

Why Should You Join?

All these benefits included with your membership:

Presence for your business on visityork.org – including ten images – with **450,000 visits per month**. All members receive access to the content management system – allowing you to quickly add and update your business info and events.



Exposure to **400,000*** people who come to our award-winning Visitor Information Centre each year

Digital exposure to our social media audience of over 100K

- 69,000** Twitter @VisitYork and @VisitYorkBiz with #vymembers
- 47,000** Facebook @VisitYork
- 29,000** Instagram @VisitYork
- 2,400** LinkedIn @MakeItYork



Regular **free member events and networking opportunities** with over 700 York businesses

Monthly newsletter bringing you the latest tourism news, events and opportunities.



Free training sessions – including social media, website and more...

Preferential rates on all enhanced marketing opportunities – including exposure within our 1,300,000 publications distributed globally, digital advertising, and more.



Ready to Join?

PJ Edgar
Membership Executive
pj.edgar@makeityork.com
01904 551846
07908 402084
[@visityorkbiz](https://www.visitYork.org)
visityork.org/members

Sign up to our monthly newsletter at visityork.org/members

Once you're a member you can display your member logo online and in print – a quality marquee for your customers.



VisitYork

A PART OF **MakeItYork**

Become a member of **VisitYork**

Take advantage of a broad and diverse range of benefits and services, brought to you by our friendly and expert tourism team.

NEW FOR 2021

Maximise your exposure by upgrading to a silver or gold package

GOLD LEVEL

SILVER LEVEL

BRONZE LEVEL

GOLD LEVEL

Maximise your exposure

GOLD LEVEL

All benefits included within Silver and Bronze levels plus:

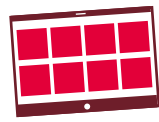
Ten additional images on our website (20 in total)



1

Guaranteed placement on the first page for your sector on visityork.org, not including additional or seasonal pages

Twice yearly dedicated blogs on visityork.org and sent out across our communications channels



Additional digital advertising exposure with two opportunities for square banner adverts on visityork.org on your relevant sector page for one month

Twice yearly solus email sends to our weekly newsletter '7 days' which goes out to 6K residents, students and visitors



Join a network of over 700 businesses

Our wider marketing & PR campaigns reach national and international audiences

Our award-winning marketing campaigns help bring 8.4 million visitors to York, spending £765 million per annum

SILVER LEVEL

Upgrade for additional exposure

SILVER LEVEL

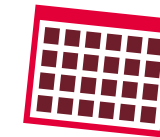
All benefits included within Bronze level plus:

Five additional images on our website (15 in total)



One dedicated social media post per quarter focusing exclusively on you and your business.

Your events listings included across the site on all relevant pages and hub pages (e.g. seasonal events)



Twice yearly opportunities to include special offers or promotions in our weekly newsletter '7 days' which goes out to 6k residents, students and visitors

Benefits for all members

We market York as a world-class destination across the globe



13.9 million impressions on Visit York socials in 2020

Over 900 pieces of press coverage generated in 2020

BRONZE LEVEL

Benefits included for everyone

BRONZE LEVEL

All the reasons why you should join us, plus:

York profiled to 1000s of journalists – with the opportunity to be included in journalist and blogger press trip itineraries



Access to our network of over 200 local business supplier contacts at visityork.org/members



Two free York Passes – worth over £100



Free recruitment advertising at jobsinyork.com

Exclusive Insurance deals



Mystery Shopper Services

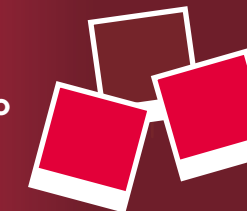


Save money on your business energy bills



Free legal helpline

Free access to the Visit York image library



Exclusive member discounts through our perks cards

VisitYork MEMBER PERKS