to you</p> <p>Find time to discover new experiences</p> <p>Find time for you across our treasured landscape</p>	<a href="http://northyorkmoors.org.uk/timeforyou">northyorkmoors.org.uk/timeforyou</a>	<p>#TimeForYou</p> <p>#NorthYorkMoors</p>

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		<p>Mindful Month</p> <p>Numerous events (courtesy of North York Moors businesses) to encourage adults to feel invigorated by nature and renew spirits as the new season begins.</p>	1 - 30 Sept	<p>Take time to appreciate and connect with nature</p> <p>National Quiet Day (14 September)</p>	<a href="http://northyorkmoors.org.uk/mindfulmonth">northyorkmoors.org.uk/mindfulmonth</a>	<p>#MindfulMonth</p> <p>#NorthYorkMoors</p>
September/ October	*	<p>Activity friendly initiatives</p> <p>Encouraging exploration of the North York Moors, particularly focused on outdoor activities- cycling, dark skies, nature, walking.</p> <p>Promoting the 'friendly' network of accommodation, café/tearooms, activity providers and centres to enhance visitor experience</p>	20 Sept - 1 Nov	<p>Ride moor trails</p> <p>See more stars</p> <p>Discover moor nature</p> <p>Walk moor</p>	<p><a href="http://northyorkmoors.org.uk/cyclingfriendly">northyorkmoors.org.uk/cyclingfriendly</a></p> <p><a href="http://northyorkmoors.org.uk/darkskiesfriendly">northyorkmoors.org.uk/darkskiesfriendly</a></p> <p><a href="http://northyorkmoors.org.uk/naturefriendly">northyorkmoors.org.uk/naturefriendly</a></p> <p><a href="http://northyorkmoors.org.uk/walkingfriendly">northyorkmoors.org.uk/walkingfriendly</a></p>	<p>#CyclingFriendly</p> <p>#DarkSkiesFriendly</p> <p>#NatureFriendly</p> <p>#WalkingFriendly</p>
October		<p>Taste of the North York Moors</p> <p>Showcasing high quality food and drink producers and places to eat in the North York Moors.</p> <p>Get closer to the passion behind the produce and get involved in a culinary experience.</p>	1 Oct - 15 Nov	<p>Support local food and drink producers</p> <p>Taste cuisine from the moors and coast</p> <p>Treat loved ones to an unforgettable food experience</p>	<a href="http://tasteofthenorthyorkmoors.com/">tasteofthenorthyorkmoors.com/</a>	#TasteNorthYorkMoors
	*	<p>Dark Skies Fringe Festival</p> <p>A programme of events (courtesy of North York Moors businesses) inspiring people of</p>	22 - 31 Oct	<p>Celebrate our dark skies</p> <p>Discover the magic of a star-filled sky</p>	<a href="http://northyorkmoors.org.uk/darkskiesfestival">northyorkmoors.org.uk/darkskiesfestival</a>	<p>#DarkSkiesFestival</p> <p>#SeeMoorStars</p>

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		all ages to look up and appreciate our dark skies  Building anticipation and promoting February's main Festival				
November		Christmas build up  Christmas Craft Fair, The Moors National Park Centre, Danby and Sutton Bank National Park Centre shopping weekend  Plus other locations with Santa's grottos, Santa specials and Christmas events throughout the North York Moors.	13-14 and 20-21 Nov (TBC)	Christmas wrapped up	<a href="http://northyorkmoors.org.uk/christmas">northyorkmoors.org.uk/christmas</a>  <a href="http://northyorkmoors.org.uk/whatson">northyorkmoors.org.uk/whatson</a>	#Christmas  #NorthYorkMoors
December	*	Christmas  Key locations with Santa's grottos and Christmas events across the North York Moors.	Dec	Winter wonderland	<a href="http://www.northyorkmoors.org.uk/whatson">www.northyorkmoors.org.uk/whatson</a>	#Christmas  #NorthYorkMoors
		Winter warmers  Best places to hibernate in the North York Moors – cafes/pubs, attractions, accommodation where visitors can get cosy.  Winter walks and warm fires – suggestions of walks that include a pub/café.  Top five winter experiences	1 – 31 Dec	Winter warmers	<a href="http://northyorkmoors.org.uk/visiting/whatson/winter">northyorkmoors.org.uk/visiting/whatson/winter</a>  <a href="http://northyorkmoors.org.uk/visiting/north-york-moors-coast/hygge">northyorkmoors.org.uk/visiting/north-york-moors-coast/hygge</a>	#LoveMoorWinters  #NorthYorkMoors

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January 2022	*	<p>Time for You – looking forward to 2022</p> <p>Continuation of themes with new imagery/ film.</p> <p>Inspire and book a visit to the North York Moors.</p>	Jan - March 2022	<p>Find time to discover the stories all around us</p> <p>Find time with those important to you</p> <p>Find time to discover new experiences</p> <p>Find time for you across our treasured landscape</p>	<a href="http://northyorkmoors.org.uk/timeforyou">northyorkmoors.org.uk/timeforyou</a>	<p>#TimeForYou</p> <p>#NorthYorkMoors</p>