

Office use only

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# VisitYork



## International Campaign: Reigniting York's Global Appeal

Showcase Your Business on the Global Stage

Position your business at the heart of York's international story by partnering with Visit York's trusted, year-round global campaign. "Reigniting York's Global Appeal" connects York with audiences around the world through major trade shows, luxury travel partnerships, targeted digital outreach, and tailored PR activity.

This campaign is designed to showcase York's outstanding offer to affluent travellers and travel trade professionals across key international markets. By aligning your business with Visit York, you'll benefit from premium positioning and sustained visibility through both Key Partner and Supporter packages.

Your message will be amplified across a powerful network that includes over 200,000 social media followers, 35,000 engaged newsletter subscribers, and 1.8 million annual website visitors. With a multi-channel approach spanning digital, media, and in-person activity, the campaign ensures your business is seen by audiences actively planning their next international trip.

Join us in bringing York's story to the world — and make sure your business is part of the journey.

## Company Details

Business Name:

Contact Name:

Address:

Email:

Telephone:

PO number:

## Campaign Options

### Key Partner – £2750 + VAT

#### Campaign Video Inclusion

Your brand or venue featured in the international promo video, positioning you alongside York's luxury and heritage highlights.

#### Digital Trade Advertising

The campaign video – featuring your inclusion – will run in targeted ads to travel agents and tour operators on social and industry platforms.

#### Trade Event Literature

Your logo and short profile included in brochures, postcards and presentations at world-class events like World Travel Market.

#### Travel-Trade Hub Ad

A dedicated ad and intro on our online International Travel Trade hub page, with a link to your trade-focused information.

#### Trade E-Newsletter

A slot in Visit York's regular trade newsletter, sending your news and offers directly to global tour operators.

#### Co-Promotions with Key Partners

Joint features alongside VisitBritain, ETOA and regional attractions, amplifying your exposure in collaborative campaigns.

## 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: