



HELLO YORK

VisitYork 2026/27 Marketing Campaigns: Get Involved

Visit York's thematic and seasonal campaigns are designed to market York to the world, showcasing the city's many facets and driving exceptional awareness and footfall to businesses across and beyond York. Each campaign directs visitors to dedicated hub pages on visitYork.org and is amplified through extensive social media activity, robust PR and in-house communications support.

Brand awareness within the creative is included with our Key Partner packages. Paid initiatives give your brand the chance to stand out within these major campaigns, ensuring strong national and international visibility. Supporter packages provide a cost-effective digital presence within campaign hub pages and social media features.

To see stats, engagement and media coverage from some of last year's campaigns, take a look at our 2025 showreel [here](#).

To learn more and get involved, please email
membership@makeityork.com



Get Involved: Campaign Opportunities

For each campaign, two package types are on offer: the premium Key Partner package and the cost-effective Supporter package. Both options help maximise visibility, with Key Partner packages delivering wide-reaching, multi-channel exposure and Supporter packages offering targeted presence across core campaign channels.

Key Partner Package

Designed for businesses that want strong visibility at the heart of campaign activity. Your brand will feature prominently in campaign video content, digital advertising and out-of-home placements, alongside dedicated high-impact positions on campaign hub pages. The package also includes tailored influencer activity to reach both local and international audiences.

Why choose the Key Partner Package?

- Prices from £2750 plus VAT
- Prominent branding in campaign videos, digital ads, and out-of-home placements
- Dedicated, high-impact placements on campaign hub pages
- Inclusion in targeted influencer initiatives
- Comprehensive, multi-channel exposure

Supporter Package

Perfect for businesses seeking targeted visibility on a smaller budget. This package delivers strategic placements on campaign hub pages and social channels, supported by focused digital advertising to strengthen your business presence.

Why choose the Supporter Package?

- From £500 plus VAT
- Strategic placements on campaign hub pages and social channels
- Focused digital advertising for essential brand exposure
- A streamlined solution for targeted visibility

Full details can be discussed to create the ideal fit for your objectives. Packages vary slightly per campaign — contact **membership@makeityork.com** for full activity information.



National Campaign: This is York: Where Stories Come to Life

Campaign Objective

The 2026/27 national campaign positions York as the UK's most inspiring short break destination by presenting the city as a place where stories unfold at every turn. Inspired by York's cinematic identity and UNESCO Media Arts status, the campaign blends heritage, culture and creativity to show York as atmospheric, evocative and full of character. The narrative encourages visitors to stay longer, explore deeper and experience the city across different moods and moments. The campaign acts as the year-round platform supporting Easter, Summer in York and Haunted York.



Target Audience

The campaign focuses on older independents (35–64) who value culture, ambience and heritage-rich short breaks, and pre-nesters (18–34) who respond strongly to cinematic visuals and discovery-led experiences. Families with children aged 5–16 form a key secondary group. Geographical focus includes London and the South East, the North West and Scotland, all strong sources of staying visitors with excellent rail links and high interest in culture-led travel.

Media Activity Summary

Activity includes a cinematic hero film, targeted digital advertising across Instagram, Facebook, YouTube and TikTok, themed influencer collaborations and national PR. Out-of-home placements include Picturehouse cinemas, London Underground panels and selected regional screens. Filming-location itineraries and group-travel features extend visibility.

Campaign Timings

April 2026 – March 2027, with peaks during key seasonal moments and midweek travel windows.

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International Campaign: Reigniting York's Global Appeal

Campaign Objective

For 2026/27, the international campaign focuses on strengthening York's global profile through partnerships with VisitBritain/VisitEngland, ETOA, UKinbound and key travel trade organisations. The campaign positions York as a premium destination for luxury, history and culture, showcasing its iconic landmarks, world-class hospitality and exclusive experiences. Activity aims to secure York's place on high-value cultural itineraries, highlight its rich heritage and modern vibrancy, and deepen relationships with international operators to grow York's visibility and desirability abroad.



Target Audience

The campaign targets affluent international travellers aged 35–65, cultural enthusiasts and retirees seeking premium, heritage-led experiences. Core markets include the USA, Australia, China, Germany, the Netherlands and wider Europe. These audiences traditionally favour iconic British destinations, luxury accommodation, curated experiences and high-quality food and drink — all key strengths for York.

Media Activity Summary

Planned activity includes representation at major global trade shows such as World Travel Market, alongside participation in specialist events in Europe and China. A dedicated international travel trade hub provides itineraries, toolkits and essential travel information. Additional activity includes airline and luxury travel collaborations, paid content opportunities, strategic PR and influencer visits, Chinese social media campaigns and bespoke FAM trips designed to showcase York's premium experiences.

Campaign Timings

April 2026 – March 2027, maintaining year-round visibility with peaks aligned to major trade events and international booking patterns.



Summer Campaign: Sunrise to Sunset

Campaign Objective

The 2026/27 summer campaign encourages national and regional audiences to enjoy York across a full summer's day through the "Sunrise to Sunset" narrative. It showcases morning highlights, outdoor culture, family adventures, food, drink and early-evening atmosphere. The aim is to increase dwell time and overall visit value by helping visitors enjoy more of the city throughout the day. York Park & Ride's extended evening services and overnight parking play a key role in supporting longer, easier and higher-value visits.

Target Audience

Primary audiences include regional families within 60–90 minutes, who benefit from clear, structured full-day inspiration, and adult couples aged 25–55 seeking relaxed cultural and food-led summer experiences. Nationwide families and couples also form part of the wider audience.

Media Activity Summary

Activity includes a refreshed hero video showing York from sunrise to sunset; targeted digital advertising on YouTube, Instagram, Facebook and TikTok; a dedicated Summer Hub; curated social content; PR activity; and partner-led reels encouraging visitors to stay later.

Campaign Timings

Late April – August 2026.

This timing aligns with early summer planning behaviour, strong domestic short-break intentions and York's busiest visitor period, supporting both advance bookings and on-the-day decisions.

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Haunted York Campaign: The Intervention

Campaign Objective

The 2026/27 Haunted York campaign positions York as the UK's leading autumn short break by leaning into a playful citywide story: hauntings have become so common that Visit York has launched The Intervention. The theme blends humour, atmosphere and character to present York's ghostly personality in a warm, welcoming way. Alongside ghost tours, dark history and after-dark experiences, the campaign showcases cosy pubs, seasonal treats, shopping and events — encouraging visitors to explore more of the city, stay longer and enjoy memorable autumn moments.

Target Audience

Primary audiences include older families with teens seeking fun, atmospheric seasonal activities, and couples aged 25–55 who form York's largest and highest-spending visitor group. The campaign also targets regional day-trippers and short-break visitors across Yorkshire, the North-East and North-West who are looking for engaging, story-led autumn escapes.

Media Activity Summary

Delivery includes an immersive hero video, targeted digital advertising across YouTube, Instagram, Facebook and TikTok, curated social reels, playful "Intervention" content, PR and influencer activity, York Mumblers family features, Visitor Information Centre displays and eNewsletter support. All activity directs visitors to a refreshed Haunted York hub.

Campaign Timings

Mid August – Mid November 2026
timed to align with UK short-break planning, school holidays and peak Halloween interest.

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Easter Campaign: York: A Season to Discover

Campaign Objective

The 2026/27 Easter campaign positions York as the UK's most uplifting spring break by celebrating blossom, green spaces, riverside walks, chocolate heritage and feel-good discovery. "A Season to Discover" highlights simple spring pleasures — from trails and family-friendly activities to local food and hands-on experiences — encouraging visitors to explore more of the city. The campaign responds to strong demand for shorter UK breaks and the appetite for fresh, value-led trips, helping visitors enjoy York's colour, character and atmosphere at a time of year when people naturally seek renewal and light-hearted exploration.



Target Audience

The campaign focuses on regional families within 60–90 minutes, who enjoy discovery-led days out and respond well to spring trails and hands-on activities. Couples aged 25–55 form a major high-value audience, motivated by culture, food, wellbeing moments and early-spring short breaks. Both groups have strong potential for extended visits and overnight stays.

Media Activity Summary

Activity includes a bright, uplifting hero video; targeted digital advertising across Instagram, Facebook, YouTube and TikTok; a dedicated Easter/Spring Hub featuring itineraries, trails and green-space highlights; curated social content; PR and influencer visits; displays in the Visitor Information Centre; eNewsletters; and a member toolkit supporting seasonal visibility.

Campaign Timings

February – April 2027, aligning with early-spring planning, Easter school holidays and strong demand for short UK breaks.