

VisitYork



International Campaign: Reigniting York's Global Appeal

Showcase Your Business on the Global Stage

Join Visit York's international campaign and place your business at the centre of York's global story. Reigniting York's Global Appeal presents the city as a world class destination for culture, heritage and premium travel experiences, reaching high value audiences across key overseas markets.

The campaign shines a spotlight on York through major international travel trade events, luxury brand partnerships, targeted digital advertising and dedicated PR activity. Working alongside VisitBritain, ETOA, UKinbound and global travel trade networks, it ensures York's most compelling experiences are front of mind for tour operators, agents and long haul travellers.

Your business will benefit from year round visibility across a powerful international audience base that includes social media followers, travel trade professionals, media contacts and highly engaged website visitors. With activity spanning digital content, trade promotions, curated itineraries and in market storytelling, the campaign positions your offer as an essential part of a visit to York.

Join us as we share York's story with the world and help inspire international travellers to choose the city for their next unforgettable journey.

Company Details

Business Name:

Contact Name:

Address:

Email:

Telephone:

PO number:

Campaign Options

Key Partner – £2750 + VAT

Campaign Video Inclusion

Your business will appear within our international promotional film, presented alongside York's most iconic heritage settings, premium experiences and cultural highlights.

Digital Trade Advertising

Your video inclusion will feature in targeted digital activity aimed at travel agents, tour operators and global intermediaries across selected social channels and industry platforms.

Trade Event Literature

Your logo and profile will be included in brochures, postcards and presentation materials used at major trade shows, including World Travel Market and key marketplace events.

International Travel Trade Hub Feature

A prominent ad and introduction on our dedicated International Travel Trade hub page, linking directly to your trade information and helping buyers understand your offer.

Trade E Newsletter Placement

A dedicated slot in Visit York's regular travel trade newsletter, sharing your updates, products and news directly with global travel trade professionals.

Co Promotions with Strategic Partners

Visibility within collaborative activity delivered with VisitBritain, ETOA, UKinbound and regional tourism partners, strengthening your presence within key international 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: