

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 become part of York's cinematic identity through Starring York — the creative theme that frames the city as a living film world rich with atmosphere, character and unforgettable moments. This year-round campaign invites visitors to see York as the setting of their own story, and positions your business as one of the starring features in that experience.

Through high-impact video, targeted digital advertising, PR, influencer activity and out-of-home moments, the campaign inspires short breaks, cultural escapes and romantic getaways. It reaches hundreds of thousands of engaged followers across social media, email and visitYork.org, all actively looking for places to stay, things to do and ways to make their visit memorable.

With dedicated campaign hub pages, tailored storytelling and the strength of the Starring York creative direction, your business is woven into the narrative that shapes how audiences discover the city.

Whether you join as a Key Partner or a Supporter, you'll receive multi-channel exposure that lifts your profile, increases visibility 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 business will feature within the new Starring York campaign film, woven into the cinematic story that presents York as a place where every visitor becomes part of the narrative.

Digital Advertising

Your inclusion in the campaign film will extend across targeted ads on Instagram, Facebook, YouTube and TikTok, reaching audiences actively planning short breaks and cultural escapes.

Paid PR and Influencer Activity

Enjoy visibility through influencer-led storytelling, including video features and editorial-style content that highlights York's most atmospheric experiences alongside your business.

Out of Home Advertising

Brand presence across selected cinema screens, London Underground panels and regional large-format digital sites, helping you reach high value audiences in key gateway cities.

Group and Travel Trade Promotions

Your business will appear in tailored group travel advertorials and materials used by tour operators, showcasing how you fit into York's wider visitor offering.

Campaign Landing Hub Feature

A prominent placement in the Don't Miss grid on visityork.org, positioned within the campaign hub and linked directly to your website.

Featured Itineraries

Inclusion in themed cinematic itineraries that appear across the campaign hub, presenting your business as part of a curated York story.

OR

Supporter Package – £400 + VAT

Campaign Landing Page Ad

A featured ad in the Don't Miss grid on the campaign hub, linking directly to your website and helping inspire visitors as they plan their trip.

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:

VisitYork

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