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York 2024-25 In Review



Make It York

Visit | **Culture** | **Markets** | **Events**

Celebrating 10 years of Make It York

2024 Stats and Figures

Website:

- 1.7 million users
- 4.5 million views

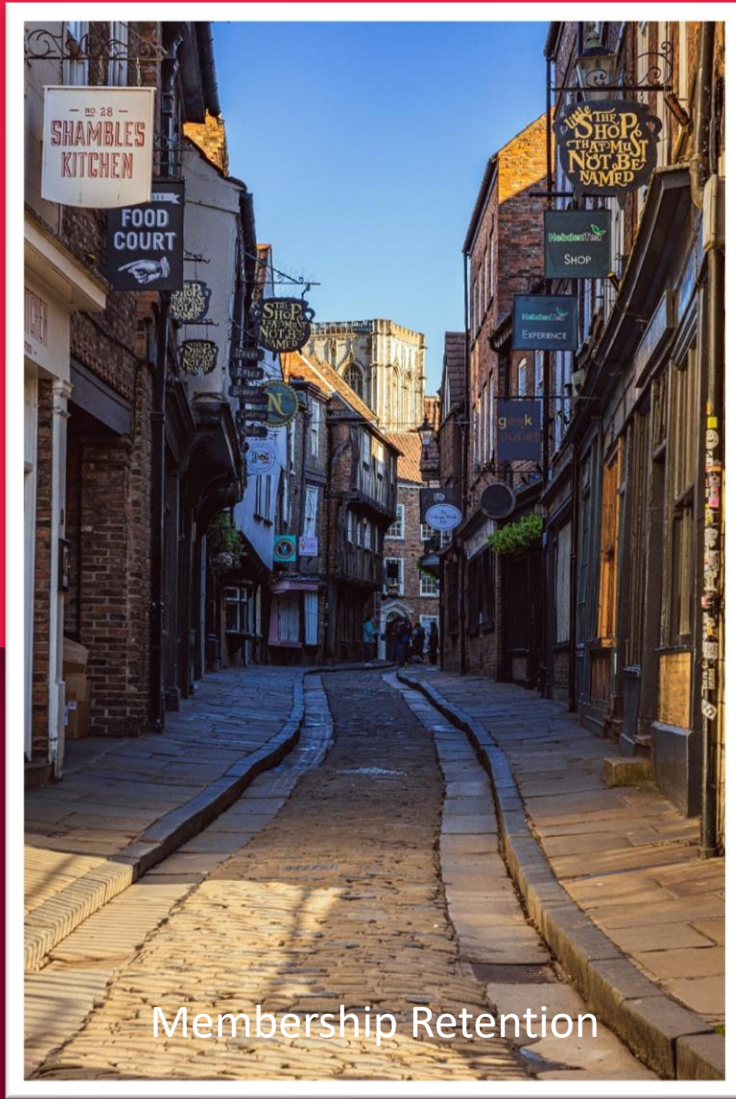
Social Media:

- 6,283 posts
- 16.9 million impressions
- 554,900 engagements

E-Newsletters:

- 161 newsletters sent
- 803,400 recipients
- 468,800 total opens
- 40,100 clicks

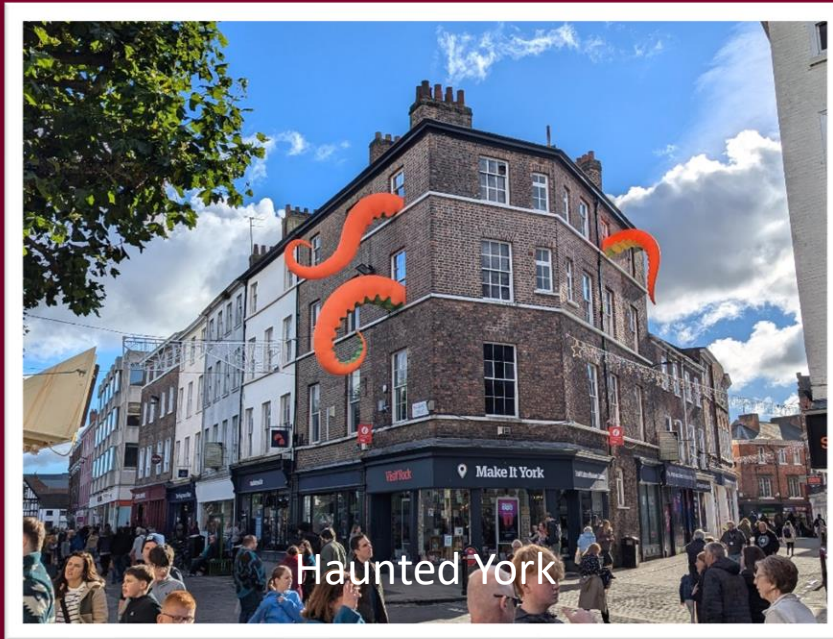




Membership Retention



Snooks Auction



Haunted York



New York



Yorkshire Day

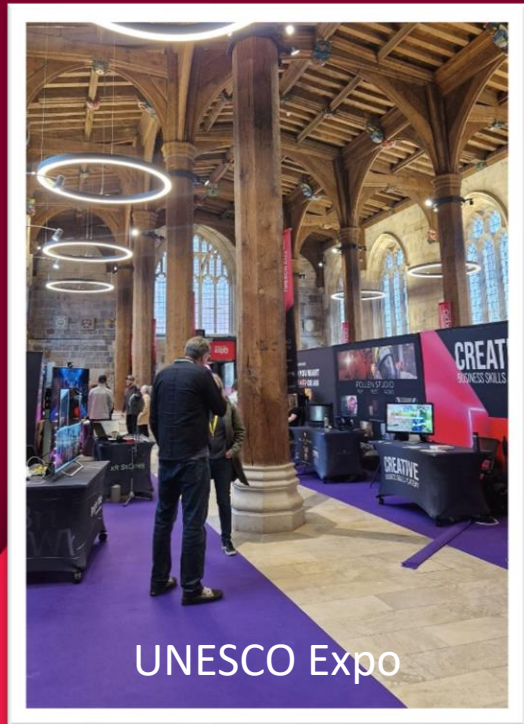


VisitYork

High River Level Toolkit



Chinese Ambassadors Programme



UNESCO Expo



- Sector Showcases
- International Marketing & Trade
- Event
- LVEP
- Christmas Market