Marketing York to the World

Annual Review: 2018 - 2019
“As we look back on the achievements of 2018, I’m delighted to join Make It York at a time of continued growth in tourism. We put our customers and our members at the heart of everything we do. This certainly paid off in 2018 when the Visitor Centre team scooped GOLD in the VisitEngland Awards for Excellence and York was voted Sunday Times Best Place to Live. With your support, we’re looking forward to even more success in 2019 and beyond.”

Sean Bullick, Managing Director, Make It York
Looking over the past year in review is a fascinating experience. Personally, I’m always excited by new events and businesses opening up in the city and how they contribute to the overall success of our tourism industry. 2018 was no exception to this; we welcomed the arrival of Europe’s very first pop-up Shakespearean theatre, as well as two inaugural festivals, York Mediale and Bloom!

The city is fast becoming a magnet for the very best chefs as well; we were thrilled to welcome Tommy Banks and his new restaurant Roots, amongst others. 2018 was a good year in terms of tourism performance. Visits to attractions were up against the previous year by an impressive 8% and whilst hotel occupancy dipped by 3%, this was against the backdrop of an additional 20,000 room nights booked.

We’re pleased to report on and celebrate the success of our international campaigns too. Despite all of the uncertainty created by Brexit, international visits have increased and China is now our second largest international market, up from 14th place in 2014, with the US maintaining the top spot.

Closer to home, 2018 saw the launch of the new visityork.org – a platform that continues to showcase York as a world-class destination to a global audience. Since its relaunch the website has seen phenomenal growth and we’re well placed to increase our digital marketing and social media reach in the year ahead. We also showcased the talent in the sector and its continued impact on the success of tourism at the inaugural York Hospitality Awards, and this is something we will continue to promote with partners this year.

Looking to 2019; this year will see the start of consultation on an updated tourism strategy as well as the continuation of our #OnlyinYork campaign and as ever, myself and the team look forward to working with you in the year ahead.

Paul Whiting
Head of Visit York

Key Priorities 2019

> Working with stakeholders and partners to develop and deliver an updated tourism strategy for the city.

> Developing our #OnlyinYork campaign, focusing on everything that makes the city a unique destination.

> Continuing to sharpen our marketing activity and using our market research insights to develop more understanding of our audiences.

> Supporting our 900-strong Visit York membership, offering excellent value for money and working collaboratively for the good of the city and surrounding area.

> Continuing to produce outstanding modern print and maximizing on distribution opportunities as well as keeping a high media profile for York through exceptional PR.

> Developing new tourism initiatives with partner organisations across the county and nationwide – including North York Moors National Park, Ryedale, Selby and VisitEngland/VisitBritain.

> Supporting the hospitality sector through legacy projects.

> Offering practical marketing, PR and delivery support to event organisers and the industry as a whole, so that York punches above its weight as a year-round destination.

> Investing in our people to ensure they continue to thrive and succeed.
> #OnlyInYork hashtag used 8,294 times
> Reached 9 million people
> Generated 316,000 interactions
Our #OnlyinYork message reached over 9 million people through social media

Our marketing team is dedicated to promoting the city and its surroundings nationally and internationally, through campaigns, publications and digital marketing.

2018 Highlights


> Teaming up with York Dungeon we showcased the city for Halloween, strengthening York’s brand position as the most haunted city in Europe through our Haunted York campaign.

> We launched four new international campaigns, as part of VisitEngland’s Discover England Fund, targeting Germany, the US and the United Arab Emirates.

> Through close relationships with key tour operators, York content has been added to a number of high profile international tour programmes.

> We attracted a dedicated Discover York workshop which saw forty key tour operators experience the city for a UKinbound workshop.

Discover England Fund: York is a partner in four new marketing initiatives through the Discover England Fund. This grant stream is currently developing world-class bookable English tourism products.

Horseracing - Sport of Kings: A new set of experience led luxury itineraries for visitors from the Middle East has been produced, featuring York Racecourse. A dedicated website and travel trade training programme is now in operation and year two of the project will target China.

England Originals: The England Originals campaign tells the stories of 15 of England’s historic cities and for the first time presents them as one product for US visitors. Our new app has now launched and each city has its own 3D map with stories narrated by BBC historian, Jonathan Foyle.

International Gateway to the North: This campaign is increasing the volume of visitors arriving at Manchester Airport by creating itineraries to showcase the North of England. The gateway website now showcases day and overnight trips into York and Yorkshire.

Explorers Road: Targeting the German market, creating a new route along the A1, this campaign promotes 300 miles of off the beaten track experiences. These new itineraries were launched at ITB Berlin. Specialist tour operator, Northern Secrets, has been commissioned to target the German travel trade.
visityork.org takes off

Our digital team is dedicated to marketing York through our website as well as promoting York and North Yorkshire through creative social media. We continue to offer a first class digital experience for every single visitor. To ensure we put York at the top of everyone’s holiday list, in 2018 we launched York’s new tourism website. The website has more than exceeded our expectations with visits to the mobile site up by 246% year on year.

2018 Highlights

> visityork.org generated 1,461,591 sessions - 12.58% from overseas.
> Mobile increased by 246.18% - 142,488 to 493,263 user sessions.
> Christmas content generated 746,421 page views, up by 176.48% (595,068 unique page views, up by 181.36%).
> 7 Days In York, our weekly what’s on newsletter, generated 4,500 subscribers, with a 34% open rate (up by 45%). Due to GDPR the total number of subscribers fell by around 60% and we are gradually building this back up.
facebook

30,000
Facebook Likes ↑ 39%

twitter

52,000
Twitter followers ↑ 10%

instagram

15,000
Instagram followers ↑ 71%

weibo

111,000
Weibo followers ↑ 271%
York is showcased at UK and international travel trade shows and events

Throughout the year we attend a host of UK and international travel trade shows, promoting York directly to tour operators, consumers and the media, ensuring the city is added to itineraries and programmes. Our core overseas markets are: Germany, The Netherlands, Australia, the USA and China.

2018 Highlights

> Attended the VisitBritain China Sales Mission in Sanya.
> Attended the Arabian Travel Market in Dubai to promote the Sport of Kings campaign.
> We represented York at VIBE (an annual showcase event for destinations to meet with the VisitBritain overseas teams).
> Travel trade familiarisation visits – we hosted visits from the USA, China, The Netherlands, India and the United Arab Emirates.
> Partnership working with carriers such as P&O Ferries, as well as regional airports.
> Met with seven top US tour operators, including Viator, Kuoni and Virgin Vacations, on a dedicated sales mission to the United States.
> Added foreign language translations to our annual Visitor Guide print run - Mandarin and German and new for 2018 was a Dutch A5 guide.
> Explore GB – We met face to face with 300 tour operators from around the world at the VisitBritain annual showcase event in Newcastle.
> Member of England’s Historic Cities (EHC), UKinbound and European Tourism Association.

VisitBritain China Welcome Charter:

We’re a member of VisitBritain’s Great China Welcome Charter and in 2018 published our fifth Visitor Guide in Mandarin, distributing it on incoming airline routes, at airport lounges and to incoming operators. Two years on from the launch of the direct Hainan Airlines route into Manchester, China is now the second largest overseas market for York.

York is a key partner in VisitBritain’s China campaign with Marketing Manchester and Hainan Airlines and we now have over 120,000 followers on WeChat and Weibo.
100,000 copies of the #OnlyInYork Visitor Guide are distributed across the UK

Published in January, this annual guide is the ultimate showcase for York, motivating visitors to book their next holiday. We added more pages and new content to this 128 page guide such as a 'Meet the Locals' page. We also extended the 'Beyond York' feature including the North York Moors National Park and added Magic and Haunted York themes. Six pages are dedicated to festivals and events and our tea and ale trails help visitors explore more of the city too.
“This mini metropolis has a rich history and grand ambitions to be one of the best-connected hubs in Europe, with cool cafés, destination restaurants and innovative companies.”

The Sunday Times
Inspiring millions of potential visitors through year round PR activity

Keeping York in the travel headlines is a brilliant way of inspiring our next generation customers to visit York. Whether we’re working on an idea for a feature with the Telegraph, issuing a news release to online travel desks, or working with a Chinese news agency, our communications team is continually selling in York’s stories.

2018 Highlights

> 90 travel writers hosted in York and North Yorkshire.
> 23 million people reached through our PR activity.
> A new travel influencer campaign generated features in twelve top travel blogs such as London Unattached and Landlopers, featuring brilliant shareable content with a social media reach of 900,000.
> 360 journalists downloaded images at visityorkimages.co.uk for media use.
> We met face to face with the Dutch travel media at the Vakantie travel exhibition in Utrecht and with the German media at the International Media Marketplace in Berlin.

The Sunday Times Best Place to Live
A highlight of the year was scooping the title of ‘Best Place to Live’ in the Sunday Times annual awards, which led to money can’t buy exposure in the Saturday magazine.

Targeting Travel Influencers and Bloggers
We’re continuing to work with the travel influencer community to create shareable content. By focussing on building up our networks of quality media contacts, we’re generating hundreds of positive online features and news articles about York and its surroundings.

Media featuring York: A few highlights

> Landlopers travel blog
> What’s Hot travel blog
> Carpe Diem travel blog
> The Times
> The Guardian
> Daily Telegraph
> Olive Magazine
> Sunday Post
> The Independent
> China Daily UK
> BBC Good Food Magazine
Filming Highlights

> Series 3 of ITV ‘Victoria’ came back to York in the autumn, filming at Merchant Adventurers’ Hall, King’s Manor and the University of York, as well as other locations.

> Tile Films took some impressive drone footage for a new production called ‘Aerial Britain’, to showcase the region’s natural scenery, vibrant culture and rich heritage on the Smithsonian Channel in the US.

> Widely expected BBC One historical drama ‘Gentleman Jack’ was filmed in York. Filming took place between Treasurer’s House and the Deanery next to York Minster. It will air on TV later this year.

> Showcasing York’s rich Norse heritage, Dr Alice Roberts filmed for a series ‘Britain’s Most Historic Towns’ on Channel 4. In one of the six episodes, York features in the series as the ‘Most Viking Town’ from which Alice tells the story of Viking England.

> The historic backdrop of York is a favourite location for many filmmakers and advertisers. In 2018 TV adverts for Aldi supermarket and Transpennine Express were both shot in York and will air in 2019.

> In May 2018, BBC’s ‘One Show’ filmed a 5 minute feature at York Farmers’ Market, following a local food producer - Yorkshire Dama Cheese - and her journey from refugee to cheese maker.

> The UK Snooker Championship was live-streamed from York Barbican by BBC Two to millions of viewers.

> ‘Britain’s Greatest Cathedrals’ with Sir Tony Robinson showcased York Minster in the first episode of this Channel 5 documentary series.

> Bollywood action movie ‘Commando 3’ filmed in the summer and included motorbike stunt and chase scenes at Kings Staith, Chapter House Street and Shambles. The director chose York over London and Norfolk due to the city’s distinctive backdrop and character.
“I like York for its greats – great history, great photography, great shopping and great food. Even after 10 years of holding the annual PCR conference in York, I’m still amazed to find something different each time. The support of the VisitYork4Meetings team is fantastic too.”

Helen Livesley, Primary Care Rheumatology Society
**730,000 conference and meeting delegates spend £124.4 million in York**

Our VisitYork4Meetings team is dedicated to increasing revenue into the city's conference and events venues and profiling York and its surroundings as a world-class business tourism destination.

### 2018 Highlights

- **Our VisitYork4Meetings team and six partners attended The Meetings Show at London Olympia, generating 160 new leads for the city.**

- **VisitYork4Meetings continues to be an active partner of the International Congress and Convention Association.** At present we have seven current active ICCA bids for International conferences of significant value to the city for 2019 and beyond.

- **Conferences we secured for the city include:** British Association of Urological Surgeons; Alzheimers UK; Society of Dyers & Colourists and the Digital Preservation Coalition.

### Value of business events

15,400 business events in York venues. 730k business event visitors. £124.4m spend at venues and in York, supporting 1,390 jobs.

Events held in York were up in 2017 (V 2016) but overall numbers of delegates and accompanying partners and their associated spend were down. This was caused by a downturn in average event size with fewer events of 100+ delegate size.

- **Number of Events:** There were an estimated 343 (up from 319) business events per venue in York in 2017.

- **Residential / Non-Residential Business:** Nearly two-fifths (37%) of event business in York stayed overnight in 2017, with the majority staying at the venue in question. The rest (63%) was undertaken on a non-staying basis.

- **Event Duration:** The average event duration was 1.5 days. Most events (63%) lasted a day or less.

- **Delegate Rates:** The average daily delegate rate achieved by venues for events was £32 (incl VAT). The average 24 hour / residential rate was £147, above the national average.

- **Type of Client:** Among York venues, the corporate sector was the largest sector – accounting for 52% of business in 2017. The association sector accounted for 21% of business – higher than the national average (17%).

* figures refer to 2017 research – this is the most up to date research conducted in 2018 for York’s conference and events sector.
Gold Award for Visit York Information Centre

Our expert information team scooped gold in the annual VisitEngland Awards for Excellence. Everything we do has the customer in mind, whether advising overseas visitors, families or couples on a short break. Our nine staff and 30 volunteers welcome around half a million visitors every year and speak fluent Spanish, German, Italian, Catalan, French, Portuguese, Hungarian and even Mandarin.

2018 Highlights

> Gold Award - VisitEngland Awards For Excellence, Visitor Information Provider of the Year.

> Finalist in the White Rose Awards.

> We invested in our team and customer experience through training in British Sign Language, foreign language courses and autism awareness training.

> Ticket sales were up 11% year on year – generating increased engagement and visits to events and attractions.

> We continued to invest in Visitor Information services at York railway station and at the York St Nicholas Fair.
“So helpful and informative, great hospitality! We used their service to help plan our trip and were not disappointed. Staff are really knowledgeable.”

TripAdvisor 5 Star Review
1.3 million brochures showcase York to our visitors

We take great pride in the quality of York's tourism publications. Visitors use our guides to get the very best experience whilst they are here.

We produce and distribute ten key brochures and guides with a total print run of 1.3 million

- Visitor Guide
- Easter Festival Guide
- Mini Guide
- Wedding Guide
- Christmas Guide
- Conference Guide
- Ice Trail Map
- St Nicholas Fair Map
- Taste Leaflet
- The Great York Ghost Search
Customers invited to choose their own adventure with York Pass

York Pass is the city's official sightseeing card which, once purchased, offers visitors free entry to over forty attractions. Hoteliers and operators can use it to add value to their packages and it is sold by various international tour operators.

New for the York Pass in 2018

> A mobile ticket option is now available for the York Pass, sent directly to the customer’s phone after purchase.

> We launched a new six day adult and child pass, including 14 ‘beyond York’ attractions - the six day pass is targeted at visitors staying longer.

> A new booking widget is now available for Visit York Members.

New for 2019

> York city pass
> York & beyond explorer pass
> 50 Attractions

Most visited attractions: York Minster, JORVIK Viking Centre, City Sightseeing Bus Tours, York’s Chocolate Story, York Castle Museum and City Cruises York.

> 11,396 passes sold
> 76,116 attraction visits
> Over 40 participating attractions
Thousands of visitors follow the Visit York trails

Our range of walking trails continue to be really popular with visitors, encouraging them to explore more of York during their visit.

The Great York Ghost Search
Celebrating York’s reputation as Europe’s most haunted city we launched the third Great York Ghost Search for Halloween. Thousands of visitors and residents took part.

Chocolate Trail
This city-wide trail is popular with sweet-toothed visitors keen to discover more of York – Britain’s Home of Chocolate.

UK’s Biggest Outdoor Ice Trail
We moved the York Ice Trail to February to increase visits at a quieter time of year. The 2019 myths and legends theme was sponsored by the York BiD and supported by a record fifty businesses across York.

The Great York Bunny Search
The Great York Bunny Search returns for Easter. Visitors can discover 26 hidden bunny sculptures in shop windows around the city.
“Our constantly evolving festival and events programme means there's something for everyone, all year round. You can plan your trip around a major event or stumble across a street food festival to have a truly unique experience.”  

Jane Lady Gibson, Chair, Make It York
Festivals attract over two million visitors to York, who spend 45% more per trip – a total of £60 million per annum

York's festival and events programme is stronger than ever. From the nationally acclaimed JORVIK Viking Festival to events like the River Art Market, our Make It York city centre and events team works year round to support organisers, as well as developing new events.

2018 Highlights

> **January:** York Residents’ Festival.
> **February:** JORVIK Viking Festival, York Ice Trail and the North York Moors Dark Skies Festival.
> **March:** York Literature Festival and York Fashion Week.
> **April:** York Open Studios, York Easter Festival, York Chocolate Festival, Blues Festival, York Vintage Festival.
> **May - October:** Racing at York Racecourse, Eboracum Roman Festival.
> **June:** York Festival of Ideas, Bloom!
> **June - September:** Shakespeare’s Rose Theatre.
> **July:** York Early Music Festival, Great Yorkshire Fringe, North Yorkshire Moors Railway 60’s Festival.
> **August:** York Walls Festival.
> **September:** York Food and Drink Festival, The Great York Ghost Search.
> **November:** Aesthetica Short Film Festival, York Christmas Festival.
> **December:** York Christmas Festival, York Early Music Christmas Festival.

**Enhancing York Residents’ Festival**

We added even more offers to the annual Residents’ Festival in January – a chance for local residents to enjoy the tourist attractions of York free of charge. All Visit York members can take part free of charge – a brilliant way to promote your business. York Residents’ Festival was sponsored by Grand Central and supported by TalkTalk.
“Ann's passion for the city shines across in everything she does and we're delighted her contribution has been recognised.”

Bridget Meynell, Chair of the Judging Panel, MD, Minster FM
17 outstanding individuals and businesses won a Visit York Tourism Award in 2018. These awards celebrate the achievements of York's tourism sector. In May 2018 Ann Deller scooped the prestigious Tourism Champion title in recognition of her 40 years of service in promoting York.

Congratulations to the 2018 Winners

**B&B of the Year**
Sponsored by Kashing
Winner: No.21 York

**Café or Tearoom of the Year**
Sponsored by Crombie Wilkinson Solicitors
Winner: The Balloon Tree Farmshop & Café

**Conferece Venue of the Year**
Sponsored by Saville Audio Visual
Winner: York Racecourse

**Family Friendly Experience of the Year**
Sponsored by P&O Ferries
Winner: York Maze

**Guided Tour of the Year**
Sponsored by Colour Options
Winner: York Cycling Tours

**Hotel of the Year**
Sponsored by Streamline Taxis
Winner: Grays Court

**Newcomer of the Year**
Sponsored by Hungate York Regeneration
Winner: Askham Bryan Wildlife & Conservation Park

**Outstanding Customer Service**
Sponsored by Manchester Airport
Winner: Anna Bialochleb - The Whippet Inn Steak & Alehouse

**Pub or Bar of the Year**
Sponsored by Hunter Gee Holroyd
Winner: Chapter House York

**Restaurant of the Year**
Sponsored by Insure It Angels
Winner: Hudson’s by Craig Atkinson at The Grand Hotel & Spa

**Self-catering Venue of the Year**
Sponsored by Yorkshire Laundry Services
Winner: The Dovecote Barns

**Shopping Experience of the Year**
Sponsored by Yorwaste Ltd
Winner: Azendi

**Visitor Attraction of the Year**
(Over 50,000 Visitors)
Sponsored by F.R.Fowler & Son
Winner: JORVIK Viking Centre

**Visitor Attraction of the Year**
(Under 50,000 Visitors)
Sponsored by Jelf
Winner: York Army Museum

**Visitor Experience of the Year**
Sponsored by Yorkshire Gas and Power
Winner: York Racecourse

**Wedding Venue of the Year**
Sponsored by Ambience Venue Styling
Winner: National Railway Museum

**Visit York Tourism Champion**
Sponsored by Visit York
Awarded to: Ann Deller
Offering more value for our members

Our business engagement team is dedicated to looking after our members. 100 new members joined us in 2018, taking our total membership to a record 986 businesses.

A few tips from our team to make the most of your membership:

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**Use the Visit York Information Centre**
Whether keen to rack your brochures, sell your tickets or update the Visitor Centre team on your news, make sure your business takes advantage.

**Book a free ticket for the VYCON Tourism Conference**
It’s a great way to hear the latest news and to share knowledge and skills from across the industry.

**Tell VisitYork4meetings about your news**
Make sure we know all about your conference and event venue and keep us up to date on your product news.

**Enter the Visit York Tourism Awards**
Submit your entry for the Visit York Tourism Awards and you could be in with a chance of winning this prestigious title.

**Plan the events you want to attend**
Attend our regular member events, training sessions and networking events, or host a member event to promote your offering to fellow Visit York members.

**Take advantage of all of your business benefits**
As a member you have access to our mystery shopping services, free recruitment advertising, free legal helpline and free maintenance portal.

**Free business advice: Make It York For Business**
Benefit from a host of free and discounted training events and expert business advice, through our Make It York For Business team.

**Use your Perks cards and York Passes**
Get to know the city better and experience what our visitors are experiencing.

**Get noticed by the media**
Get involved in our PR campaigns and reach more customers, offer a film location or host visiting travel writers. Make sure we have your news.

**Get involved in our marketing campaigns**
Be part of a campaign, reach more customers digitally or get your content featured in our newsletters or publications, simply get in touch.

**visityork.org**
Keep your online listing up to date on visityork.org, by adding new photos, videos, events and content.

Tag @visityork to reach thousands of additional customers and follow @visityorkbiz to get the latest industry news.
Subscribe to your free industry newsletter at visityork.org/members

“By supporting the tourism sector we’re helping to raise the UK and international profile of York. The centre benefits from the range of marketing and PR generated by Visit York and we’re committed to being a key player in the tourism industry in York.”

Amy Watkinson, Marketing Manager, York Designer Outlet
7 GOOD REASONS TO WORK WITH VISIT YORK

1. Work with an expert tourism team and benefit from award-winning marketing, social media and PR campaigns.

2. Ranked number 1 on Google for York searches.

3. Advice, support, networking and free training events, ensuring you are always fully up to date.

4. Benefit from promotion to 400,000 visitors through the Visit York Information Centre.

5. Reach 1.1 million customers through the Visit York Visitor Guide and Mini Guide.

6. Access to and support from VisitYork4meetings, our business tourism experts.

7. Expert knowledge, advice and monthly newsletter at visityork.org/members.

Keen to discuss membership? PJ Edgar, Membership Executive pj.edgar@makeityork.com
Networking, intelligence and business support

We offer a range of networking, training and business support for our Visit York members. With at least two free member events every month, 2018 has been our busiest year yet.

> Monthly member events to enable networking and relationship building.

> An annual tourism conference - two free tickets for Visit York members.

> A monthly eNewsletter highlighting marketing opportunities and York’s tourism news.

> Tourism Advisory Board, chaired by Tom Pearcy, to encourage member engagement and to help shape the city’s tourism strategy and agenda.

> Active B2B social media channels through @VisitYorkBiz and @makeityork.

> A monthly tourism report that monitors key trends on hotel occupancy and rates and audience figures for visitor attractions.

> The input of the Make It York business team who can offer free advice and support on access to finance, skills development and training and other business issues.

> Reduced rates on seminars and masterclasses on bespoke business topics.

> We offer a range of networking, training and business support for our Visit York members.

> New membership health checks have been introduced too, so businesses can maximise the value of membership.

Event highlights 2018

> The Stonegate stroll - 60 members joined us to network and learn more about this well-known street, discovering hidden gems to share with their guests and customers.

> 140 members took to the ice to experience Yorkshire’s Winter Wonderland.

> York’s Chocolate Story - 60 members enjoyed an exclusive evening tour, to refresh their knowledge of this unique attraction.

> 60 members celebrated the start of the festive season with an evening of networking at The Mansion House.
Deals, discounts and money saving opportunities

Visit York members also benefit from a range of exclusive deals.

Benefits include:

> Over 150 exclusive member perks - offering discounts at participating businesses.
> A maintenance portal offering access to local tradespeople through York Property Services.
> Free mystery shop and consultation by Insight6 – customer experience specialists.
> Free legal helpline with Ware and Kay solicitors.
> Access to free online image library.
> Free recruitment advertising at jobsinyork.com
> Two free York Passes.
> Member plaque and sticker/logo to display at your business and online.
> 7.5% off the best available business insurance premium with Jelf.
“Having free access to lots of great York images is really helpful for a small business like ours.”

Andy Collings, York Cycling Tours
Economic Impact of Tourism in York

Our in-house research, as well as market intelligence from VisitEngland and VisitBritain, enables us to build up an accurate picture of customer satisfaction, as well as indicating the health of the tourism economy. We run three pieces of research annually: the Economic Impact Model; the Visitor Survey and the Monitor of Visits to Attractions and hotel occupancy levels.

*New figures will be revealed April 2019

2018 in Numbers

> Residents Festival: 10,192 residents participated - more than 30,000 visits – up by 2%.

> York Easter Festival: 13,000 people enjoyed the activities in the Little Vikings tent

> Bloom!: Delivered a strong feel-good factor with higher than average scores for likelihood to recommend and to return.

> York Christmas Festival: Footfall on Parliament St exceeded 1m during the festival for the second year in a row.

> 482 coaches booked for the York Christmas Festival (up by 6% from 455).

> 363,000 visitors welcomed to the Visit York Information Centre (down by 7%)

### Hotel Room Occupancy

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<tr>
<th>Quarter</th>
<th>2017</th>
<th>2018</th>
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<tbody>
<tr>
<td>Q1</td>
<td>68.3%</td>
<td>67.5%</td>
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<tr>
<td>Q2</td>
<td>82.8%</td>
<td>76.1%</td>
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<td>Q3</td>
<td>87.3%</td>
<td>85.1%</td>
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<tr>
<td>Q4</td>
<td>80.3%</td>
<td>79.9%</td>
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3.1% down on 2017
*6.9 million visitors to York, spend £564 million, which supports 19,000 jobs.

<table>
<thead>
<tr>
<th>Number of hotel room nights sold</th>
<th>2017</th>
<th>2018</th>
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<tbody>
<tr>
<td>Q1</td>
<td>189,088</td>
<td>197,513</td>
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<tr>
<td>Q2</td>
<td>231,699</td>
<td>224,981</td>
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<td>Q3</td>
<td>246,456</td>
<td>254,343</td>
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<td>Q4</td>
<td>227,244</td>
<td>240,481</td>
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<table>
<thead>
<tr>
<th>Visits to Attractions</th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
</tr>
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<tbody>
<tr>
<td>2017</td>
<td>512,800</td>
<td>883,360</td>
<td>1,043,306</td>
<td>696,410</td>
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<tr>
<td>2018</td>
<td>663,640</td>
<td>947,292</td>
<td>1,121,651</td>
<td>737,918</td>
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2.6% up on 2017

7.8% up on 2017
A closer look at the York Visitor Survey

> The proportion of overseas visitors to York coming from China has grown again, now at 14% of all of York’s overseas visitors. The US remains York’s top overseas market (with 17% of inbound visitors), but China narrowed the gap even further in 2017.

> The proportion of visitors spending a day in York, from their holiday base outside of the city, has increased by a third year-on-year. It has now reached one in five leisure visitors including York on their agenda as part of a wider trip.

> Average length of stay among overnight visitors grew slightly from the previous year, to 2.8 nights on average (up from 2.7). Four out of five overnight visitors come to York for a short break of 1 to 3 nights, with one in five choosing to spend four or more nights in the city.

> There has been notable growth in the proportion of visitors shopping during their trip to York, with four out of five spending some of their trip in York’s shops and/or markets (up from 71% in the previous year). Shopping holds its third place spot in the most popular activities for leisure visitors, with the top two still being ‘strolling around and enjoying the ambience of the city’ and eating out. Shopping accounts for around a third of all visitor spend.

> For more detailed data from our tourism intelligence and regular updates on tourism performance, please see our Research and Statistics web page: visityork.org/members/about-us/research-and-statistics
Spotlight on 2019

We’ll be continuing our marketing and PR campaign – #OnlyinYork – to promote everything that is special and unique about York. From the return of Shakespeare's Rose Theatre to the 100th anniversary of Bettys Café Tea Rooms, we’re keen our members work with us on this campaign and tell us the things our visitors can find #OnlyinYork.

North York Moors Two Centre Campaign
This new tourism drive will push two-centre breaks, encouraging visitors to stay for two nights in York and two nights in the North York Moors.

We aim to increase visitors to the North York Moors as part of this new partnership with the National Park Authority. New marketing activity will see York and the North York Moors promoted on TripAdvisor, the world’s largest online travel review site. Added to this, a new press partnership with the Telegraph and a promotion with Classic FM radio station, as well as outdoor advertising at York railway station will drive home the two-centre message.

Planning for Rugby League World Cup
York has won its bid to host games in the 2021 Rugby League World Cup. We’ll be making the most of this fantastic opportunity to showcase York to a whole new audience.

visityork.org/members
Our member website will help businesses navigate all of the opportunities to work with Visit York throughout the year.

Britain’s Home of Chocolate / Most Haunted City in Europe/ UK’s Most Festive City/ Sunday Times Best Place to Live - We’ll continue to push out these key brand messages about York with the support of our members.
New for 2019

> Europe’s first pop-up Shakespearean theatre is coming back for a second year - Shakespeare’s Rose Theatre arrives into York this summer.

> Bettys Café Tea Rooms celebrates its 100th anniversary year and York Theatre Royal celebrates its 275th year.

> The five star Grand Hotel opens its new cookery school.

> 2019 is the 50th anniversary of the Cleveland Way and 70th anniversary of the National Parks.

> York’s Community Stadium is scheduled to open in the Summer.

> Follow the Vikings Roadshow arrives – a creative European project, celebrating the cultural impact of the Vikings.

> A new Travelodge opened at Monks Cross, work has commenced on the Malmaison hotel and plans are in place too to bring the Moxy hotel brand to York.

> A host of new exhibitions at York’s world-class visitor attractions: Squabbles with European Neighbours at Fairfax House; Breaking the Mould: The Story of Kit Kat at York’s Chocolate Story; Northern Lights at York Minster to name just a few...

International marketing

Visits from overseas are up by 9% showing strong growth. Our international campaigns in Germany, the Netherlands, the US, Australia and China will continue, starting with a training event for member businesses at the National Railway Museum. We’ll continue our marketing activity in China in partnership with Marketing Manchester to promote the direct route with Hainan Airlines from Beijing into Manchester International Airport.

> York added to Ctrip programmes - the largest online travel agent in China.

> York featured in Weibo and WeChat pages – now reaching 120,000 followers.

> York included in Hainan Airlines travel trade familiarisation trips.

> Attended ITB Berlin and VisitBritain’s Explore GB event.

> New online training programme will be launching to help overseas travel agents sell York.
Keep in touch:

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Meet the Visit York Tourism Advisory Board:

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- **Hannah Phillip**
  Director
  Fairfax House

- **Councillor Nigel Ayre**
  City of York Council

- **Chris Price**
  General Manager
  North York Moors Railway

- **Laura Strangeway**
  Marketing Manager
  North York Moors Railway

- **Keith Wood**
  Owner
  Ascot House

- **Marc Scott**
  Owner
  Alcuin Lodge

- **William Derby**
  Chief Executive
  York Racecourse

- **Graham Harris**
  Manager
  Roman Bath Museum

- **Jim Lowe**
  Head of Operations
  National Railway Museum

- **Marc Bell**
  General Manager
  York Dungeon

- **Charlotte Kindesjo**
  Head of Communications and Fundraising, York Museums Trust

- **Simon Brereton**
  Head of Economic Growth
  City of York Council

- **Martin Bradnam**
  General Manager
  Doubletree By Hilton

- **Michael Hjort**
  Chair, the York BID
  Owner, Meltons, Walmgate Ale House & The Chopping Block
Ways to stay in touch:

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