



Partner marketing update

July – September 2026



Website

The Visit North Yorkshire website launched in April 2025, bringing the county's tourism offering together on a single platform for the first time. It continues to grow as a trusted knowledge base for visitors, with new features added regularly and more than 1,200 events listed at any one time.

Since the site launched:



2.3 million sessions



1.7 million users



3.5 million page views



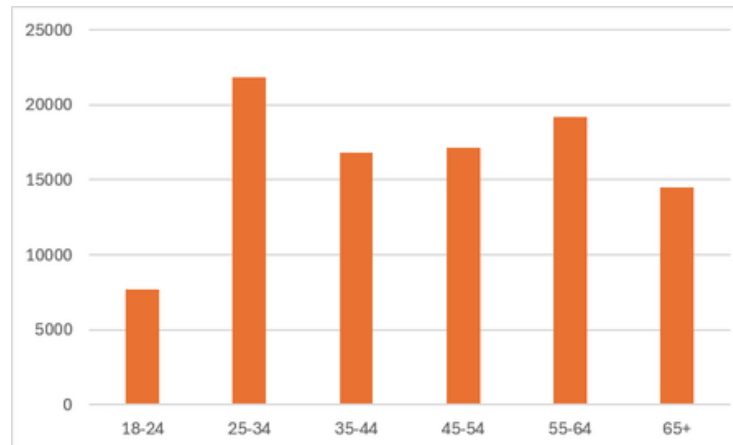
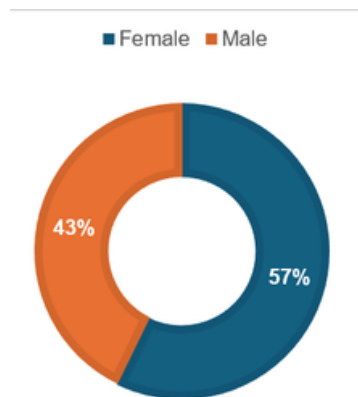
Over 1,800 businesses, attractions, points of interests & visitor information items listed



Users from 207 countries

Results from this quarter

- **451,507** sessions (+11.6% vs. Q2) from **230,000** users
- **459** business profiles created or updated
- **7** new place content pages created
- **8** blogs added
- **4** itineraries created
- **2,227** events listed



Targeted advertising increased engagement among 25-34s, while male visitors also increased

Social Media: This quarter's results



- **4,913** new followers
- **2.3 million** views
- **25,209** content interactions
- **23,558** link clicks
- **22.9k** visits
- **1.2 million** viewers
- **56** posts

Top performing posts



🌟 Yorkshire Day competition 🌟 As p...

29 July 09:30

👁 601.3K ❤ 2.4K
👤 3K ➡ 2K



🌈 Filey Kite Festival is back! 🌈 Watch the...

6 September 08:00

👁 303.6K ❤ 1.4K
👤 175 ➡ 168



POV: You've just discovered a road in...

7 September 09:33

👁 284.7K ❤ 2.3K
👤 232 ➡ 109

Key content themes

- Family & school holidays
- Public transport
- Responsible tourism - woven into various posts, as well as Don't Spark Disaster and The Yorkshireman collab
- There's More to North Yorkshire campaign
- Dog friendly beaches
- One day more - extending stays beyond a weekend
- Scarborough 400



- **4,208** new followers
- **1.2 million** views
- **75,251** content interactions
- **650** link clicks
- **8.7k** visits
- **98.9k** reach
- **63** posts and **380** stories

Top performing posts



the ultimate North Yorkshire itinerary ...

7 September 08:25

👁 408.5K ❤ 16.5K
👤 104 ➡ 8.8K



A hidden world you've never seen....

21 July 16:48

👁 90.3K ❤ 1.4K
👤 29 ➡ 1.2K



You think you know North Yorkshire,...

📅 18 September 21:58

👁 82.0K ❤ 895
👤 11 ➡ 153

Remember to follow us and tag us in your posts: FB @visitnorthyork / IG @visitnorthyorkshire_

Helping you reach a wider audience

Our social media content is built around:

- Seasonal inspiration – from autumn colours to festive experiences
- Events – showcasing what's happening across the destination
- Reactive content – responding to news and timely opportunities
- School holiday ideas – family days out and things to do
- Themes – including history, food and drink, and the great outdoors
- Campaign activity – supporting wider marketing campaigns

Ensure we have up to date information

Don't miss the chance to highlight what's new, special or unique about your business

- **Keep your profile up to date** – opening times, contact information and relevant imagery
- **Events and experiences** – the sooner they're added, the more opportunities we have to promote them
- **Reasons to celebrate** – have you won any awards, achieved accreditations or received notable recognition?





Campaigns and projects

'There's More to North Yorkshire' partner-led hero campaign

We hosted two trips with popular travel influencers [Get Lost Gab](#) and [Adventure Amore](#) with content featuring multiple partners including Dewars Hotel, North Yorkshire Moors Railway, North Yorkshire Water Park, Wensleydale Hotel, Forbidden Corner and Tan Hill Inn

Results: **541.6K** views, **19.5K** likes, **180** comments, **428** shares and **11.8K** saves across Instagram, Facebook and TikTok

Digital advertising

Video ads ran alongside OOH advertising in key train stations, targeting our key audiences within a 2 hours radius + Edinburgh

- Out of Home ads: **1.3 million** impressions
- Meta: **429k** impressions, **247k** reach and **23k** link clicks
- YouTube: **267k** impressions
- Spotify: **525k** impressions and **2.2k** link clicks

Yorkshire Day

To celebrate Yorkshire Day, we showcased our unique must-visit destination through engaging social content. This included partners Tan Hill Inn, Fountains Abbey & Studley Royal Water Garden, and a giveaway with Wensleydale Creamery and Forbidden Corner.

Results: **643k** views and **2k** saves/shares

Campaigns

Scarborough 400

To celebrate the 400th anniversary of the discovery of spa waters in Scarborough, we ran a campaign across the summer to promote the town and reasons to visit:

- **10** giant deckchairs across the town celebrating key milestones in Scarborough's history with over **14k** scans of the accompanying information board QR codes
- Content partnerships with Mumbler, Yorkshire Tots to Teens and radio adverts on This is The Coast radio
- Influencer visit with Chloe Cockett generated **39.1k views, 61 comments, 86 shares, 207 saves** and **803** likes on Instagram and TikTok
- Daily Mail press visit to Bike & Boot
- Social media posts generated **6k views** and **377 engagements**

Family campaign

- The family campaign runs from March to October, focussing on school holidays.
- Three influencer visits to partner attractions (Castle Howard, Mother Shipton's Cave and Bolton Castle) generated **37.3k views, reaching 16.1k accounts** and delivering **2.3k likes, 496 saves, 238 shares** and **77 comments** across Instagram, Facebook and TikTok
- Two social media competitions in collaboration with partners (Harewood House and Monk Park Farm) generated **143.5k views, 95.9k reach, 2.7k interactions** and **645 new followers**
- Organic social content generated **50.6k views** and **537 engagements**





Press, travel trade and photoshoots

Our team responded to:

- 10 journalist requests via TravMedia
- Five direct press enquiries
- Six image requests
- Working with VisitBritain and Make it York, we hosted a Spanish Travel Trade trip centered on filming connections including Castle Howard, North Yorkshire Moors Railway, Whitby Abbey, Helmsley Walled Garden and Harrogate
- Organised two press trips:
 - Elle Magazine (Spain): Themed around Agatha Christie's disappearance in Harrogate including the Old Swan Hotel, Turkish Baths and Bettys
 - The Press & Journal (Scotland): Harrogate feature including Turkish Baths, RHS Garden Harlow Carr & Mother Shipton's Cave, Pump Room Museum and Knaresborough Castle

Photo shoots

We organised multiple photoshoots to add to our image library, filling gaps in content and ensuring we increase our coverage of the county to represent a variety of locations and themes:

- Transdev Coastliner photo shoot from Thornton-le-Dale to Whitby
- Thirsk, Northallerton and Stokesley
- Northern Dales including Reeth, Askrigg, Bainbridge, and our partner Dales Bike Centre