



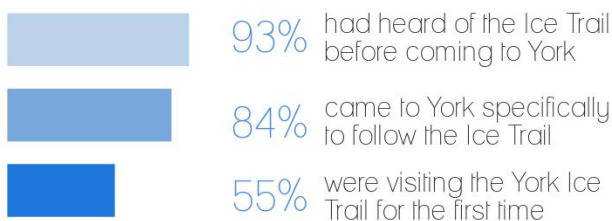
YORK ICE TRAIL 2 February 2019



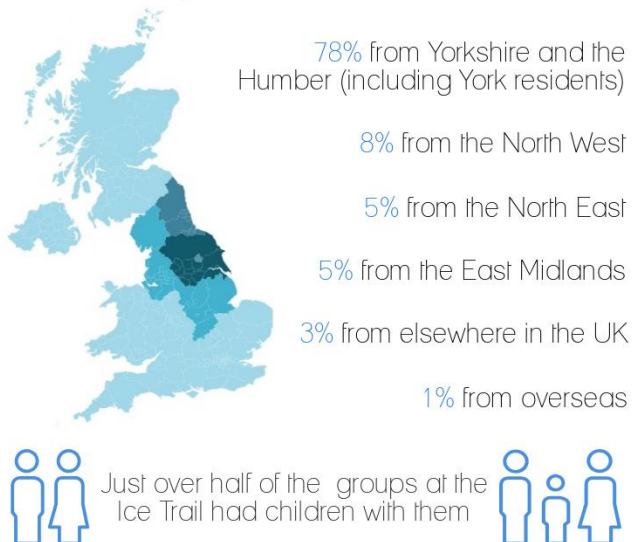
17,000 people participated in the York Ice Trail

City centre footfall, vs the same day in 2018, grew by 41%

Awareness of the Ice Trail was very high before the event, which motivated many people to come to York



The Ice Trail appealed across the North of England and beyond



Channel engagement

Social media was the most used marketing channel by Ice Trail visitors

#yorkicetrail had over 1,700 mentions and had a reach of 872,000



The facebook event:

- received 32,000 reactions
- had over 37,000 responses
- reached over 900,000 people



In the 2 weeks prior to the Ice Trail, there were 17,500 downloads of the map from visityork.org

The Ice Trail leaflet had a print run and distribution of 30,000



Media Coverage:



Huge reach and coverage, including national press: The Times, Telegraph, Guardian, The Observer



Local media and Ice Trail content on visityork.org were also in the top 5 most used channels for sourcing information

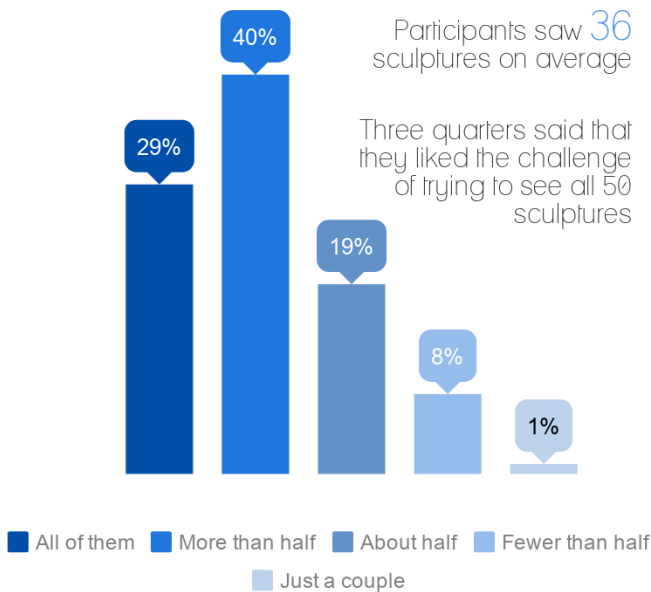




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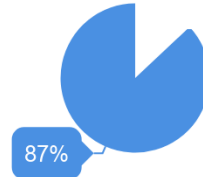
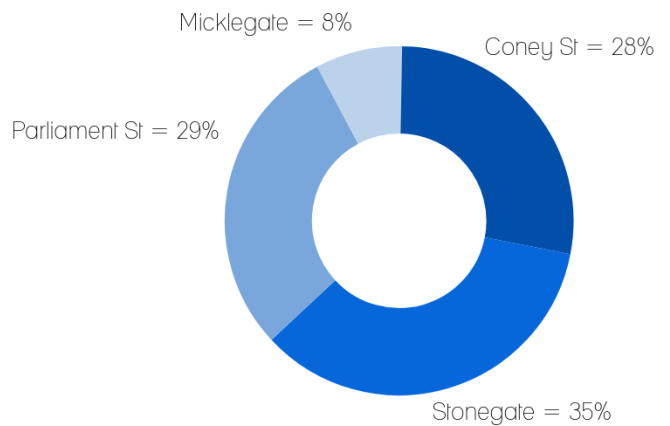


90% of the Ice Trail participants intended to see at least half of the fifty ice sculptures



Three quarter of the Ice Trail participants told us that they had explored streets that they wouldn't normally go down

On average, Ice Trail participants passed 3 of the 4 footfall cameras



Nine out of ten people also enjoyed other activities during their trip to York and the Ice Trail



The Ice Trail has delivered a very strong legacy

91% of all participants say they will return to York for the Ice Trail in 2020

93% will recommend the 2020 York Ice Trail to friends and family

"I feel very lucky to live in York, there is always stuff to do"

"I enjoyed finding parts of York I've never been to and, on my return this year, I will explore these"

77% had a drink or something to eat in a cafe/bar/restaurant



45% went shopping



10% visited an attraction

