

Visit York

Membership MOT Checklist

Business Name:

Welcome to your Membership MOT Checklist!

This practical guide is designed to help you make the most of your Visit York membership. By reviewing each section, you can ensure you're fully utilising the benefits and opportunities available to your business.

Some checklist points include links or email addresses to direct you to helpful tools, resources, or actions. Take a few minutes to work through the checklist and unlock the full potential of your membership.

Please contact membership@makeityork.com if you have any questions.

Website

Have you logged into your visityork.org account to access and update your listing? Login at visityork.org/login - Access Our Login Guide at visityork.org/mot-login-guide	<input type="checkbox"/>
Have you submitted events and offers? If so, are you selecting as many relevant categories as possible to reach the biggest audience, and appear on relevant hub pages?	<input type="checkbox"/>
Have you added direct web links, to specific offers or booking pages, to drive visitors to your website?	<input type="checkbox"/>
Are you using relevant keywords in your listing to help visitors find you?	<input type="checkbox"/>
Is your business description up-to-date, including clear information on what you offer?	<input type="checkbox"/>
Are you regularly adding high-quality images to your listing?	<input type="checkbox"/>
Are you including your social media links and YouTube channel URL for visitors to easily connect with you?	<input type="checkbox"/>
Are your opening hours clearly displayed?	<input type="checkbox"/>
Have you included your TripAdvisor rating by pasting your TripAdvisor code into the relevant field?	<input type="checkbox"/>
Have you added any special facilities or accessibility notes to inform visitors about your amenities?	<input type="checkbox"/>
Have you uploaded a promotional video from YouTube or Vimeo to visually engage visitors on your listing?	<input type="checkbox"/>
Is your business map location accurately placed to help visitors find you?	<input type="checkbox"/>
Accommodation providers, have you provided additional booking information where relevant?	<input type="checkbox"/>
If you are an accommodation provider, have you added a booking link (or used one for attractions, tours, or restaurants)?	<input type="checkbox"/>

Social Media

Are you tagging Visit York in your social media posts to increase the likelihood of shares? - See our Social Media Sharing Guide at visityork.org/mot-socials	<input type="checkbox"/>
Have you used Visit York campaign hashtags to boost your reach? - See Current Campaigns at visityork.org/mot-campaigns	<input type="checkbox"/>
Are you posting content related to Visit York's citywide events or seasonal activities to engage more visitors? - See York Festivals visityork.org/mot-festivals	<input type="checkbox"/>

Visit York Newsletters

Have you checked the Visit York Members Newsletter for the latest updates and opportunities exclusive to members? - Read the Latest Membership eNews at visityork.org/mot-enews	<input type="checkbox"/>
Are you subscribed to Visit York's e-newsletters to stay informed about events, festivals, and special offers being promoted to visitors? - Subscribe to eNews at visityork.org/mot-subscribe	<input type="checkbox"/>

General Benefits

Are you attending Visit York member networking events to build relationships and discover collaboration opportunities? - See Upcoming Member Events at visityork.org/mot-events	<input type="checkbox"/>
Have you hosted a Visit York members event? Contact membership@makeityork.com to enquire	<input type="checkbox"/>
Are you aware of current and upcoming Visit York marketing campaigns? - Read more visityork.org/mot-campaigns	<input type="checkbox"/>
Are you reviewing Visit York's research reports on industry trends to inform your marketing strategy? - Learn more at visityork.org/mot-research	<input type="checkbox"/>
Have you shared relevant visitor statistics about your business with Visit York through T-Stats to contribute to citywide data? - Submit your data at visityork.org/mot-tstats	<input type="checkbox"/>
Have you received and displayed your Visit York membership plaque to showcase your Visit York membership? Contact membership@makeityork.com to get yours.	<input type="checkbox"/>
Have you entered your business into the Visit York Tourism Awards? Gain local and national recognition by entering at visityork.org/mot-awards	<input type="checkbox"/>

Press/Comms

Have you shared any exciting updates or news about your business with Visit York's PR team to increase potential media exposure? - **Send your press releases to us at comms@makeityork.com**

Are you providing high-quality images directly to Visit York for potential inclusion in press materials?

Do your staff understand the Visit York VIP Pass, and are they prepared for influencers, press, FAM trips and other media visits arranged through Visit York? - **Read about the VIP Pass at visityork.org/mot-vip**

Are you subscribed to Visit York's press release distribution list to stay informed of citywide news and updates? - **Sign Up at visityork.org/mot-press-release**

Are you keeping Visit York's PR team updated with any seasonal promotions or unique events that could be featured in Visit York media channels and campaigns?
- **Send your press releases to us at comms@makeityork.com**

Perks Card

Do you have an active offer available through the Visit York Perks Card to attract local customers?
- **Submit a Perk at visityork.org/login**

Are you using the Perks Card and enjoying exclusive offers from other Visit York members?
- **See all Membership Perks at visityork.org/mot-perks**

Are you regularly updating your Perks Card offers to keep them relevant and appealing?

Are your staff well-informed about the Perks Card benefits and understand its use when customers present it?

Visitor Information Centre

Have you provided up-to-date brochures or leaflets for display in the Visitor Information Centre to increase visibility? - **Learn more about the VIC at visityork.org/mot-vic**

Have you briefed Visitor Information Centre staff on any unique offers or seasonal updates so they can share them with visitors?
- **Contact info@visityork.org to arrange briefing**

Visit York Media Library & Toolkits

Have you accessed the Visit York Media Library to download high-quality images and videos for your marketing materials?
- **Register for the Media Library at visityork.org/mot-media**

Are you using the Visit York toolkits to strengthen your seasonal campaigns and join in with current Visit York promotions?
- **Learn more about Toolkits at visityork.org/mot-toolkits**

Find Local Suppliers

Have you checked the Visit York Local Supplier directory for services such as event décor, printing, or training providers to support your business?
- **Find Local Suppliers at visityork.org/mot-local**

Silver & Gold Membership Benefits

Have you considered upgrading your membership to Silver or Gold?
- **See what you get at visityork.org/upgrade**

Have you uploaded the maximum number of images allowed on visityork.org for your membership level to make your listing as engaging as possible? - **See All Silver/Gold Benefits at visityork.org/mot-silver-gold**

Silver/Gold Members: Have you submitted your quarterly social media post request to reach Visit York's wider audience?

Silver/Gold Members: Have you submitted special offers for inclusion in the "7 Days" newsletter to reach local residents and visitors?

Gold Members: Are you using your dedicated blog entries on visityork.org to tell your story and engage new audiences?

Gold Members: Have you submitted banner ads for placement on visityork.org to increase brand visibility?

Gold members: Have you submitted your 7 Days dedicated emails?

Additional Marketing Opportunities

Have you explored Visit York's digital marketing options, such as website advertising, social media posts, and e-newsletter features, to reach a larger audience?
- **Review Digital Marketing Opportunities at visityork.org/mot-digital**

Have you considered featured placements in the "Must See & Do" or "Hidden Gems" sections on visityork.org for more exposure?

Are you advertising in Visit York publications, like the Mini Guide or Winter Guide, to connect with a broader audience? - **See our Publications at visityork.org/mot-publications**

Have you looked into advertising on digital screens at the Visitor Information Centre to showcase your business to thousands of visitors? - **Learn more about the VIC screens at visityork.org/mot-vic-screens**

Are you featuring your business on the City Centre Art Benches along Parliament Street to reach a high-footfall audience and build awareness? - **Learn more about the art benches at visityork.org/mot-art-bench**