

Office use only

Date Raised:

Invoice Number:

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 Mumbler 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:

Campaign Objective

The 2026/27 summer campaign positions York as a destination that rewards visitors who spend more time in the city. Using the "Sunrise to Sunset" narrative, the campaign showcases how a full day in York unfolds, from peaceful early-morning moments through to vibrant evening experiences.

The campaign is designed to:

- Extend dwell time by encouraging visitors to plan fuller day itineraries
- Increase visitor spend across food, drink, retail, attractions and evening economy
- Convert day visits into overnight stays, particularly by making later hours feel accessible and appealing
- Promote ease of access, with York Park & Ride positioned as a key enabler of longer, stress-free visits

This approach directly supports York's visitor economy, where staying visitors generate significantly higher value and contribute more widely across sectors

Core idea: When visitors can clearly see how to fill a full day, staying longer becomes the natural choice.

Target Audience

Primary audiences:

- **Regional families**(60–90 mins drive time)
Looking for easy, well-structured day trips with clear planning and value. Motivated by convenience, variety and family-friendly activities.
- **Adult couples** (25–55)
Seeking relaxed short breaks, cultural experiences and strong food and drink offers, with an increasing interest in early evening experiences.

Secondary audiences:

- Nationwide short-break visitors planning summer getaways
- Experience-led travellers motivated by culture, heritage and seasonal atmosphere

Media Activity Summary

Hero Creative

- **New flagship video: Sunrise to Sunset**
 - Produced by Hewitt & Walker, the hero video acts as the centrepiece of the campaign:
 - Showcases York across a full day narrative
 - Positions travel as part of the experience, with bus journeys woven into the storytelling
 - Features key attractions, experiences and moments across the city
 - Designed for high engagement across digital, social and streaming platforms
- **Additional outputs:**
 - Cut-down clips for paid and organic social

- High-quality stills for web, PR and partner use
- Flexible assets for partner amplification

Paid Media Activity

- **ITVX Streaming Campaign**
 - Highly targeted towards family and staycation audiences
 - Estimated reach of c.550,000 within core demographics
 - Burst campaign approach aligned with key decision-making windows
 - Strong alignment with "last-minute" and impulse summer travel behaviour
- **Paid Social Amplification**
 - Facebook and Instagram video-led campaigns
 - Focus on inspiration and itinerary-led content

Influencer & Content Partnerships

- **Yorkshire Mumbler**
 - High-trust family influencer network
 - Bespoke blogs, social content and itinerary features
 - Proven reach of 1.1 million+ parents
 - Drives regional family audiences with strong conversion potential
- **Partner-led reels and content**
 - Businesses create content aligned to the Sunrise to Sunset narrative
 - Focus on "what to do at different times of day"
 - Encourages cross-sector discovery

Digital & Owned Channels

- **Summer Hub (visityork.org)**
 - Central campaign landing page
 - Structured around time-of-day inspiration
 - Includes itineraries, partner listings and booking links
 - Strong internal linking to drive conversion
- **Social Media**
 - Consistent narrative-led content across Instagram, Facebook, TikTok and YouTube
 - Mix of:
 - Hero video edits
 - Itinerary-style reels
 - Partner features
 - Seasonal highlights and events
- **PR Activity**
 - Position York as a top UK summer destination
 - Focus on "perfect day in York" storytelling
 - Target national and regional lifestyle and travel media

York Park & Ride Integration

York Park & Ride is a central enabler of the campaign, helping remove barriers to longer stays.

Key messaging:

- Extended evening services support later departures
- Overnight parking availability supports spontaneous overnight stays
- Stress-free travel into the city centre

Collaborative Activity

- **Google Ads (May–June 2026)**
 - Geo-targeted within 60–90 minute drive time
 - Aligns with Sunrise to Sunset messaging
 - Captures high-intent search traffic
- **Creative alignment**
 - Visit York to supply campaign visuals and messaging
 - Consistent narrative across paid, owned and partner channels

Extending Audience Reach

The campaign combines multiple channels to maximise reach and engagement:

- High-impact video storytelling (hero content)
- Streaming TV exposure (ITVX)
- Paid social amplification
- Influencer credibility and reach
- Search capture via Google Ads
- Strong owned channel presence

This layered approach ensures:

- **Inspiration → Planning → Booking → Visiting** is fully supported across the journey.

Campaign Timings

Late April – August 2026

This period:

- Captures early planning behaviour for summer trips
- Aligns with peak domestic travel demand
- Supports both advance bookings and spontaneous visits
- Maximises visibility during York's busiest visitor season