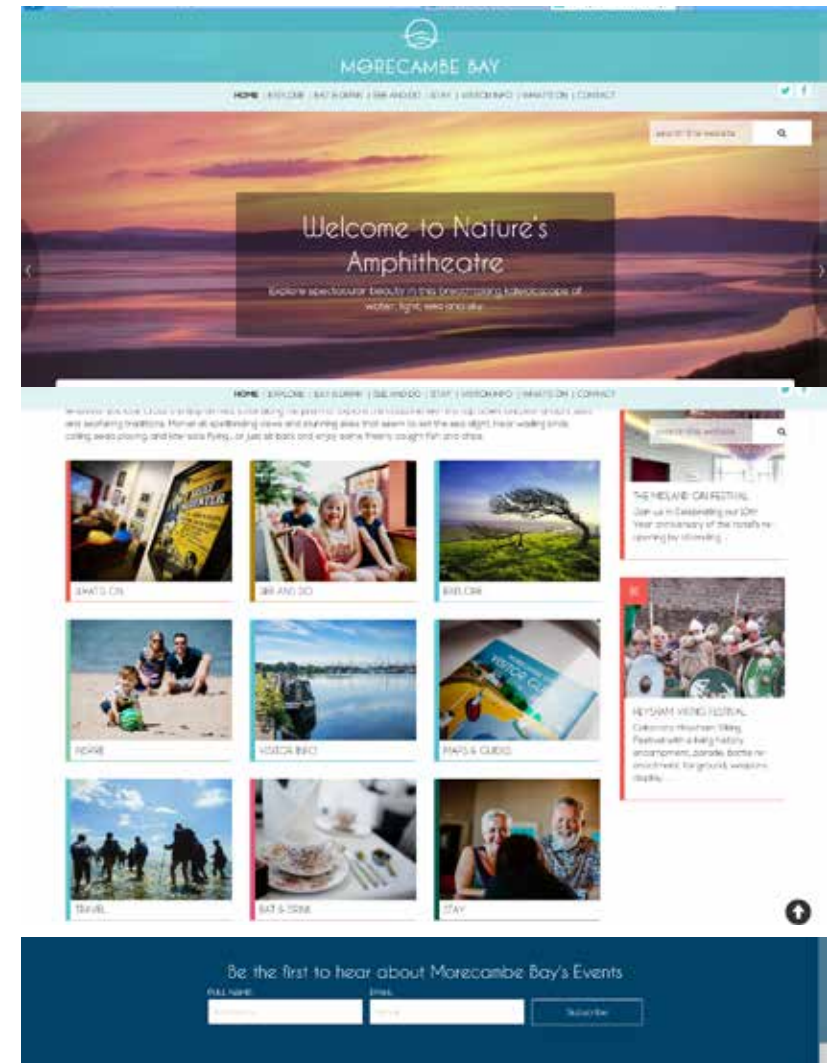


## WEBSITE

- Official **visitor website**, optimised for tablet and smart phone use - [www.exploremorecambebay.org.uk](http://www.exploremorecambebay.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](mailto: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.)

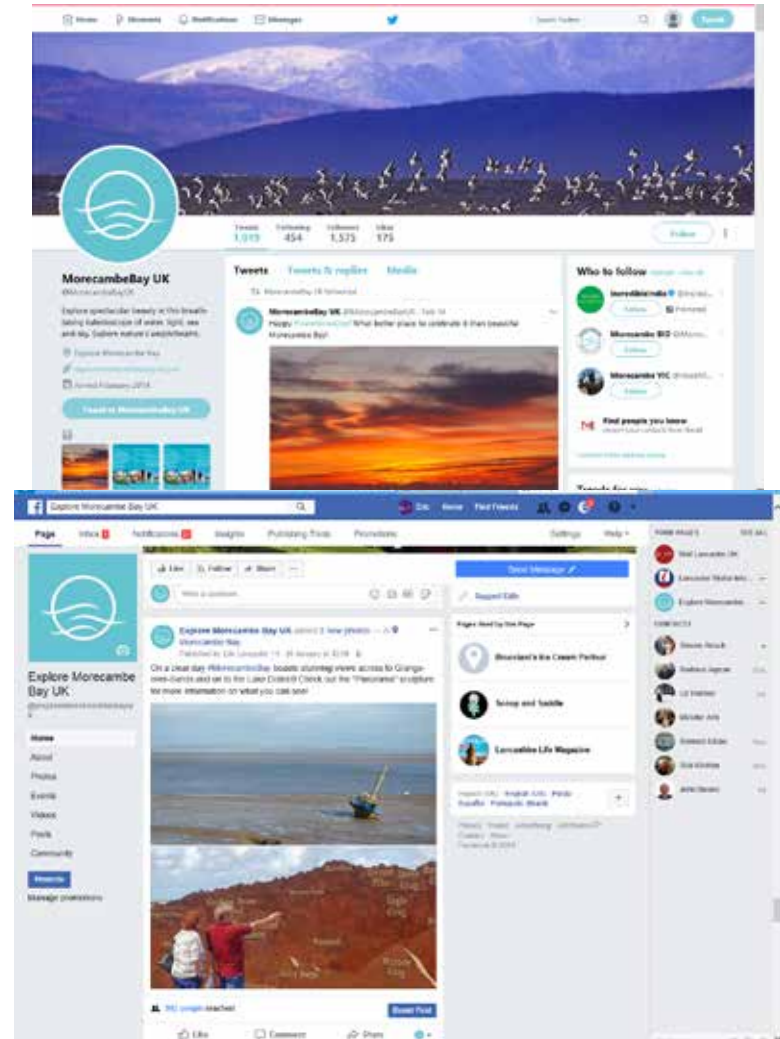
We also publish regular **blog posts** on our website which we promote via social media. If you would like to submit an article or have an interesting or relevant news story please email us at [tourism@lancaster.gov.uk](mailto:tourism@lancaster.gov.uk).



## SOCIAL MEDIA

- Official **Explore Morecambe Bay** feeds posting content daily to a combined 5000+ audience
- Follow us on **Twitter** - [www.twitter.com/morecambebayuk](http://www.twitter.com/morecambebayuk)
- Like us on **Facebook** - [www.facebook.com/exploremorecambebayuk](http://www.facebook.com/exploremorecambebayuk)

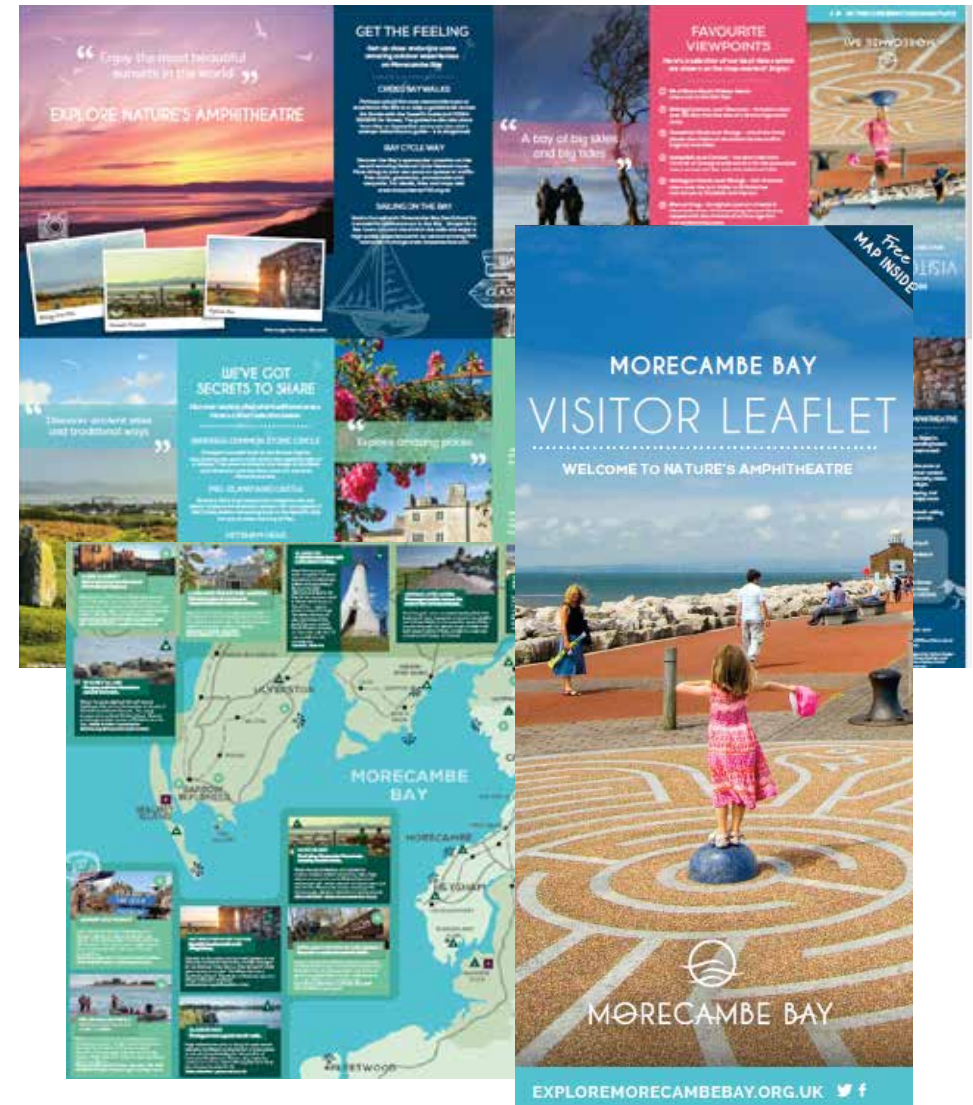
Tag us when you post/tweet, **use hash-tag #morecambebay** or email content to us at [tourism@lancaster.gov.uk](mailto:tourism@lancaster.gov.uk).



## Visitor Leaflet

- Highlights of annual **events and attractions** across the bay.
  - 20,000 printed and distributed across South Cumbria and North Lancashire.
  - Distributed at visitor centres, shows, events and mailings.
- >Submit events for this publication to be considered before end of January each year 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 each year 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.

- February Half Term (Families)
- Easter – April (Families)
- Half Term – May (Families)
- Outdoor Activities – May – July (Mature Explorers)
- Summer – June to Aug – (Families)
- Vintage by the Sea – Sept (Families)
- Heritage Open Days – Sept (Families and Mature Explorers)
- Autumn Wildlife – Sept – Nov (Mature Explorers)
- Half Term – October (Families)
- Christmas – November (Families)

›Please email content to us at [tourism@lancaster.gov.uk](mailto:tourism@lancaster.gov.uk) at 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.)



Stuck for something to do over half-term?  
Don't worry, there's always plenty going on in  
Morecambe Bay! Visit [@moreMorecambe](https://twitter.com/moreMorecambe) for  
more information!

[#halfterm](#) [#morecambebay](#)



6:44 AM - 12 Feb 2018

16 Retweets 14 Likes



16 14

## Brand Toolkit & Image Library

- The [Morecambe Bay Brand Toolkit](#) is available for Morecambe Bay businesses to utilise for free as part of their marketing materials.
- The brand aims to promote Morecambe Bay as a an inspiring coastal area with rich cultural heritage, big views and outstanding sunsets.
- 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 [Explore Morecambe Bay Image Library](#).

›For more information on the Morecambe Bay Brand and how to use it email us at [tourism@lancaster.gov.uk](mailto:tourism@lancaster.gov.uk).



## Visitor Information Centre

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

›For all enquiries pop into the centre at the Old Station Buildings, Marine Road Central, Morecambe, LA4 4DB or email [morecambevic@lancaster.gov.uk](mailto:morecambevic@lancaster.gov.uk).

(**Normal opening hours** are Mon – Sat 9.30am – 5pm, Closed for lunch 1pm – 1.45pm and Sundays 10am – 1pm and 1.45pm – 4pm throughout the summer holidays, plus Bank Holidays)

