



VISIT  
NORTH  
YORKSHIRE

2026 OPPORTUNITIES PACK



# Introduction

## Who we are

Visit North Yorkshire is the destination management and marketing organisation within North Yorkshire Council and a VisitEngland accredited Local Visitor Economy Partnership (LVEP) with Make it York, York & North Yorkshire Combined Authority and City of York Council.

The role of Visit North Yorkshire is to work in partnership with the tourism industry to position the county as a must-visit destination in line with North Yorkshire's 10-year Destination Management Plan (DMP) to support the sustainable growth of the county's £4billion visitor economy.

In 2025, we launched a new visitor-facing website to showcase the entirety of North Yorkshire replacing previous websites for the Yorkshire Coast, Harrogate, Selby and the Hambleton areas, this is our primary channel for presenting our amazing county to the world.

The website combines blogs, itineraries and informative content with incredible imagery and most importantly, your businesses, to position North Yorkshire as the perfect place for a UK holiday or short stay.

## Meet North Yorkshire

Meet North Yorkshire, the official convention bureau for North Yorkshire Council sits within Visit North Yorkshire.

Providing a comprehensive package of event support services, the aim of Meet North Yorkshire is attracting events, meetings, conferences and exhibitions to the area and highlighting the county as a first-choice events destination.



# Visit North Yorkshire Partnership Packages

The Visit North Yorkshire website is the foundation for all our marketing activity, providing potential visitors with information on places to visit, eat and stay.

Our website, powered by a comprehensive eTourism system allows visitors to browse, book and be inspired for their visit – placing tourism businesses at the heart of our offer.

With over 1.5M views projected for its first year, and over 1,250 visitor facing businesses listed, don't miss your opportunity to be included.

| Web Listing                                                       | Bronze         | Silver          | Gold      | Platinum  |
|-------------------------------------------------------------------|----------------|-----------------|-----------|-----------|
|                                                                   | FREE           | £250            | £450      | £850      |
| Address, telephone number, email contact                          | ✓              | ✓               | ✓         | ✓         |
| Opening times                                                     | ✓              | ✓               | ✓         | ✓         |
| Business description                                              | 500 characters | 1500 characters | unlimited | unlimited |
| Images                                                            | 2              | 6               | 10        | 15        |
| Priority in list pages/search results                             | last           | 3rd             | 2nd       | TOP       |
| Display on Directory Pages                                        | ✓              | ✓               | ✓         | ✓         |
| Sustainability features                                           | ✓              | ✓               | ✓         | ✓         |
| Display on Marketing pages                                        |                | ✓               | ✓         | ✓         |
| Location Map                                                      |                | ✓               | ✓         | ✓         |
| Website Link                                                      |                | ✓               | ✓         | ✓         |
| Online Booking                                                    |                | ✓               | ✓         | ✓         |
| Experiences                                                       |                | ✓               | ✓         | ✓         |
| A link to your Meet North Yorkshire listing (meeting venues only) |                | ✓               | ✓         | ✓         |
| Enhanced Accessibility features                                   |                | ✓               | ✓         | ✓         |
| Trip Advisor                                                      |                |                 | ✓         | ✓         |
| Social Media Links                                                |                |                 | ✓         | ✓         |
| Special Offers                                                    |                |                 | ✓         | ✓         |
| Listing Header Image                                              |                |                 |           | ✓         |
| Video                                                             |                |                 |           | ✓         |
| Facilities                                                        |                |                 |           | ✓         |

| Additional Web Listings                      | Bronze | Silver | Gold | Platinum |
|----------------------------------------------|--------|--------|------|----------|
| Same brand and location as main listing      | N/A    | £75    | £100 | £150     |
| Different brand and location as main listing | N/A    | £100   | £175 | £250     |

All prices are per annum.

| Features outside of website                                                           | Bronze | Silver | Gold | Platinum |
|---------------------------------------------------------------------------------------|--------|--------|------|----------|
| Access to tourism data and intelligence reports                                       | ✓      | ✓      | ✓    | ✓        |
| Members E-newsletter                                                                  | ✓      | ✓      | ✓    | ✓        |
| Downloadable partner pack (logo and images)                                           |        | ✓      | ✓    | ✓        |
| T-Stats Log In                                                                        |        | ✓      | ✓    | ✓        |
| Networking Events                                                                     |        | ✓      | ✓    | ✓        |
| Opportunities to be included in travel trade presentations, press trips and editorial |        |        | ✓    | ✓        |
| Opportunities to be included in PR & media                                            |        |        | ✓    | ✓        |
| Opportunity to host partnership events                                                |        |        | ✓    | ✓        |
| Discounts on advertising in publications                                              |        |        | ✓    | ✓        |
| Bespoke marketing support packages available at additional cost                       |        |        | ✓    | ✓        |
| Access to reduced price additional marketing opportunities                            |        |        | ✓    | ✓        |
| Newsletter feature ( <i>on request</i> )                                              |        |        |      | ✓        |
| Bespoke data and intelligence reports                                                 |        |        |      | ✓        |
| Dedicated Account Manager                                                             |        |        |      | ✓        |

If your business has meeting, event, private celebration or conference facilities, you can also have a free listing on the Meet North Yorkshire website.

To find out more details email [meet@visitnorthyorkshire.com](mailto:meet@visitnorthyorkshire.com).



# Enhance your website presence

There are opportunities to feature your business or enhance your listing on the Visit North Yorkshire website through:



Experiences & Offers – appeal to more customers with a free special offer or experience listing



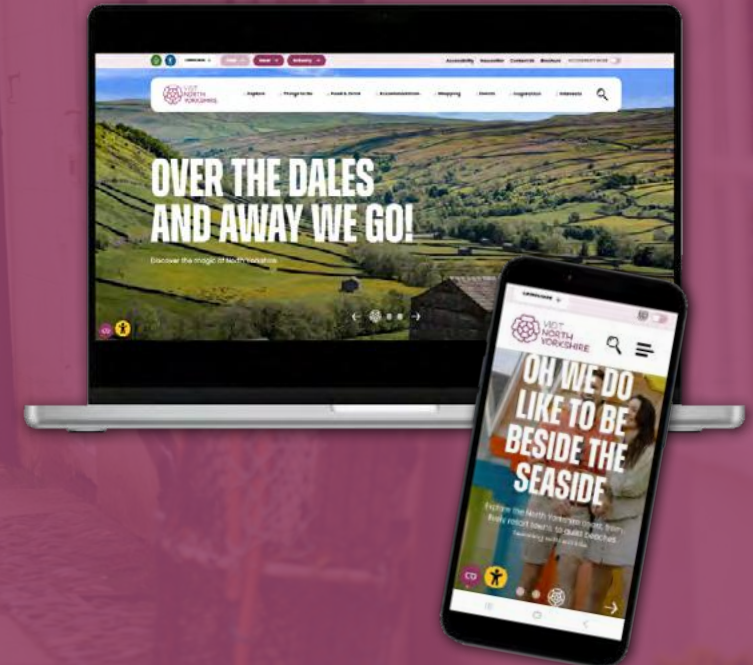
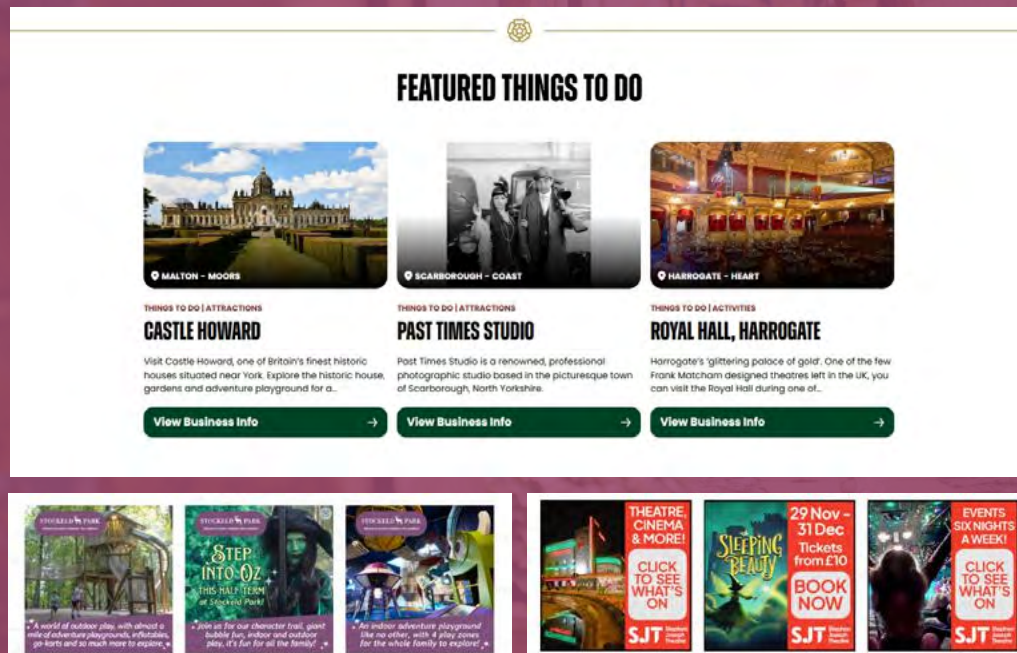
Banner advertising – Advertisements placed throughout the website to promote your business and drive traffic directly to your listing or your website available in three-month bundles for £150



Featured listings – This gives your existing business listing an elevated position, showcasing your business to visitors earlier in the planning journey. Available for £50 per month for a minimum of three months.



You can also add your events to the website for free at [visitnorthyorkshire.com/yourevent](https://visitnorthyorkshire.com/yourevent)





# 2026 Marketing Campaigns

## Hero campaigns

These campaigns are separate to your existing partnership package and offer an exclusive chance to promote your business to specific audiences through targeted marketing activity centred around key themes. Hero campaigns are available to partners at an additional cost.

### Food & Drink



A campaign to showcase the breadth of food & drink offer across North Yorkshire.



Perfect for restaurants, pubs, cafes, tearooms and visitor-facing businesses with a food offer or experience.



Free & Easy Mini-breakers, Country Loving Traditionalists and Aspirational Family Fun, North Yorkshire residents



January – December

### There's More to North Yorkshire

An evolution of the 2025 campaign to show a different side of North Yorkshire, focusing on experiences that are unique or unexpected.

Perfect for visitor-facing businesses that offer something different, unique experiences or activities that are unexpected or can't be done elsewhere.

Predominantly Free & Easy Mini-breakers

March – October

### Christmas in North Yorkshire

The annual Christmas campaign which inspires visits during the festive season, positioning North Yorkshire as a must-visit Christmas destination.

Perfect for anyone with a Christmas offer.

Focus on families including Aspirational Family Fun, as well as Free & Easy Mini-breakers, Country Loving Traditionalists and North Yorkshire residents

September – December

# Value Added campaigns

Value added campaigns allow us to focus on North Yorkshire as a place, complemented by featuring our Platinum and Gold partners who are relevant to the campaign theme.

## Starring North Yorkshire – The Sequel



A continuation of the 2025 campaign focusing on screen locations and connections to maximise on “Set-Jetting” trend.



Perfect for venues that have hosted filming or have a connection to a trending film or TV series.



Free & Easy Mini-breakers, Country Loving Traditionalists, Aspirational Family Fun.



January – December

## Family

Year-round family-themed blogs and social media activity peaking around key school holidays.

Perfect for anyone with a family offer including venues that host seasonal family events and activities.

Families planning days out, short getaways and visiting friends and family.

January – December

## “Just one day more”

Itinerary based year-round content focusing on the “stay longer, explore more” message highlighting why longer than a weekend is needed to enjoy North Yorkshire.

Perfect for everyone.

Free & Easy Mini-breakers, Country Loving Traditionalists and Aspirational Family Fun.

January – December

## Experience North Yorkshire

A campaign focused on experiential travel which highlights the new experiences functionality on the Visit North Yorkshire website.

Perfect for visitor-facing businesses that offer activities which enhance the visitor’s experience.

Free & Easy Mini-breakers and Aspirational Family Fun.

May – March 2027



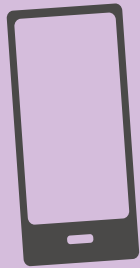
# Find Your Escape 2025 results



This hero campaign showcased North Yorkshire as a place to escape to on a holiday or short break, focusing on luxury stays, experiences and exciting days out. The campaign ran between May - October 2025.



Targeted audiences: Free and Easy Mini-breakers / Aspirational Family Fun.



**Out of home  
advertising received  
5.1 million impressions**

Out of Home Advertising  
in high-footfall locations  
(London King's Cross, Leeds,  
Manchester and Newcastle)



**Social media  
223,346 impressions**

Paid advertising on Facebook  
and Instagram using high quality  
imagery and videos had over 200K  
impressions across the campaign



**Video and  
photography**

We created eye-catching and  
memorable campaign videos to  
inspire potential visitors to take a  
short break in North Yorkshire.

Videos were posted on YouTube  
and shorter versions were used in  
social media advertising specifically  
targeting key audiences



**714,705 impressions**  
Google and YouTube advertising



Influencer activity with  
a reach of over

**61,000**



**2,570**  
competition entries in  
partnership with Saltmoore



# Bespoke Marketing Packages

If you have a specific project, new experience or event that you'd like extra support to promote via Visit North Yorkshire's marketing channels, we are happy to help.

Our digital opportunities are a chance for ad hoc promotion in addition to your Visit North Yorkshire partnership, whether you want to generate last-minute bookings or promote a new business offering.

We can offer extra exposure through our social media channels, Instagram and Facebook with a combined following of over 40K, dedicated blogs and itineraries hosted on the Visit North Yorkshire website and features in our consumer newsletter.

You can choose from or combine the below to suit your needs:



The Digital Package: 1 x blog post or itinerary and 1 x newsletter feature linking to blog post

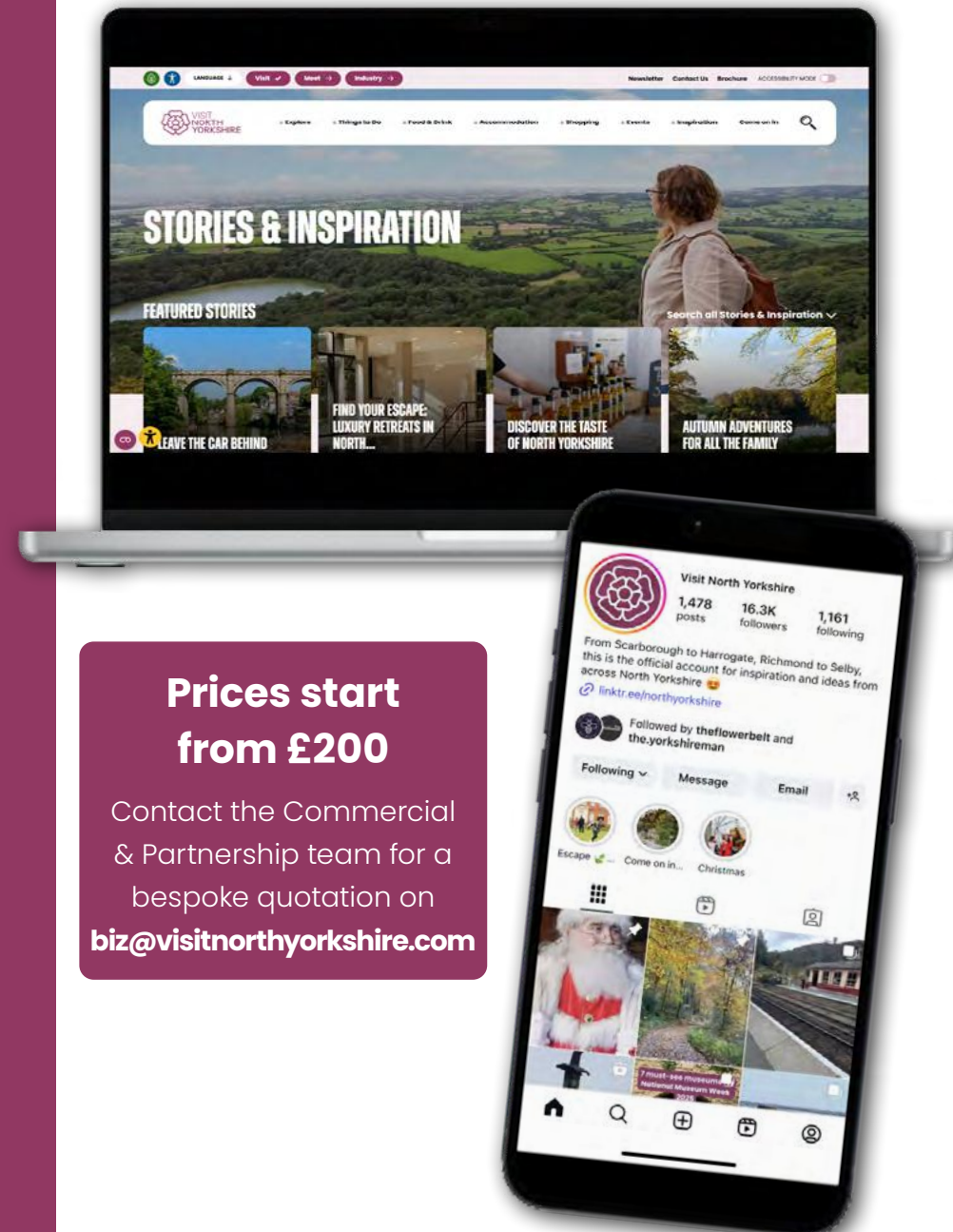


The Social Package: 3 x social media posts (over 6 months) promoting your business, event, or experience

The Social Package (mini): 1 x social media post



The Prize Package: 1 x competition in partnership with Visit North Yorkshire or contribute a prize to a Visit North Yorkshire competition



**Prices start  
from £200**

Contact the Commercial  
& Partnership team for a  
bespoke quotation on  
**[biz@visitnorthyorkshire.com](mailto:biz@visitnorthyorkshire.com)**



# Printed Guides



## 2026 Visitor Guide

We produce an annual North Yorkshire Visitor Guide to provide inspiration for potential visitors. Focused on both places and themes, the guide is produced by our publishing partner **Offstone Publishing** and supported by advertising from tourism businesses. The guide is distributed in key geographical and high footfall areas, as well as at consumer shows such as the Great Yorkshire Show.

For 2026 we are producing a pocket-sized Visitor Guide aimed at inspiring visitors in our 2-hour drive time target areas, alongside an A4-sized “bedroom browser” style guide which will focus on enhancing the visitor’s stay whilst in the area and be predominantly placed within accommodation.

### Booking deadline:

A4 Visitor Guide: **Monday, 24 November 2025**

Pocket Guide: **Tuesday, 20 January 2026**

Contact **Offstone Publishing** for more information:

Telephone: 01661 845025

Email: [sales@offstonepublishing.co.uk](mailto:sales@offstonepublishing.co.uk)



## Meet North Yorkshire Venue Guide

The Meet North Yorkshire Venue Guide is a showcase of North Yorkshire’s conference, exhibition and meeting spaces. The guide is distributed at key trade shows such as The Meetings Show in London and is also available online. Listing your venue in the guide puts your business in front of event organisers looking to host their next big event or meeting.

The next guide will be produced in 2027 with advertising opportunities available. Contact **[meet@visitnorthyorkshire.com](mailto:meet@visitnorthyorkshire.com)** for further details.



# Partner Opportunities at Shows and Exhibitions

Visit North Yorkshire attends and is represented at a number of trade and consumer shows and exhibitions both individually and as part of the York & North Yorkshire LVEP. These events and shows are aimed at a variety of audiences from domestic and international consumers, national and international media and content creators to travel trade including tour operators, travel agencies, and organisations that promote and sell travel.

Under the Meet North Yorkshire brand, we also attend shows aimed at event organisers to attract large-scale events, conferences, and meetings to North Yorkshire.

At each event, we showcase North Yorkshire by talking about our wonderful partners. As a partner of Visit North Yorkshire, you will benefit from our presence at these events. There are also opportunities for partners to join us at some of the events.



## Events in 2026 include:

### Travel trade:

- Britain Ireland Marketplace (BIM), London – 30 January
- VisitBritain Nordics workshop, Stockholm – 4 – 5 February
- VisitBritain Belenux workshop, Amsterdam – 11 February
- ITB Berlin – 3-5 March

### International consumer:

- Vakantiebeurs, Netherlands – 7-11 January
- Fiets en Wandelbeurs, Netherlands – 13-15 February

### MICE events (Meetings, Incentives, Conferences, and Exhibitions):

- The Meetings Show, London – 24-25 June

Partner opportunities available. Contact the Meet North Yorkshire team to express your interest: [meet@visitnorthyorkshire.com](mailto:meet@visitnorthyorkshire.com)

### Media:

- Media Getaway, Newcastle – 15-17 June



# Promotional Opportunities

We offer a variety of additional promotional opportunities across the county, including:



Town centre banners – capture the attention of shoppers in high footfall areas



Promotional pitches across market towns in North Yorkshire



Park and Ride buses – digital screens on Scarborough and Whitby routes



Digital kiosks – Scarborough and Filey



Lamppost banners (by third party arrangement)







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