

# MyMicrogap - VisitEngland's new domestic campaign

28 November 2018

**Categories:** Business News



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### **#MyMicrogap domestic campaign launched**

This month Visit England launched their new domestic campaign, #MyMicrogap, to inspire more young Brits to discover the UK by taking mini gap-year style breaks.

The campaign is run in partnership with the national tourism organisations for Northern Ireland, Scotland and Wales and offers you the chance to promote your microgapping experiences.

As per last year, #MyMicrogap targets the 'lost generation' of 18-34 year olds from Great Britain and Northern Ireland and encourages them to take a holiday at home. Statistics show that 16-to-34 year olds took almost 1.4 million fewer holidays at home in 2016 compared to a decade earlier.

In its first phase the activity introduces the concept of a microgap, which can be best defined as: "The act of taking short breaks that offer the same enriching opportunities for self-development as that experienced on a typical gap year or career break."

Phase 1 launched with digital display and social activity on 24 October, showcasing a North England Road Trip, Craft beer in London and a Digital Detox in Sussex. These, and additional Microgaps, can be found on the website [www.visitbritain.com/jointheworld](http://www.visitbritain.com/jointheworld).

Over the coming months and through work with VICE as content partner and commercial partners as well as those using the campaign hashtag #MyMicrogap we will be creating and curating more and more amazing experiences fulfilling one or more of the microgapping elements:

- Learn new skills
- Support a good cause
- Embrace a challenge
- Improve wellbeing
- Indulge a passion
- Tick off bucket list experiences
- Discover local flavours
- Local culture
- Meet new people
- How to get involved

You can get involved by uploading whole microgaps and/or videos and images of microgaps in your destination or at your product on social media using #MyMicrogap and #loveUK to really make this new trend take off and be part of our curation process.

The first pieces of creative feature the following microgaps: Craft Beer in London, a Road Trip in North England and Wellness in Sussex – they drive traffic to the respective microgaps on the VE hub. These are being promoted across social media channels Twitter and Snapchat and digital display.