

VisitYork



Be Part of Easter in York 2027: A Season to Discover

Join Visit York's Easter campaign and place your business at the heart of one of the city's most uplifting seasonal moments. A Season to Discover highlights York in spring, celebrating blossom, green spaces, riverside walks, local food, trails, hands on family fun and bright, feel good experiences across the city.

Running from February to April 2027, the campaign reaches wide regional audiences through high impact video, digital advertising on Instagram, Facebook, YouTube and TikTok, curated social media reels, influencer storytelling and a dedicated Easter and spring hub on visityork.org. PR, eNewsletters and prominent Visitor Information Centre displays provide additional visibility, helping visitors discover fresh, simple joys throughout the season.

This campaign is designed to support businesses offering family activities, spring events, food and drink, shopping, wellbeing experiences or anything that encourages visitors to explore more of York.

By partnering with Visit York, your business becomes part of a much loved seasonal campaign that inspires visits, encourages longer stays and showcases York as the perfect springtime break.

Company Details

Business Name:

Contact Name:

Address:

Email:

Telephone:

PO number:

Campaign Options: Easter 2027

Key Partner – £3000 + VAT

Campaign Video Inclusion

Your business featured in the Easter and spring campaign film, highlighting York's blossom filled streets, green spaces, family moments and discovery themed experiences.

Digital Advertising

The campaign film, including your segment, will be used across targeted ads on YouTube, Instagram, Facebook and TikTok, reaching families, couples and regional visitors planning their trips

Easter and Spring Hub Feature

A prominent ad and introductory placement on the Season to Discover hub at visityork.org, helping visitors find your offer as they plan their Easter trips.

Social Media Reels and Giveaways

Two bespoke 15 second reels created by Visit York to showcase your business, plus opportunities to run up to two spring themed giveaways.

VIC Video Display

Inclusion within the Easter and spring campaign video shown on digital screens inside the York Visitor Information Centre throughout the campaign period.

Press and Influencer Mentions

Features in press briefings, media updates and influencer roundup content sharing spring discoveries across the city.

Dedicated Easter Newsletter

A bespoke spring eNewsletter spotlighting your business, plus weekly inserts in the regional 7 Days newsletter.

OR

Supporter Package – £475 + VAT

Easter and Spring Hub Ad

A featured ad within the Don't Miss grid on the Season to Discover hub, live from February to mid April.

Social Media Giveaway

One branded giveaway on Visit York channels to enhance visibility and engagement.

7 Days eNewsletter Ad

One banner placement in the 7 Days newsletter reaching highly engaged local and regional audiences.

Payment Details

Payment can be made by 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

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:

VisitYork