

VisitYork

Art Benches Outdoor Marketing Opportunities 2026





6 benches - 12 boards
Prime location outdoor media
City centre - Parliament Street
Almost 7 million* footfall
Creative way to engage with visitors

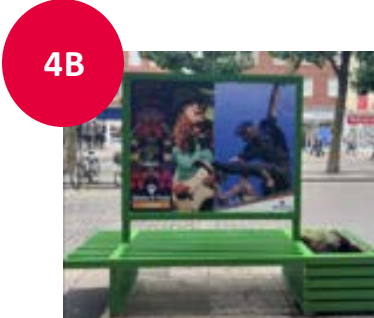
Parliament Street art benches

Select your preferred site along Parliament Street, availability is on a first come bases.

A = Parliament Street facing / B = shop facing



i Visit York Visitor Information Centre



Helpful key dates

Residents' Festival

last weekend of Jan

York Ice Trail

first weekend of Feb

JORVIK Viking Festival

Feb

Visit York Tourism Awards

March

York Pride

early June

York Chocolate Festival

early April

THOR'S

May-early Sept & Oct-Dec

Visit York Summer marketing campaign

July-Sept

Ghosts In The Gardens

Sept-Nov

York Food and Drink Festival

end Sept

York Restaurant Week

March & Oct

York Christmas Market & Visit York

Christmas marketing campaign

Nov-Dec

Visit York Haunted York marketing campaign

throughout Oct

Find more key dates on our [Events Calendar](#) and [website](#)



Creative ideas to engage with visitors

- Make sure to include a call to action (CTA) i.e. your website or QR code.
- Make it a selfie board.
- Make it interactive, book both sides of the bench and make a 'spot the difference' game.
- Add wayfinding to your attraction/business i.e. arrow to your location.
- Book around key event dates (see next slide).
- Book a series of benches for an art exhibition or launch.



Reserve yours today

- Visit York member: £500+vat per board, per month
- Reserve your booking today:
membership@makeityork.com
- Spec: W 1516mm x H 1200mm + 3mm bleed/crop
(50mm safe space border, this is where the fixings sit)
- We organise the print and installation



Thank you

Stay in touch:
membership@makeityork.com

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