

Office use only

Date Raised:

Invoice Number:

VisitYork

Christmas Marketing Packages with Visit York

Visit York's audience is uniquely made up of people actively planning days out, short breaks and holidays in York and Yorkshire. Few other advertising channels enable you to reach such a highly targeted audience at the precise moment they are researching where to visit, shop, eat, stay and explore.

By partnering with Visit York this Christmas, your business can benefit from exposure across our trusted visitor channels:

- Reach our highly engaged social media audience of more than 200,000 followers.
- Promote your business to over 35,000 subscribers through email marketing.
- Feature on Visit York's most popular seasonal content, viewed by visitors actively planning their Christmas experiences.



Christmas remains one of the most searched-for topics on VisitYork.org throughout the year. Between September and December 2025, the Christmas hub page received more than 346,000 views. This provides a significant opportunity to increase your visibility during one of York's busiest tourism periods and ensure your business stands out amongst the many festive experiences on offer.

The Christmas hub page will begin appearing on the homepage from September before transitioning to a dedicated Christmas focus following Halloween, providing an extended promotional period for participating businesses.

Company Details

Business Name:

Contact Name:

Address:

Email:

Telephone:

PO number:

In addition to the paid for opportunities on this page, don't forget, as part as your membership with Visit York, to upload your Christmas events and offers and if you would like to offer a prize for this year's advent competition, please get in touch.

■ **Supporter Package – £450 + VAT**

Includes:

- Inclusion in the Christmas hub "Don't Miss" grid for one month (month of your choice)
■ September ■ October ■ November ■ December
- One sponsored social media post
- Digital advert in the 7 Days in York e-newsletter – One banner placement in the 7 Days newsletter, reaching engaged regional audiences.

Build your own Christmas Marketing Package

Looking for something more bespoke? Choose from the opportunities below or contact us to create a tailored festive campaign.

Website Opportunities

Our website attracts high volumes of visitors during the festive season, with users actively searching for Christmas events, shopping inspiration, festive experiences and places to stay. Featuring your business prominently can help drive traffic, bookings and enquiries at a key trading time.

■ **Dedicated Website Space** on the Visit York Christmas Hub page – from £200 + VAT per month (tick month(s) of your choice)

■ September ■ October ■ November ■ December

■ **Featured Events Space** – £500 + VAT per month (limited availability, tick month(s) of your choice) – Promote your event in a premium position across the Visit York website, including the top of the What's On and Events pages, as well as key event search listings. Your event will remain the main featured listing throughout your booking period. These pages received a combined 425,000 views between September and December 2025.

■ September ■ October ■ November ■ December

■ **Featured Experience Space** – £350 + VAT per month (limited availability, tick month(s) of your choice) – Secure premium visibility for your experience with placement on the Visit York homepage and a featured banner on the Experiences hub page, helping you reach visitors actively planning their trip to York.

■ September ■ October ■ November ■ December

■ **Dedicated itinerary focused exclusively on your business**, highlighting all the different things to see and do – £350 + VAT

E-mail Marketing

Reach highly engaged audiences directly in their inbox with festive promotional opportunities across our e-newsletters.

■ **Dedicated e-newsletter to our 7 Days in York audience** (6,000 contacts) where the entire email is dedicated solely to promoting your business. – £200 + VAT

■ **Prominent feature insert in the Christmas themed consumer e-newsletter**- 20,000 contacts -£250 + VAT

■ November

■ December

■ **Digital advert in the 7 Days in York e-newsletter** on a date of your choice – £50 + VAT

Other Promotional Opportunities

Extend your reach across the city and Visit York social channels with a range of high-visibility promotional opportunities designed to capture visitor attention throughout the festive season. As our festive plans continue to develop, additional promotional opportunities may be released, offering even more ways to maximise your visibility.

■ Selfie wall advert — £300 + VAT per panel

Sponsored social media posts:

■ 1 post – £200 + VAT

■ 3 posts – £600 + VAT

Spaces are limited, please compete and return your form to: membership@makeityork.com or if you're looking for something else, then please get in touch to discuss your requirements and we can put a bespoke package together for you.

[View our digital rate card here.](#)

Payment Details

Payment can be made by cheque, BACs or credit card.

Payment must be made within 30 days of the date of the invoice.

Account number: 10367689 | Sort code: 09-02-22

Cheques should be made payable to Make It York Ltd.

If you are a registered charity and are claiming VAT exemption on this advertisement, please provide your charity number in the space provided:

Signature:

Date: