

VisitYork



Summer in York: Sunrise to Sunset

Be part of Visit York's flagship summer campaign and place your business at the heart of a citywide story designed to inspire longer visits and memorable days out. Summer in York: Sunrise to Sunset celebrates everything that makes the city shine in summer, from bright morning highlights and cultural discoveries to family adventures, outdoor moments and warm early evening atmosphere.

The campaign encourages visitors to enjoy a full day in York, stay longer and experience more of the city's attractions, hospitality and retail. It reflects how visitors already explore York, highlighting food, culture, green spaces, museums, shopping and relaxed evening experiences.

For 2026, activity includes a refreshed hero video, targeted digital advertising across YouTube, Instagram, Facebook and TikTok, a dedicated Summer Hub on visityork.org, curated social media reels, PR and influencer storytelling, York Mumblers collaborations and seasonal itineraries that make planning simple. Regional audiences will also benefit from clear guidance on later Park and Ride services and overnight parking, helping them extend their visit with ease.

By partnering with Visit York, your business gains wide reaching promotion that increases visibility, inspires visitor engagement and positions you firmly within York's summer offer.

Company Details

Business Name:

Contact Name:

Address:

Email:

Telephone:

PO number:

Campaign Options: Summer 2026

Key Partner – £3000 + VAT

Campaign Video Inclusion

Your business will feature in the refreshed national summer film, highlighting the best of York from morning to early evening within the Sunrise to Sunset story.

Digital Advertising

The summer film, including your segment, will be used across targeted ads on YouTube, Instagram, Facebook and TikTok, reaching families, couples and regional visitors planning summer trips.

Summer Hub Feature

A prominent ad and introductory placement on the Summer Hub at visityork.org, helping visitors discover your offer as they plan their day or short break.

Social Media Reels and Giveaways

Two bespoke 15 second reels showcasing your business, created by Visit York, plus opportunities to run up to two giveaways on Visit York's channels.

VIC Video Display

Your segment included within the campaign video shown on digital screens in the York Visitor Information Centre throughout summer.

eNewsletter Features

A dedicated summer eNewsletter spotlighting your business, plus weekly regional inserts in the 7 Days in York newsletter.

OR

Supporter Package – £750 + VAT

Summer Hub Ad

A featured ad within the Don't Miss grid on the Summer Hub, live April to August and linking directly to your website.

Social Media Giveaway

One guaranteed giveaway on Visit York's social channels, boosting engagement and visibility.

7 Days eNewsletter Ad

One banner placement in the 7 Days newsletter, reaching engaged regional audiences.

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:

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