

1. Destination Management Organisation									
Outputs	Measurements	Target	2024-2025 Baseline	Q1 2025-26 Apr-Jun	Q2 2025-26 Jul-Sep	Q3 2025 - 26 Oct-Dec	Q4 2025-26 Jan-Mar	2025-2026	Notes
<b>DMO 1 Outcome - Leading on visitor economy marketing of York, working with Visit England, national and regional bodies to make the most of York's offer and attract visitors to the city.</b>									
<ul style="list-style-type: none"> <li>- Creation and delivery of key marketing campaigns for York in collaboration with partners to strengthen city wide partnership approach, resulting in an improved quality of offer for York as a place to live, work, invest and visit.</li> <li>- Creation of a new page on visityork.org with sustainable travel information and promotion of sustainable travel itineraries viewed by 50,000 unique visitors per annum.</li> <li>- Development of a package of linked attractions and experiences to encourage visitors to spend more time in York increasing overnight stays.</li> <li>- Develop an international marketing plan and relationships established with 5 key international travel trade operators by end of May 2025.</li> </ul>	- Increase views of key marketing campaign content (Summer, Haunted, Easter/Chocolate, National, International)	10%	3.3%	400.40%					<p>Important note: Due to AI functions now in place on search engine, AI now summarises web pages that will detract from direct website visits. Therefore new ways to measure engagement needs to be recorded.</p> <p>400.4% result in Q1 is due to earlier start to the summer marketing campaign in 2025 compared to 2024, i.e. traffic was generated to the website earlier. This will even out over the Qs.</p>
	- Increase organic video views on Make It York social media channels	25%	37.0%	340.00%					Changes made to how we measure as above 340% increase due to same reason as above, summer content has boosted figures earlier than in 2024
	- Increase domestic and international promotion of York through social media channels. Total number of Visit York social media followers.	5%	5.60%	12.20%					Changes made to how we measure as above
	- Increase Visit York newsletter signups, total size of audience, cumulative	5%	6.35%	1.20%					Changes made to how we measure as above
	- Targeted marketing and campaigns x 4	4	5	1					<a href="https://acrobat.adobe.com/id/urn:aaid:sc:EU:73053cae-f083-4c9e-ae15-ab4dc7d35773">https://acrobat.adobe.com/id/urn:aaid:sc:EU:73053cae-f083-4c9e-ae15-ab4dc7d35773</a>
	- Retain retention rate of VY membership at 80%	80%	93%	94%					Visit York Membership MOT introduced - guides members through all aspects of membership available to them and how to make best use.
	- Member Advisory meetings x 4 per year	4	5	1					
	- Attend 2 International trade shows per year.	4	4						<a href="#">International Market Priorities Report.pdf</a>
	- Visitor stay length increased by 1% yoy (STEAM) - Annual	1.0%		N/a					
	- Visitors spend increased. (STEAM) - Annual	↑	Direct Expenditure 1.352 bn in 2024, this is a 10.56% increase on 2023 (1.223bn)	N/a					
	- Value of tourism to the economy increases. (STEAM) - Annual	↑	10.44% increase vs 2023 - 2.01bn vs 1.82bn	N/a					
<b>DMO 2 Outcome - Maintain and develop Visit York as a membership body supporting and developing the visitor economy sector.</b>									
<ul style="list-style-type: none"> <li>- Maintain relationships with existing members and create new member relationships to increase members.</li> </ul>	- Hold regular training and networking events throughout the year, in addition to flagship events such as the Tourism Conference and Tourism Awards.	10	15	7					
	- Deliver informative monthly enews to members, with an targeted open rate of 40%.	40%	44.60%	44.70%					
<b>DMO 3 Outcome - Work with the visitor economy sector, Visit England, the York &amp; North Yorkshire LVEP, the York Business Improvement District ("BID") and other partners to ensure that a quality product is offered to both visitors and residents, and that it is accessible and welcoming to all.</b>									
<ul style="list-style-type: none"> <li>- Contribute to the performance of the visitor economy by progressive and active partnership working to deliver connectivity of the visitor experience and enabling national and regional funding to be secured.</li> <li>- Lobby and advocate key partners and organisations to influence key decisions, shape direction and maximise York's potential.</li> </ul>	- Attend regular LVEP meetings and contribute to Key priorities outlined in growth plan.	4	4	1					LVEP partnership agreement, growth plan and framework pending due to combined authority involvement and first board meeting pending.
	- Ensure partner involvement in all campaigns, through content and revenue.								
- Create an online search facility covering different accessibility needs by April 25.	- Online accessibility search provision live April 25.								<a href="#">Accessibility   Visit York</a>

- Increase accessible tourism by the development of 4 new itineraries to showcase ways visitors with different accessibility needs can enjoy visiting York by April 25. [has an accessibility audit been done since 2012?] if not need to remove this.]	- 4 new accessibility itineraries jointly developed.	4	4						<a href="https://visityork.org/itineraries">https://visityork.org/itineraries</a>
- Continue to attract commercial sponsorship of Visit York Tourism Awards and showcasing industry achievements.	Annual sponsorship secured	1 annually	1	N/a					
<b>DMO 4 Outcome - Encourage all York residents to enjoy the tourism and cultural offer of York including year-round promotion and targeted residents' events.</b>									
- We will work collaboratively and creatively to ensure every resident has access to the city's tourism and cultural offer.	- Increased number of residents participating in cultural activities such as York Pass and Residents Festival by 5%  - Co-ordinate and promote Residents' Festival annually.	5%		2%					Resident engagement data is captured and documented in other areas of the business. 2% is % of residents who bought and utilised York Pass in Qtr1. WE don't collect other Culture data. CYC lead
- Tourism is supported and welcomed by residents and local communities and more York residents are actively participating in tourism and cultural offer of York.		1	1 Annually	N/a					
<b>Additional comments below: (N.B. use "Alt + enter" to start a new paragraph in a cell)</b>									
*Source: 2023 STEAM tourism report									
DMO 1 : Changes made to how we measure due to AI functions npw in place on search engine. AI now summarises web pages that will deter from direct website visits. Therefore new ways to measure engagement needs to be recorded.									
DMO 4: Resident engagement data is captured and documented in other areas of the business, Culture and Events.									