

Office use only

Date Raised:

Invoice Number:

VisitYork



This is York: Where Stories Come to Life

Put Your Business at the Heart of York's National Story

Join our flagship national campaign and put your business at the centre of a year-round programme designed to inspire visitors and drive bookings. "This is York: Where Stories Come to Life" showcases the best of York through high-impact video, precision digital advertising, PR, and out-of-home media — all designed to boost awareness and attract midweek and seasonal visitors.

This dynamic campaign connects with over 200,000 social media followers, 35,000 engaged e-newsletter subscribers, and 1.8 million annual website visitors. With a mix of dedicated hub pages on visityork.org, strategic influencer partnerships, and group travel trade promotions, the campaign delivers wide-reaching national visibility and inspires audiences looking for romantic getaways, cultural escapes, and short breaks.

Whether you choose a Key Partner or Supporter package, your business will benefit from multi-channel promotion that raises profile, increases reach, and places you firmly within York's year-round national story.

Company Details

Business Name:

Contact Name:

Address:

Email:

Telephone:

PO number:

Campaign Options

Key Partner – £3750 + VAT

Campaign Video Inclusion

Your brand, logo or experience will appear within our flagship campaign film, ensuring viewers associate your business with York's rich stories.

Digital Advertising

We'll use the campaign video – including your segment – in social media ads (Instagram, Facebook, YouTube, TikTok) to reach people most likely to visit York.

Paid PR Engagement

Enjoy feature spots in influencer and blogger content – videos and articles that introduce York's highlights (and your offering) to their audiences.

Out-of-Home Advertising

Your branding showcased on cinema screens, London Underground panels and strategic large-format digital sites, putting you in front of thousands of commuters and leisure travellers.

Group Travel Trade Promotions

Tailored advertorials in coach-tour and group-travel magazines ensure tour organisers see your business when planning York itineraries.

Campaign Landing Page Ad

A prominent ad and intro paragraph on the "Don't Miss" section of visityork.org, with a direct link to your website.

Featured Itinerary

Inclusion in the "This is York" homepage itinerary guide – visitors will see your business recommended as part of suggested day-trip routes.

OR

Supporter Package – £400 + VAT

Campaign Landing Page Ad

An ad in the "Don't Miss" section on the hub page, driving visitors straight to your site.

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: