



Report to City of York Council Shareholder Committee

Monday 13 October 2025

Introduction

This paper provides an update of Make It York's (MIY) activities from the new Service Level Agreement from April to October 2025. It also presents:

Appendix 1 – Audited Accounts for 2024/25

Appendix 2 - Management Accounts report incorporating Profit & Loss statement, Balance Sheet and Cashflow forecast – August 2025 (**Confidential**).

Appendix 3 - SLA strategic linkages Key Performance Data dashboard.

Appendix 4 – Update SLA for September 2026 – September 2027

2024/25 has proved to be a strong year for MIY recording a record profit whilst outperforming its key objectives. York's reputation as a destination of choice to live, work, study, and visit has further strengthened. The city's brand continues to gain national and international recognition, underpinned by targeted marketing campaigns, the success of the Visit York Pass, and the city's rich culture, heritage, markets, and events. This is further amplified by MIY's expanding digital presence, ensuring York remains front of mind for diverse audiences.

2025/26 is continuing to build upon the work of the previous years within the parameters of a difficult financial position due to the increase in staff costs and the impact of these across the sector.

Financial Position April 24 – March 2025

The pre-tax profit for the financial year 2024-25 is £470,853. Corporation Tax of (£15,327) and a loss of (£18,000) on the defined benefit pension scheme leave the total comprehensive income for the year at £442,526.

This profit has been achieved through strong financial management, the controlling of costs and maximising revenue opportunities through the activities of

the company.

The total equity held by MIY has increased from £285,051 to £702,577. This places MIY in a very strong financial position to move forwards into the current financial year.

Financial Position April 25 – March 2026

The current forecast position at the end of August 2025 is for another profitable year, however it will not reach the levels of profit of the 2024-25 financial year.

Income, whilst lower than 2024-25, is performing well thanks to the invaluable support of members and partners. This has allowed us to promote the city both nationally and internationally whilst also investing in MIY's future.

The Shambles Market and the City Centre events programme are performing extremely well this year, which is helping attract visitors and residents into the city.

MIY are partnering with Aesthetica Magazine alongside the North Yorkshire Combined Authority, York St John University and North Yorkshire County Council, to financially support the UNESCO City of Media Arts Expo for the 2nd year which adds real value to the city and its cultural offering.

The cash position is strong, which allows investment to be made in the company and its assets, specifically Shambles Market. This enables MIY to further attract visitors and traders to the iconic market. International marketing is a strong focus for MIY ensuring York welcomes visitors from across the globe.

With the new SLA in its second year, the strong financial position of MIY should give CYC confidence that MIY is in a robust position to deliver on all its objectives for the years ahead.

Governance

The new SLA has been in place since September 24. Quarterly monitoring of the service level agreement, its outcomes and outputs take place along with tighter monitoring arrangements in the form of strategic linkages Key Performance Indicators, and these are reported at monitoring meetings and Make It York Board meetings.

Board of Directors

Director Appointments

The Make It York Board gained 1 new member from the Local Authority. Councillor Widdowson has replaced Cllr D Smalley.

Director Resignations

The Make It York Board has 3 directors' resignations this period which are Adam Wardale, Julia Unwin, and Councillor D Smalley.

Performance

We continue to be transparent in measuring our impact. A copy of the most up to date Quarterly Strategic Linkages Key Performance Dashboard Report is included in the report pack (Appendix 3). This report has become stronger in terms of data reporting to show how we are having an impact and the return on investment, which is wider than a financial return on investment.

Accountability and Transparency

We have in place transparent and accountable processes and procedures along with a clear governance structure in place for Board members, Managing Director, and Heads of Service.

The board of directors meets bi - monthly and all board papers are circulated one week in advance with managers attending to present reports and answer questions.

Data reports are provided to the board including key performance data, evaluations including customer satisfaction, and industry data such as tourism data.

Human Resources

Following employment law changes in 2024, MIY policies and procedures are updated and compliant with employment law.

Partnerships and Engagement

Partnerships

We have good and effective external stakeholder relationships that enable us to

deliver joint initiatives, collaboration on key projects and events. We work with Visit York members, MIY Member Advisory board, Hospitality Association York, Tourism Advisory Board, York BID, St John's University, York College, York Explore, Museums Trust, York Civic Trust, National Railway Museum Trust, Aesthetica Film Festival and City of York Council.

We have good internal relationships with staff and facilitate regular staff meetings and initiatives. We meet regularly with CYC officers and provide expert advice as required.

Challenge on delivery of agreed outcomes

The Service Level Agreement (SLA) is monitored, and performance data is challenged as part of quarterly monitoring meetings with the City of York Council.

Health and Safety

Health and Safety – We have had no Health and Safety incidents.

All MIY delivered events are risk assessed and have event management plans in place and are discussed at CYC Safety Advisory Group. All third-party events taking place on MIY managed spaces are required to complete detailed application forms and submit risk assessments, event management and noise plans and the organiser is required to attend a Safety Advisory meeting.

Training and Development

We have an annual training and development management programme in place for all staff. 27 staff have successfully completed project management training. This has offered personal development and increased skills and knowledge, planning projects, risk management, evaluation, and leadership.

Complaints

Make It York have adopted the Councils corporate complaints procedure to provide transparency and fairness.

As we manage the second stage of busking on behalf of CYC, we receive business feedback on busking issues.

From April to September, we received 20 formal complaints regarding busking in the city and 3 complaints relating to street entertainment on Kings Square.

Risk Management

We manage businesses risks adequately and effectively.

- We protect our data from security breaches and have adequate IT security policies in place and daily external data backup. We apply key multifactor protect for key elements of the business. We review and challenge our data security in line with good practice and with our IT partner we have undertaken an in-depth security review of our system to ensure it is safeguarded from hacking. Whilst we currently have a very good baseline level of security some changes have been implemented that have increased this further.
- We have a regular review and challenge process is in place this ensures that.
- All staff undertake annual GDPR training.
- Our contractors provide adequate protection and assurances of securing our data held on their systems.
- We have an adequate Risk Register in place that is reassessed on a quarterly basis and monitor the top 3 risks.
- We have a full and comprehensive business continuity document that is tested and reviewed twice a year.

Assets

All our equipment in use is safe, maintained and employees are adequately trained on how to use the equipment prior to commencement of use.
Appropriate maintenance contract in place for relevant equipment.

We have a retention and disposal asset schedule which is reviewed on a quarterly basis.

Delivery against Make It York Business Plan 2022 – 2025

Below provides information on our business performance during April to September 2025 to demonstrate the impact and services MIY provides for the city, visitors, residents, stakeholders, members, and customers against the current Business Plan.

These covers

Tourism & Destination Marketing

- **Achievements**

- Delivered high-profile campaigns repositioning York as a year-round visitor destination.
- Visitor numbers rebounded post-pandemic, exceeding 2019 levels by 2024.
- Strengthened international profile through VisitBritain partnerships and digital marketing.
- Tourism Strategy in place along with an established Tourism Advisory Board to implement the strategy.
- Increasing visitor spend annually target £70 pph by end of the tourism strategy. Current value £54 pph.

Events, Festivals and Markets

- **Achievements**

- Successful delivery of Residents Festival York Christmas Market, Residents Festival, Ice Trail, Trail Blazers, Snooks, Seaside in the City, and Wizard Night time Market.
- Continued growth of York Pass
- Enhanced York's reputation as a UNESCO Creative City of Media Arts.
- Created an events Toolkit to enable communities to deliver localised events safely.
- Shambles Market Strategy delivered
- Increased occupancy of Shambles Market
- Implementation of updated Rules and Regulations ensuring current professional market management requirements are met along with ensuring equity, inclusiveness transparency and fairness for all and meet current legislation adequately.
- Drafted a Spaces and Places policy for CYC

City Centre & Place Management

- **Achievements**

- Year-round events programming activated the city centre, driving footfall.
- Partnership working with York BID and local businesses to improve city centre vibrancy. Examples are Jorvik Viking Festivals, Irish Festival, Yorks Chocolate Festival, Wizard Festival, York Food and Drink Festival and Thors Summer Offer.

Making Culture Accessible for all

• Achievements

- Grant funded the first UNESCO City of Media Arts EXPO in 2024
- Delivered Trailblazers in partnership with York Civic Trust
- Delivered the 2020 – 2025 Culture Strategy
- Reformed the Cultural Leaders Group into a more open and inclusive structure a key outcome of the strategy.

Business Engagement & Support

• Achievements

- Delivered targeted support for Visit York Members through workshops, advice, and signposting.
- Strengthened engagement with key sectors (hospitality, retail, creative industries)
- Maintained membership retention above 80% year on year.

Economic Impact

• Achievements

- Tourism contributed an outstanding **£2.01 billion** to York's economy in 2024 – a **5.4% increase** from 2023.
- **34%** of visitor spend went to York's vibrant retail offering,
- **27%** was spent on our diverse food and drink scene,
- **25%** supported the city's accommodation sector,
- **11%** went toward recreation and entertainment, and
- **3%** was spent on transport and getting around the city.
- Overseas visitors alone accounted for nearly a quarter of the economic impact, injecting £0.5 billion into York's economy.

- The number of **staying visitors reached 1.7 million**, with an average stay of 3.3 nights – a slight increase on the previous year. Most overnight visitors, 54%, continued to stay in serviced accommodation and hotels, with non-serviced accommodation a close favourite.
- In 2024, **16,788 employees** (FTEs) were **supported directly and indirectly by tourism, up 4.8%** from 2023.

The proposed SLA for September 2026 – September 2027 is attached as **Appendix 4**.

Good Business Charter

Make It York has achieved re accreditation of the Good Business Charter this year.

Income and Sponsorship

We continue to maximise opportunities for sponsorship and income which secures best value for money for MIY managed assets such as public spaces, publications, the website, Art benches, digital TV screens and sponsorship of key event trails, which creates and supports the development of commercial partnerships. Sponsorship and advertising income has a “key role to play” in ensuring that we can continue to deliver several key outcomes such as events which are valued by residents, visitors, and businesses.

Hiring public spaces continues to be a challenge and income levels have been affected. The reasons for this are costs of renting the space, cost of utilities, and an increase in supplier costs. In addition to this some spaces are not suitable due to having no utilities or problems due to permits being required and delays in securing this. Further work is needed to explore options to improve these locations. Some income has been lost through decisions from CYC.

LVEP

Funding has been secured in partnership with North Yorkshire Council for £100k.

The funding will achieve.

1. Data & Intelligence - Establishing a shared approach to Data & Intelligence to provide a foundation for evidence-based decision making

both for the LVEP and industry stakeholders.

2. International Marketing & Travel Trade - Develop an International Marketing & Travel Trade Strategy and a three-year programme of activity to attract greater numbers of international visitors.
3. Skills & Recruitment - Work with the Mayoral Combined Authority to address skills and recruitment challenges facing the sector.
4. Digital development and Collaboration - Sustainability, Accessibility & Inclusivity - Act as a conduit between VisitEngland and the tourism industry to encourage improvements in the areas of digital development, sustainability, accessibility, and inclusivity.

Combined Authority grant funding application

A grant application to the York and North Yorkshire Combined Authority to deliver the UNESCO City of Media Arts EXPO has been successful. The award is £60,000.

And will be used to kick-start and scale the Creative Industries sector in York & North Yorkshire, and develop a workforce ready for future economy, by delivering a UNESCO City of Media Arts EXPO to run alongside the Aesthetica Film Festival in November 2025.

A grant of **£30,000** from the York and North Yorkshire Combined Authority has also been successfully secured. This funding will enable a **feasibility study** to test the potential for establishing a **new contemporary art gallery** in York and North Yorkshire. A new contemporary art gallery in York showcasing national and international work, supporting UNESCO goals, nurturing regional talent, and strengthening the region's cultural infrastructure.

The study will examine demand, economic impact, and delivery models, providing the evidence base required to assess whether such a cultural investment is viable and sustainable for the region.

Data and Analysis

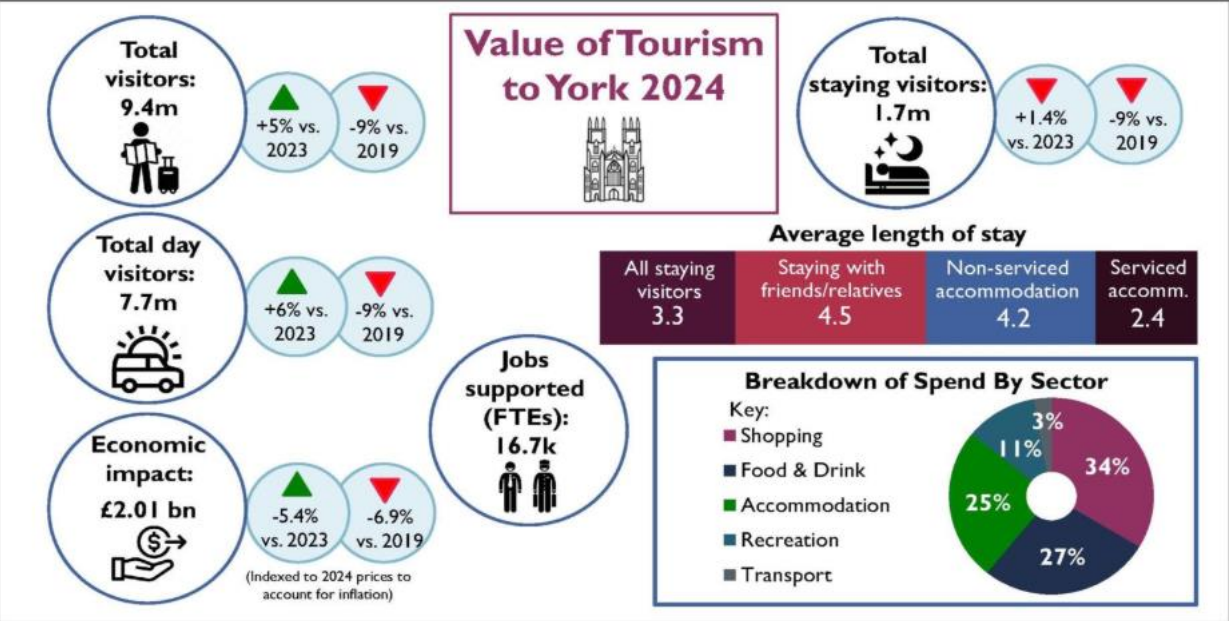
Steam Data 2024



VisitYork

YORK VISITOR SURVEY 2024 -25

REPORT: JUNE 2025

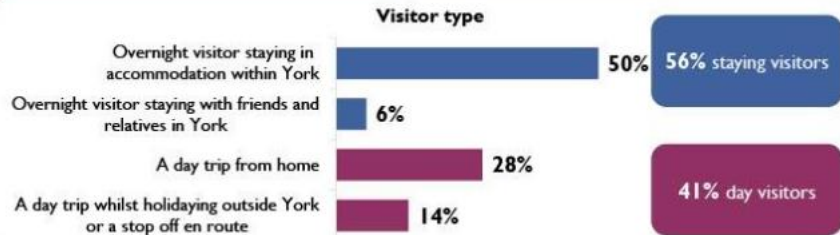


Source: 2024 STEAM report by Global Tourism Solutions (UK) Ltd 2024.

- This report outlines the findings of the FY 24-25 Visitor Survey carried out by PCP Market Research on behalf of Make It York.
- Surveys were conducted between April 2024 and March 2025 in various locations around York, including outside key visitor attractions and in retail areas popular with tourists.
- A random selection of people were approached and interviewed (no quotas set), with each survey taking approximately 15-20 minutes to complete.
- In total, 1,006 interviews were conducted with visitors in 2024-25. 416 were day visitors and 560 were staying visitors. 30 declared a status of "other".
- Interviews were only conducted with people who were visiting York for leisure or recreational reasons, excluding residents and visitors for work or business.
- The results reported refer to actual responses received. Not all the questions were mandatory and therefore the number of respondents for some questions is less than the stated 1,006.

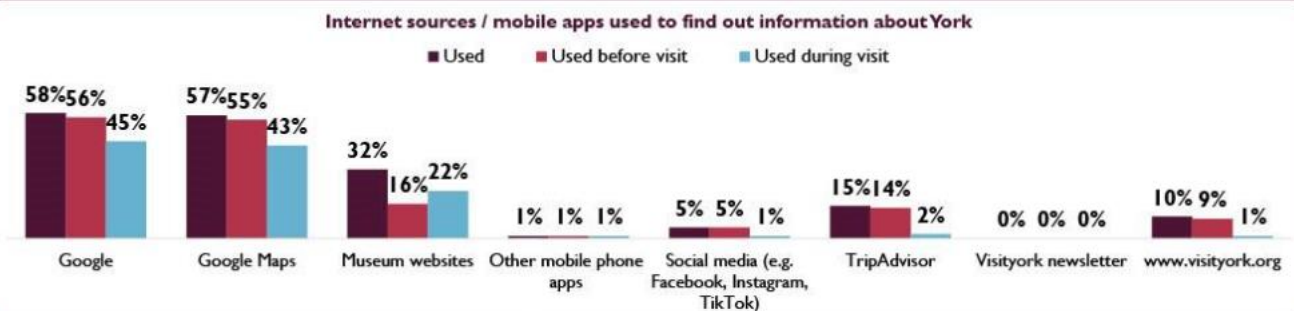
Survey location	Sample proportion
National Railway Museum (NRM)	19%
York Minster	15%
Parliament Street	15%
Castle Museum	10%
Shambles/King's Square	10%
Coppergate	8%
St Helen's Square	7%
Yorkshire Museum\ Museum Gardens	5%
Bar Walls	4%
Chocolate Story	2%
Visitor Information Centre (VIC)	2%
York Dungeons	2%

- The proportion of staying visitors surveyed (56%) is higher than the proportion who visit York each year. However, it provides a robust base for analysing the profile and behaviour of staying visitors to York.
- According to STEAM data, 18% of York's nine million visitors in 2024 were staying visitors, though they accounted for 44% of all visitor days, hence the higher proportion of staying visitors approached and surveyed.



Source: Face-to-face surveys with 1,006 visitors to York in 2024 -25. N.B. Percentages may not always total 100 due to rounding and 'other' responses.

Information sources used before and during visit to York



Source: Face-to-face surveys with 1,006 visitors to York in 2024-25

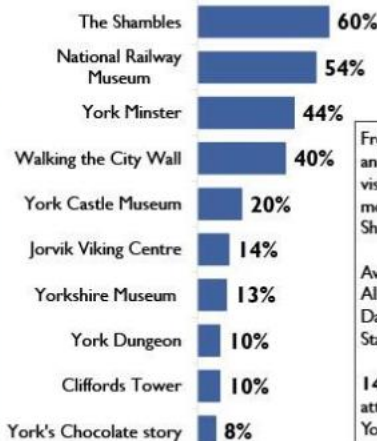
Visitor behaviour

VisitYork

Activities taken part in during visit (all and by visitor type)

Activity	All visitors	Day visitors	Staying visitors	Domestic visitors	Overseas visitors
Stroll around and enjoy the ambience of York	98%	95%	99%	97%	100%
Eating/drinking in a café/bar/restaurant before 5pm	96%	94%	97%	95%	98%
Shopping (in regular shops)	87%	79%	91%	84%	91%
Visiting museums and attractions	81%	70%	92%	78%	92%
Shopping in a market e.g. Shambles/themed market	61%	46%	74%	59%	67%
Eating/drinking in a café/bar/restaurant after 5pm	61%	24%	92%	56%	82%
Visiting friends or relatives	9%	6%	12%	9%	8%
Attending a festival or event	7%	3%	10%	8%	3%
Base size	1,006	416	560	791	215

Most visited sites in York



From a list of 30 visitor attractions and tourist activities in York, 98% of visitors had been to at least one, with most of these, 60% having visited the Shambles.

Average number of York sites visited:
All visitors: 4.43
Day visitors: 3.53
Staying visitors: 5.52

14% of visitors also visited attractions beyond York (but within Yorkshire) during their trip.

Average spend in York per person per day (all and by visitor type) Includes zero spend but excludes spend included with accommodation.

All visitors	Day visitors	Staying visitors	Domestic visitors	Overseas visitors
£59	£58	£60	£61	£51

Source: Face-to-face surveys with 1,006 visitors to York in 2024-25

Indicates significantly lower at 95% confidence

Indicates significantly higher at 95% confidence

Visitor satisfaction

VisitYork

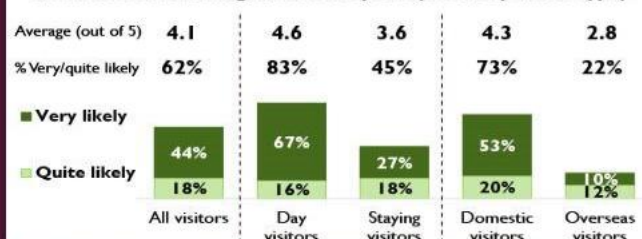
Rating of overall experience of visiting York (all and by visitor type)*



Likelihood of recommending York (all and by visitor type)*



Likelihood of returning in next two years (all and by visitor type)*



What visitors said could be done to improve their experience:

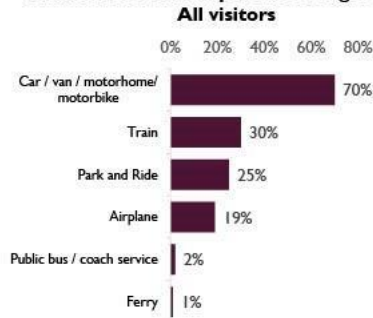


Source: Face-to-face surveys with 1,006 visitors to York in 2024-25. *Excludes "Don't know / can't say" responses, reducing the number of responses. N.B. Percentages may not always total 100 due to rounding.

Profile of visitors to York

VisitYork

Main modes of transport used to get to York (all and by visitor type)



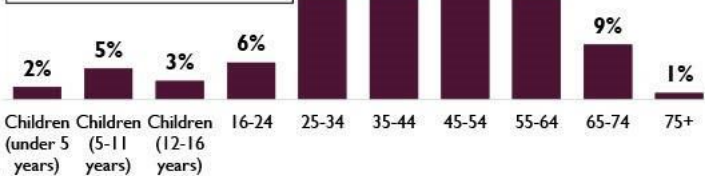
	Day	Staying	Domestic	Overseas
Car / van / motorhome/ motorbike	79%	62%	78%	39%
Train	18%	39%	21%	61%
Park and Ride	53%	3%	30%	6%
Airplane	9%	28%	1%	89%
Public bus / coach service	5%	1%	1%	5%
Ferry	1%	1%	0%	4%

Most recent visit to York



Age profile

The survey collected the ages of every individual within the group to find the proportion of children visiting.



Party composition (all and by visitor type)

	All visitors	Day	Staying	Domestic	Overseas
Partner / spouse only	57%	39%	66%	54%	49%
Family	22%	36%	13%	22%	26%
Friends	20%	24%	16%	22%	16%
Alone	4%	5%	5%	4%	10%

Source: Face-to-face surveys with 1,006 visitors to York in 2024-25.
N.B. Percentages may not always total 100 due to rounding.

Indicates significantly lower at 95% confidence

Indicates significantly higher at 95% confidence

Origin of visitors to York

VisitYork

Region	All visitors	Day visitors	Staying visitors
Yorkshire and the Humber	21%	46%	3%
Overseas	21%	12%	29%
South East (including London)	13%	3%	19%
North West	10%	11%	8%
Scotland	6%	4%	8%
East Midlands	7%	7%	6%
North East	5%	8%	2%
East of England	1%	<1%	1%
West Midlands	7%	3%	9%
South West	6%	4%	5%
Wales	3%	2%	4%
Northern Ireland	<1%	<1%	1%



map extracted using postcodes on Google maps

Overseas visitors

Country	No. of respondents
USA	66
CANADA	17
AUSTRALIA	14
GERMANY	8
NORWAY	8
SPAIN	8
NEW ZEALAND	6
IRELAND	5
FRANCE	5
INDIA	5
NETHERLANDS	4
UAE	4
FINLAND	4
BELGIUM	4
SWEDEN	3
HONG KONG	3
MALAYSIA	3
ITALY	3
POLAND	2
ICELAND	2
THAILAND	2
DENMARK	2
CHILE	1

Source: Face-to-face surveys with 1,006 visitors to York in 2024-25.
N.B. Percentages may not always total 100 due to rounding.

Indicates significantly lower at 95% confidence

Indicates significantly higher at 95% confidence

Quarterly Tourism Data

QUARTERLY TOURISM DASHBOARD

RESULTS FOR:
Q2 2025 AND YTD
(APRIL TO JUNE 2025)

PUBLISHED: JULY 2025



Report date: July 2025

Footfall

VisitYork



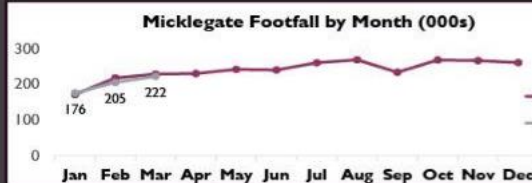
	Q1 (Jan-Mar)	YTD (Jan-Mar)
2025	2.16m	2.16m
Change vs. 2024	+7.9% ↑	+7.9% ↑

- Total footfall reached 2.16 million in Q1 2025 an increase of just under 8% compared with Q1 2024.
- Footfall was higher across all months of Q1 in 2025 compared with Q1 of 2024, with March 25 seeing the biggest increase compared to March 24 of 12%.
- Overall, YTD footfall is 8% higher than the first three months of 2024, largely driven by factors such as increased hotel occupancy and retail sales.



	Q1 (Jan-Mar)	YTD (Jan-Mar)
2025	1.56m	1.56m
Change vs. 2024	12.5% ↑	12.5% ↑

- in Q1 of 2025 compared with Q1 of 2024, with a 12.5%
- Footfall was higher across all months of Q1 in 2025 compared with Q1 of 2024. With March seeing the biggest difference to the previous year with a 18% increase in footfall.
- YTD footfall is 12.5% higher than the same period of 2024. The increase in parliament street is largely due to increase of around 5% of general retail customers in Q1 of 2025 compared with 2024.



	Q2 (Jan-Mar)	YTD (Jan-Mar)
2025	602,85k	602,85k
Change vs. 2024	-2.3% ↓	-2.3% ↓

- Q1 of 2025 saw footfall on Micklegate fall marginally -2.3% compared with Q1 of 2025.
- Footfall was marginally lower compared to Q1 of 2024 Easter fell at the end of March 24 whereas in 2025 Easter didn't fall until mid April.

Source: Calculated using data from Springboard. Data in this report is based on calendar months, not the British Retail Consortium Calendar, so varies slightly from the Footfall Reviews seen elsewhere.



	Q1 (Jan-Mar)	YTD (Jan-Mar)
2025	£162	£162
Change vs. 2024	+11% ▲	+11% ▲

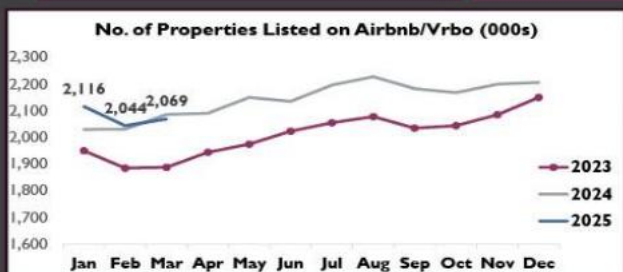
- Average daily rental (ADR) per Airbnb reached a high of £164 in February of Q1 with the average £162 across Q1 of 2025.
- ADR for Q1 2025 was £162, 11% higher than 2024.
- Compared to Q1 2023, ADR was 22% in Q1 of 2025.



	Q1 (Jan-Mar)	YTD (Jan-Mar)
2025	£2,312	£2,312
Change vs. 2024	+15% ▲	+15% ▲

- In 2025 this data now comes from Airdna and not Airbnb, so the calculation methodology is slightly different.
- Average monthly revenue was 15% in 2025 than it was in 2024.

Source: Airdna



	Q1 Average (Apr-Jun)	YTD Average (Jan-Jun)
2025	2,063	2,063
Change vs. 2024	+4% ▲	+4% ▲

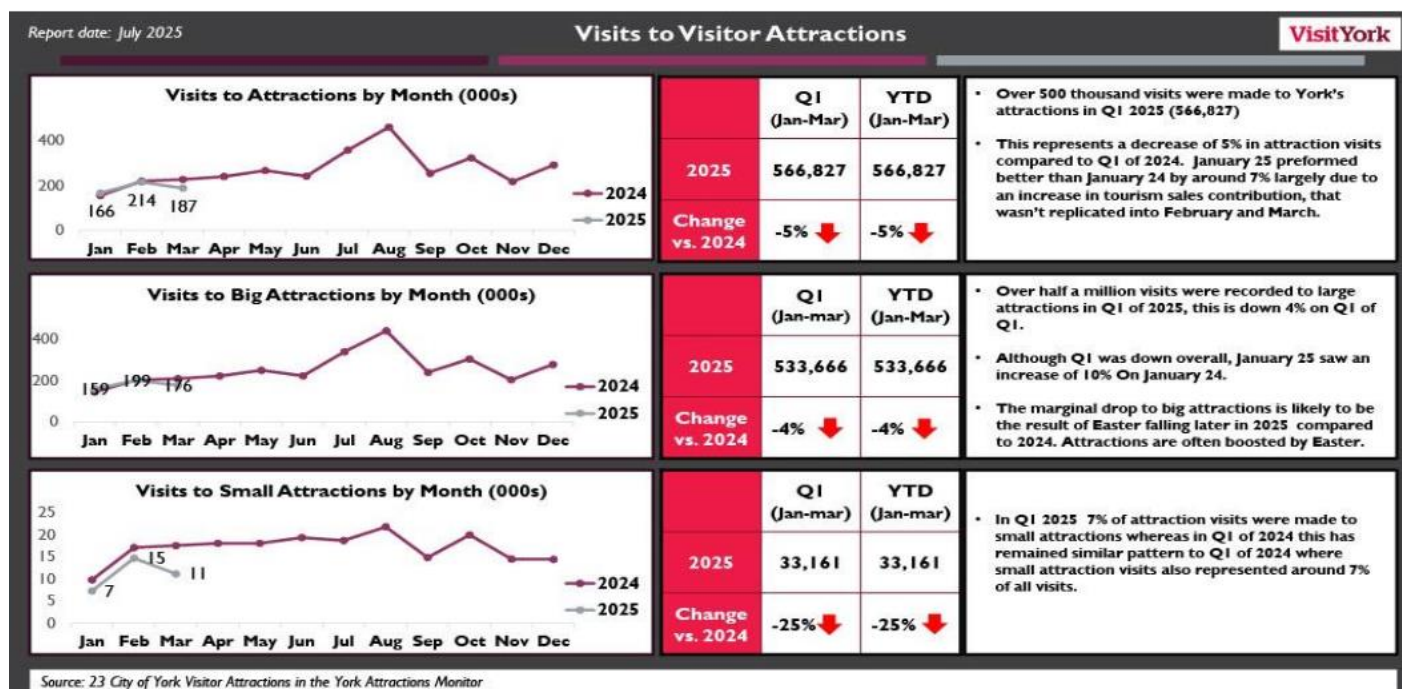
- The average number of Airbnb listings were up 4% on Q1 of 2024. Looking back further compared to Q1 2023, Q1 2025 is up 8%.
- The number of listings in March over the last 3 years have all increased from February suggesting that listings are likely to be impacted by factors like weather and seasonality.



	Q2 (Apr-Jun)	YTD (Jan-Jun)
2025	48%	48%
Change vs. 2024	1% ▲	+1% ▲

- The average occupancy was 48% for Q1, a 1% increase compared to Q1 of 2024.
- When compared against occupancy rates we can see that occupancy is correlated with the number of listings. Occupancy for instance was highest in February at 57% when listings dropped 3%.

Source: Airdna



International Tourism

Growth in international tourism is a key focus for York

Attending trade shows offers opportunity to increase awareness of York as a key destination to visit, creates opportunities for collaboration and fostering new relationships with key partners and consumers.

Staff have or are attending the

MIY will visit

- Nanjing and Suzhou China between 15-19 September to attend the 2025 business development conference and an innovation fayre. MIY will sign the MOU with Nanjing, as it did in 2015.
- MIY will also attend Destination Britain North East Asia in partnership with Visit Britain B2B in China 26 – 28 November 25.
- MIY will exhibit at World Travel Market in London 3rd-6th November
- MIY was represented at Travdays in the Netherlands in partnership with North York Moors National Park and Visit Britain.
- MIY partnered with Visit North Yorkshire and Castle Howard at Destination Britain Americas on 11th-13th September.

Familiarisation visits

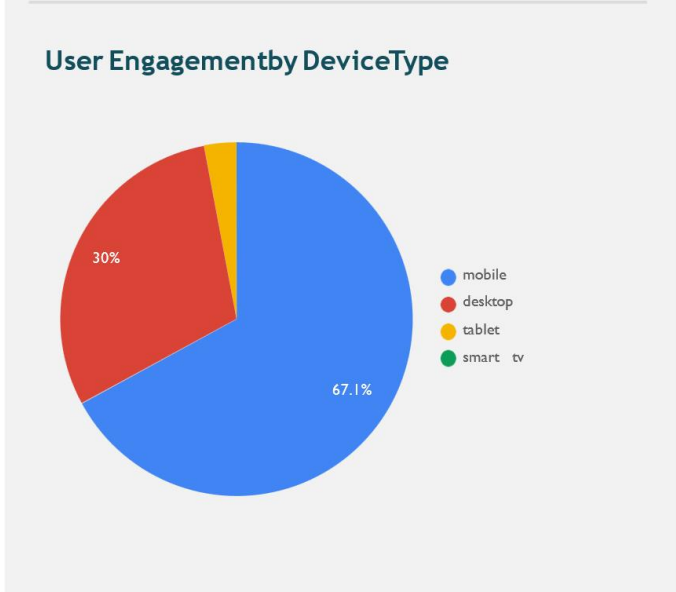
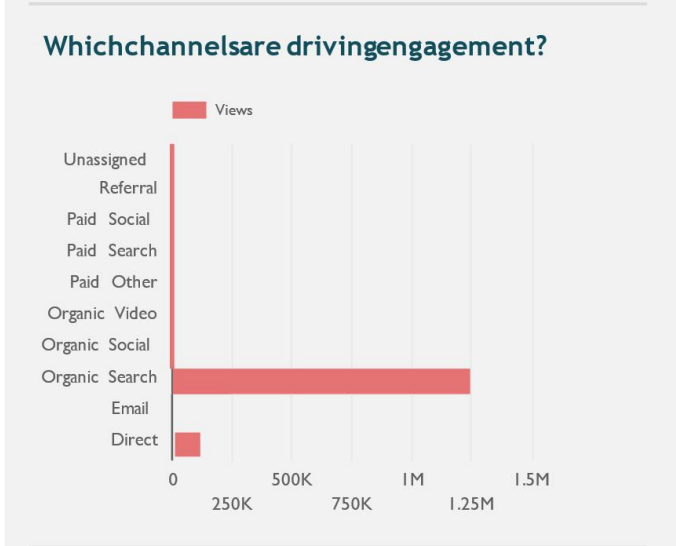
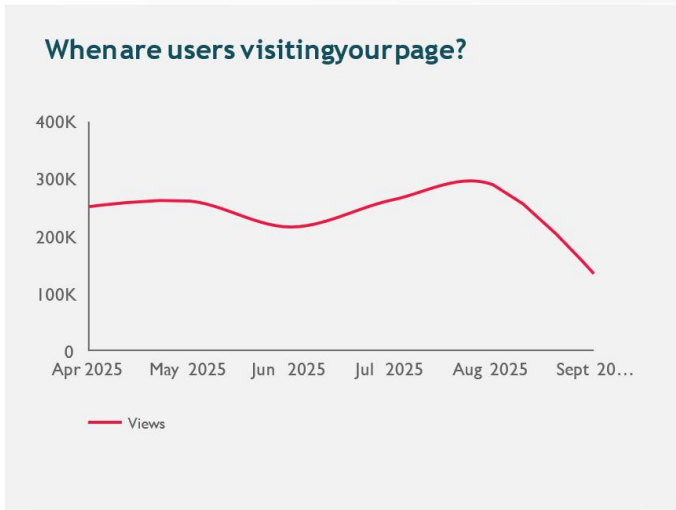
We also facilitated three international press visits in support of Visit Britain.

Digital Statistics

Visit York's digital strategy has delivered outstanding results from April 2025 to September 2025, leveraging web, social media, and email marketing to engage audiences, promote the city, and support its stakeholders.

Website Summary

Total users	Views	Outbound Link Clicks	Average session duration	Sessions
520.4K	1.4M	166K	00:03:15	707.9K



Where are your users located?



Country	Views
1. United Kingdom	1,220,185
2. United States	57,279
3. Australia	14,201
4. Germany	12,764
5. Netherlands	9,939

How are users finding your page?

Page referrer	Views	Percentage
1. https://www.google.com/	635.6K	49.7%
2. https://visityork.org/whats-on	64.3K	5.0%
3. https://visityork.org/	59.6K	4.7%
4. https://www.google.co.uk/	34.9K	2.7%
5. https://www.bing.com/	27.8K	2.2%

Page Listings

Page path	Views
1. /whats-on	125.4K
2. /	103.4K
3. /business-directory/category/things-to-do	52.1K
4. /itineraries/must-see-do-in-york	41.8K
5. /christmas	33.1K

Social Media Summary

Post Type

Filter

Number of Posts

2,832

Impressions

5.0M

Comments

12K

Likes

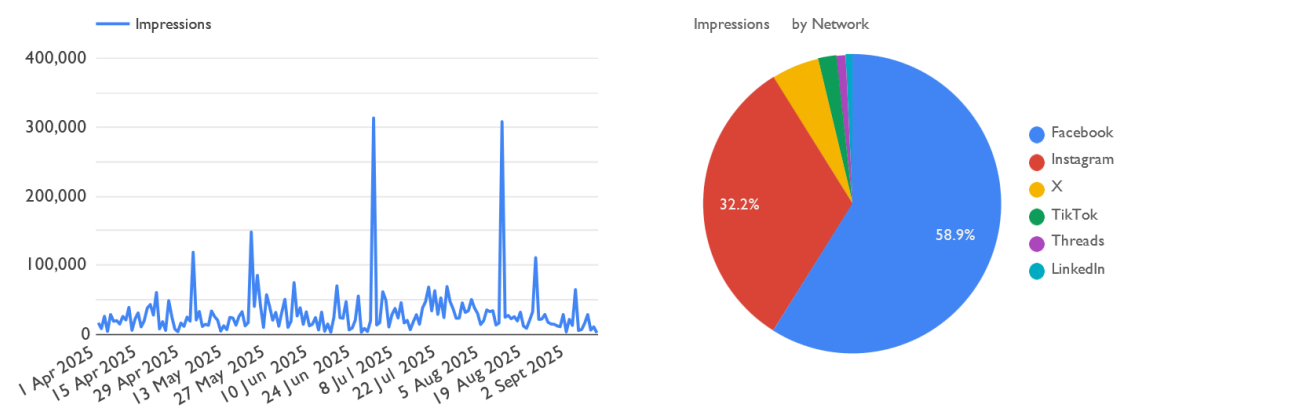
105.0K

Engagements

187.7K

Engagement Rate

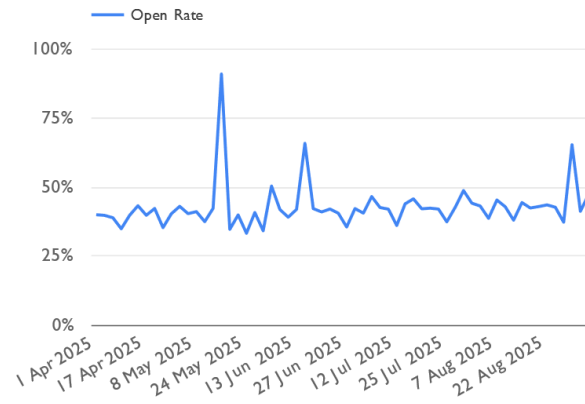
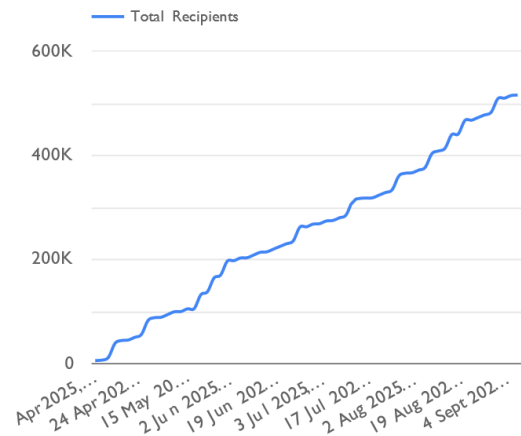
3.21%



Top Posts		Post Type	Link	Date	Network	Impressions	Engagements
1.	Embark on a Dream Day Out in York this su...	Post	https://www.facebook...	30 Jun 2025	Facebook	284,110	544
2.	Make York your base for an adventure in the...	Post	https://www.facebook...	21 May 2025	Facebook	119,429	2,853
3.	ðŸŽŸYork, but make it Tiny! A playful celebr...	Post	https://www.facebook...	11 Aug 2025	Facebook	96,478	4,433
4.	ðŸŽŸYork, but make it Tiny! A playful celebr...	Reel	https://www.instagram...	11 Aug 2025	Instagra...	80,197	5,724
5.	ðŸŽŸYork, but make it Tiny! A playful celebr...	Post	https://www.tiktok.com...	11 Aug 2025	TikTok	70,722	10,987
6.	Soak up the sights, sounds and summer su...	Post	https://www.facebook...	22 Aug 2025	Facebook	59,797	2,148
7.	Where ancient streets meet vibrant city life ð	Post	https://www.facebook...	4 Sept 2025	Facebook	51,673	1,887
8.	Tucked away in the heart of York, Shambles ...	Post	https://www.facebook...	18 Jun 2025	Facebook	49,845	1,289
9.	THOR'S tipi is now open on Parliament Stree...	Post	https://www.facebook...	23 May 2025	Facebook	49,558	1,519
10.	Did you know you can buy a ticket once and...	Post	https://www.facebook...	4 Jun 2025	Facebook	48,622	1,460
11.	ðŸŒŠ ð Big changes are coming around York ...	Post	https://www.facebook...	2 May 2025	Facebook	45,770	3,581
12.	Shambles Market - home to the biggest gro...	Post	https://www.facebook...	11 Aug 2025	Facebook	44,445	960
13.	Wander off the beaten path and discover Sh...	Post	https://www.facebook...	3 Jul 2025	Facebook	41,069	1,099
14.	York at its most beautiful â€” From golden ...	Post	https://www.facebook...	1 Jun 2025	Facebook	34,744	2,531
15.	A little rain canâ€™t stop Your Summer Adv...	Post	https://www.facebook...	25 Jun 2025	Facebook	32,444	949
16.	Shambles Market is open daily! ðŸŽŸ From f...	Post	https://www.facebook...	9 Jul 2025	Facebook	28,679	491
17.	Yorkshire Day Giveaway #71,88âŒƒ! Win the ...	Post	https://www.instagram...	22 Jul 2025	Instagra...	26,402	1,726
18.	ðŸŒŸ Exciting news! ðŸŒŸ York has recentl...	Post	https://www.facebook...	24 Jul 2025	Facebook	24,373	1,183
19.	Keep your eyes peeled as you stroll through ...	Post	https://www.facebook...	21 Jun 2025	Facebook	23,958	1,456
20.	Golden hour in York âŒŸâŒŸ Take a stroll th...	Post	https://www.facebook...	20 Apr 2025	Facebook	23,294	1,290

NewsletterSummary

Filter

Number of Emails
65Total Recipients
515.7KTotal Opens
309.1KTotal Clicks
15.7KAverage Open Rate
43.02%Click-through Rate
5.08%

	Subject	Link	Send Date	OpenRate	Recipients	Total Clicks	CTR
1.	York Christmas Market 2025 Update	https://us14.campaign-...	19 May 2025	91.25%	163	0	0.00%
2.	Events for Visit York members	https://us14.campaign-...	16 Jun 2025	66.14%	896	103	6.43%
3.	Visit York Members' Update Septem...	https://us14.campaign-...	1 Sept 2025	65.63%	808	474	36.07%
4.	Visit York Members' Update - June	https://us14.campaign-...	2 Jun 2025	50.67%	898	259	16.02%
5.	Boost Your Brand This Festive Seas...	https://us14.campaign-...	19 Aug 2025	50.22%	917	259	22.16%
6.	Visit York Members' Update - July	https://us14.campaign-...	1 Jul 2025	49.48%	875	247	15.61%
7.	Visit York Members' Update - August	https://us14.campaign-...	1 Aug 2025	49.03%	885	195	15.80%
8.	Upcoming events for Visit York me...	https://us14.campaign-...	9 Sept 2025	47.64%	807	285	24.07%
9.	Members Update - re: recent phishin...	https://us14.campaign-...	4 Jul 2025	46.85%	876	23	2.73%
1...	Important: Please delete any suspic...	https://us14.campaign-...	16 Jul 2025	46.04%	876	30	3.47%
1...	7 Days in York - Georgian Festival & ...	https://us14.campaign-...	7 Aug 2025	45.62%	5,139	357	9.15%
1...	Visit York Cressida Cowell's How T...	https://us14.campaign-...	2 Aug 2025	44.46%	5,152	181	5.14%
1...	Visit York York Minster: Putting yo...	https://us14.campaign-...	15 Jul 2025	44.22%	5,191	134	3.67%
1...	Visit York Viking North - open now ...	https://us14.campaign-...	22 Aug 2025	43.84%	5,115	107	3.15%
1...	Events and training sessions for Vis...	https://us14.campaign-...	14 Apr 2025	43.55%	950	163	21.01%
1...	Visit York Make this summer one t...	https://us14.campaign-...	5 Aug 2025	43.44%	5,146	95	2.73%
1...	Visit York Members' Update - May	https://us14.campaign-...	2 May 2025	43.32%	925	267	28.05%
1...	7 Days in York - Family, Fun & Fizz ð...	https://us14.campaign-...	21 Aug 2025	43.23%	5,118	131	3.80%
1...	7 Days in York - Shakespeare, Come...	https://us14.campaign-...	14 Aug 2025	43.16%	5,127	236	6.93%
2...	7 Days in York - Tours and Autocars...	https://us14.campaign-...	28 Aug 2025	43%	5,114	372	11.19%
2...	7 Days in York - Yorkshire Day Activi...	https://us14.campaign-...	31 Jul 2025	42.95%	5,158	214	6.27%

Marketing & Communications Campaigns

Campaigns

Since January 2025 we have delivered 3 x China Partnership joint campaigns, 1 visit Manchester Joint Campaign, 1 x Visit England joint campaign

Summer in York Campaign

Although last year's summer campaign was dubbed 'record-breaking', this year's Dream Days Out campaign has again exceeded all expectations, giving York Park & Ride even higher visibility and audience reach across a range of platforms.

Every element of this campaign was designed to attract visitors both into the city and onto York Park & Ride buses, specifically targeting an audience within a two-hour drivetime who were actively seeking dream days-out over the summer. With the campaign plan agreed at an early stage, we were able to launch summer activity by the end of June, meaning that we could appeal to forward-planning day-trippers as well as last-minute deciders.

Social media has again been the star of the show, becoming increasingly important to consumers when booking their UK days-out: it's estimated that 75% of 18 – 34 years, and 63% of 34 – 55 years use social media for inspiration when planning a trip.

What's more, the results outlined below are simply a snapshot of the situation on 1 September 2025. It's important to note that video views and post engagement across social media continue to grow, so by the end of the complete York Park & Ride campaign in November, these summer social results will increase.

Summer Campaign Headline Results

- **Content Creation & Reach**

Visit York delivered **452 summer posts** across social platforms – **up 89.9% on last year**. These achieved a **total reach of 896k people** (+9.5%) and **47.1k engagements** (+58%).

- **Video Success**

Video content drove the strongest results:

- **694k video views** on social media, **+73% vs 2024**.
- Our in-house team generated **337k organic views** (+89%), with the **top 5 posts averaging 56k reach, 42.5k views, and 4.4k engagements**.
- The boosted **Dream Days Out trailer re-launch (30 June)** alone delivered **274.6k views**, reaching **26.1k people** with **543 engagements**.

- **Platform Performance**

Facebook remains the largest channel, representing **62% of audience share**, followed by Instagram (**28%**) – while TikTok continues to grow.

- **Campaign Extensions**

- The **Summer campaign hub** recorded **12.7k views** (+18%).
- **Dream Days Out eNewsletters** reached **284.5k people** (+118%), with **26 themed sends** (+44%) and an **impressive 41% open rate** (+4%).
- The **Summer campaign video**, screened in Visit York's city-centre information centre, was viewed by an estimated **1.37m passers-by**.

- **Amplified Advertising**

To extend reach, we invested in multi-channel advertising, targeting families and day-trippers within a 2-hour drive of York:

- **ITVX**: 626.7k viewers (up 10% YoY despite £5k less budget). Placement during **Love Island** maximised exposure to the target audience (86% female, 25–55, higher income). Notably, **98.5% watched in full**.
- **YouTube**: 493k viewers, with **89.1k full views** (18% completion rate, **85% above forecast**) in just two weeks – outperforming last year's 4-week radio campaign.
- **Mumbler Partnership**: With half the budget of 2024 (£3k vs £6k), we prioritised authentic, parent-focused content. Bespoke blogs, reels, and digital features reached **93.5k parents**, including:
 - 45k via social media (25k on Instagram)
 - 20.1k via eNewsletters
 - 28.4k via the Mumbler summer hub

Visit York Membership

Annual Renewals

Visit York membership retention this financial year is 87.7%.

Visit York Membership

Our Membership Advisory Board has met on 2 occasions. This group provides challenges, new ideas and an increased ambassadorial voice for the city. The group currently supports new ideas for events and the annual Membership Conference. This group also ensures that we are more accountable to our Membership and provide what Members want.

Visit York Tourism Awards

In March, the annual **Visit York Tourism Awards** were held. Two of the winning organisations – **The Wizard Walk** and **Sandburn Hall** – went on to achieve further recognition at the **VisitEngland Awards for Excellence**, where both secured **silver awards**.

Visit York Member MOT

A practical designed help members make the most off their Visit York membership was circulated recently. This was intended to ensure that member we informed and able to fully utilise the benefits and opportunities available to their business.

Workshops were also held at the Visit York conference.

VisitYork

Membership MOT Checklist

Business Name:

Welcome to your Membership MOT Checklist!

This practical guide is designed to help you make the most of your Visit York membership. By reviewing each section, you can ensure you're fully utilising the benefits and opportunities available to your business.

Some checklist points include links or email addresses to direct you to helpful tools, resources, or actions. Take a few minutes to work through the checklist and unlock the full potential of your membership. Please contact membership@makeityork.com if you have any questions.

Website

Have you logged into your visityork.org account to access and update your listing? Login at visityork.org/login - Access Our Login Guide at visityork.org/mot-login-guide	<input type="checkbox"/>
Have you submitted events and offers? If so, are you selecting as many relevant categories as possible to reach the biggest audience, and appear on relevant hub pages?	<input type="checkbox"/>
Have you added direct web links, to specific offers or booking pages, to drive visitors to your website?	<input type="checkbox"/>
Are you using relevant keywords in your listing to help visitors find you?	<input type="checkbox"/>
Is your business description up-to-date, including clear information on what you offer?	<input type="checkbox"/>
Are you regularly adding high-quality images to your listing?	<input type="checkbox"/>
Are you including your social media links and YouTube channel URL for visitors to easily connect with you?	<input type="checkbox"/>
Are your opening hours clearly displayed?	<input type="checkbox"/>
Have you included your TripAdvisor rating by pasting your TripAdvisor code into the relevant field?	<input type="checkbox"/>
Have you added any special facilities or accessibility notes to inform visitors about your amenities?	<input type="checkbox"/>
Have you uploaded a promotional video from YouTube or Vimeo to visually engage visitors on your listing?	<input type="checkbox"/>
Is your business map location accurately placed to help visitors find you?	<input type="checkbox"/>
Accommodation providers, have you provided additional booking information where relevant?	<input type="checkbox"/>
If you are an accommodation provider, have you added a booking link (or used one for attractions, tours, or restaurants)?	<input type="checkbox"/>

Social Media

Are you tagging Visit York in your social media posts to increase the likelihood of shares? - See All Visit York Social Channels at visityork.org/mot-socials	<input type="checkbox"/>
Have you used Visit York campaign hashtags to boost your reach? - See Current Campaigns at visityork.org/mot-campaigns	<input type="checkbox"/>
Are you posting content related to Visit York's citywide events or seasonal activities to engage more visitors? - See York Festivals visityork.org/mot-festivals	<input type="checkbox"/>

Visit York Newsletters

Have you checked the Visit York Members Newsletter for the latest updates and opportunities exclusive to members? - Read the Latest Membership eNews at visityork.org/mot-enews	<input type="checkbox"/>
Are you subscribed to Visit York's e-newsletters to stay informed about events, festivals, and special offers being promoted to visitors? - Subscribe to eNews at visityork.org/mot-subscribe	<input type="checkbox"/>

General Benefits

Are you attending Visit York member networking events to build relationships and discover collaboration opportunities? - See Upcoming Member Events at visityork.org/mot-events	<input type="checkbox"/>
Have you hosted a Visit York members event? Contact membership@makeityork.com to enquire	<input type="checkbox"/>
Are you aware of current and upcoming Visit York marketing campaigns? - Read more visityork.org/mot-campaigns	<input type="checkbox"/>
Are you reviewing Visit York's research reports on industry trends to inform your marketing strategy? - Learn more at visityork.org/mot-research	<input type="checkbox"/>
Have you shared relevant visitor statistics about your business with Visit York through T-Stats to contribute to citywide data? - Submit your data at visityork.org/mot-tstats	<input type="checkbox"/>
Have you received and displayed your Visit York membership plaque to showcase your Visit York membership? Contact membership@makeityork.com to get yours.	<input type="checkbox"/>
Have you entered your business into the Visit York Tourism Awards? Gain local and national recognition by entering at visityork.org/mot-awards	<input type="checkbox"/>

Press/Comms

- Have you shared any exciting updates or news about your business with Visit York's PR team to increase potential media exposure? - **Send your press releases to us at comms@makeityork.com** ☐
- Are you providing high-quality images directly to Visit York for potential inclusion in press materials? ☐
- Do your staff understand the Visit York VIP Pass, and are they prepared for influencers, press, FAM trips and other media visits arranged through Visit York? - **Read about the VIP Pass at visityork.org/mot-vip** ☐
- Are you subscribed to Visit York's press release distribution list to stay informed of citywide news and updates? - **Sign Up at visityork.org/mot-press-release** ☐
- Are you keeping Visit York's PR team updated with any seasonal promotions or unique events that could be featured in Visit York media channels and campaigns? ☐
- **Send your press releases to us at comms@makeityork.com**

Perks Card

- Do you have an active offer available through the Visit York Perks Card to attract local customers? ☐
- **Submit a Perk at visityork.org/login**
- Are you using the Perks Card and enjoying exclusive offers from other Visit York members? ☐
- **See all Membership Perks at visityork.org/mot-perks**
- Are you regularly updating your Perks Card offers to keep them relevant and appealing? ☐
- Are your staff well-informed about the Perks Card benefits and understand its use when customers present it? ☐

Visitor Information Centre

- Have you provided up-to-date brochures or leaflets for display in the Visitor Information Centre to increase visibility? - **Learn more about the VIC at visityork.org/mot-vic** ☐
- Have you briefed Visitor Information Centre staff on any unique offers or seasonal updates so they can share them with visitors? ☐
- **Contact info@visityork.org to arrange briefing**

Visit York Media Library & Toolkits

- Have you accessed the Visit York Media Library to download high-quality images and videos for your marketing materials? ☐
- **Register for the Media Library at visityork.org/mot-media**
- Are you using the Visit York toolkits to strengthen your seasonal campaigns and join in with current Visit York promotions? ☐
- **Learn more about Toolkits at visityork.org/mot-toolkits**

Find Local Suppliers

- Have you checked the Visit York Local Supplier directory for services such as event décor, printing, or training providers to support your business? ☐
- **Find Local Suppliers at visityork.org/mot-local**

Silver & Gold Membership Benefits

- Have you considered upgrading your membership to Silver or Gold? ☐
- **See what you get at visityork.org/upgrade**
- Have you uploaded the maximum number of images allowed on visityork.org for your membership level to make your listing as engaging as possible? - **See All Silver/Gold Benefits at visityork.org/mot-silver-gold** ☐
- Silver/Gold Members: Have you submitted your quarterly social media post request to reach Visit York's wider audience? ☐
- Silver/Gold Members: Have you submitted special offers for inclusion in the "7 Days" newsletter to reach local residents and visitors? ☐
- Gold Members: Are you using your dedicated blog entries on visityork.org to tell your story and engage new audiences? ☐
- Gold Members: Have you submitted banner ads for placement on visityork.org to increase brand visibility? ☐
- Gold members: Have you submitted your 7 Days dedicated emails? ☐

Additional Marketing Opportunities

- Have you explored Visit York's digital marketing options, such as website advertising, social media posts, and e-newsletter features, to reach a larger audience? ☐
- **Review Digital Marketing Opportunities at visityork.org/mot-digital**
- Have you considered featured placements in the "Must See & Do" or "Hidden Gems" sections on visityork.org for more exposure? ☐
- Are you advertising in Visit York publications, like the Mini Guide or Winter Guide, to connect with a broader audience? - **See our Publications at visityork.org/mot-publications** ☐
- Have you looked into advertising on digital screens at the Visitor Information Centre to showcase your business to thousands of visitors? - **Learn more about the VIC screens at visityork.org/mot-vic-screens** ☐
- Are you featuring your business on the City Centre Art Benches along Parliament Street to reach a high-footfall audience and build awareness? - **Learn more about the art benches at visityork.org/mot-art-bench** ☐

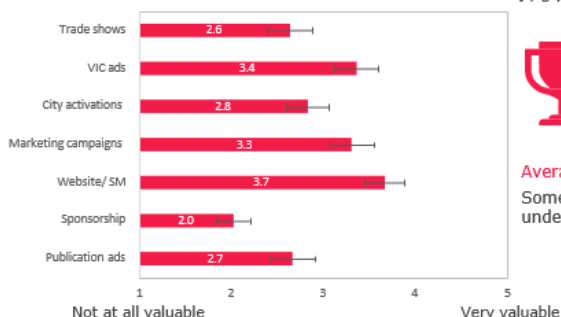
Member Survey

A Visit York membership annual survey was carried out in March 2025.

Make It York: Member survey insights 45 total responses



Value of marketing opportunities



Comments confirmed interest in being displayed on VY's website, SEO and reaching wider audiences



58% would recommend VY to other businesses

25% neutral

17% would not recommend

Average recommend: 3.7/5

Some comments that respondents did not understand the question about value

Value of MIY's channels



83% found direct emails from @membership useful

33% found the newsletter useful

22% for website and social media

"What is @VYBiz?"

"Send emails to more than one inbox?"

Torn on the value of York Tourism Awards

What MIY could improve

"More **networking**"

"Offer **feedback from awards**"

"Recognise business **outside York city centre**"

"Help **smaller businesses**"

"Regular **check-ups**"

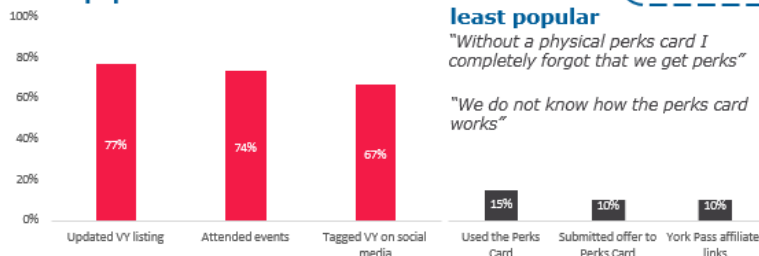
Priorities for year ahead

83% plan to increase brand awareness

81% plan to grow sales

only **11%** concerned with staff recruitment/ retention

Engaging with MIY last year: most popular

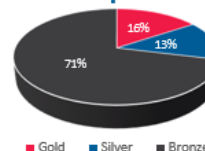


least popular

"Without a physical perks card I completely forgot that we get perks"

"We do not know how the perks card works"

Respondent profiles membership level



industries

Attraction and tours: 56%, Accommodation: 19%, Retail: 17%, Food and drink: 14%

Est. 1841

YORK ST JOHN UNIVERSITY

"Used to receive an Annual Visit to go through the benefits but had no engagement at all recently"

Tourism Advisory Board

The Tourism Advisory Meetings (TAB) meetings are held monthly and chaired independently. Representatives of CYC at meetings as do MIY. They are tasked with collectively delivering the CYC Tourism Strategy.

Visit York Pass

The Visit York Pass currently provides access to 37 attractions and 17 Extra Value Offers.

The no. of passes sold YTD is 5,649 compared to 6,279 in the previous period. This is approx. 10% decrease in passes sold. The total sales of £423,572, compared to prior year £404,184 gives a 4.8% increase in turnover. The increase is due to the annual price increase in line with the price increases across the board of all the Visit York Pass attractions.

In April 2025, the new digital web application was successfully launched to

streamline the guest journey, which can be seen on updated marketing assets throughout the Visit York initiatives. The Visit York Pass is also now a key partner in this year's Visit York seasonal campaigns, reinforcing the product presence as a crucial commercial initiative for Visit York.

To strengthen trade and international distribution, the Pass has entered a partnership with TurboPass, the product's software manager with reach across global channels. Internally, trials of digital campaigns on regional platforms such as Leeds List are underway to increase product visibility and sales conversion.

In 2025/26 YTD, 40% of guests used their Visit York Pass on the same day as purchase with 25% of guests using them within 7 days and 21% of guests within 30 days. This indicates a longer lead time suggesting guests are planning ahead to optimise maximum value from the product, a change from the guest behaviour of 2024/25.

Ongoing considerations are being conducted into external influences on sales performance. Key considerations include the cost-of-living crisis, warmer seasonal weather and overall retail performance in York. The Visit York Pass is actively trialling new approaches to improve reach, visibility and sales.

MIY will continue to develop Visit York Pass over the coming months.

Markets

Markets Strategy

In April a markets strategy was commissioned. The strategy was completed September 2025.

The strategy includes the following components:

1. Growth Opportunities for Shambles Market

Identify and assess opportunities to grow Shambles Market, including support for new traders, pathways to increase stallholder income, and measures to ensure the market delivers a sustainable profit.

2. Investment Requirements

Set out the capital and revenue investment needed over the next decade to maintain and upgrade Shambles Market's infrastructure, strengthen visitor experience, and secure long-term commercial viability.

3. Current Issues and Priorities

Review operational challenges and priority areas for improvement, drawing on

feedback from traders, customers, and operational teams.

4. Strengthening the Market

Develop both short- and long-term proposals to reinforce Shambles Market as a vibrant, inclusive, and commercially successful destination.

5. Trader Recruitment and Market Mix

Outline plans for trader recruitment and shaping a balanced, appealing mix of stalls and products.

6. Specialist and Added-Value Markets

Explore opportunities for themed or niche markets (e.g. farmers' markets, "Totally Locally" events) to diversify the offer, attract new audiences, and boost vibrancy.

7. Fees and Charges Review

Conduct a full review of fees and charges to ensure transparency, fairness, and long-term financial sustainability.

8. Environmental Sustainability

Define actions to minimise environmental impact, including waste reduction, improved recycling, and energy efficiency initiatives.

Wider Market Portfolio

The strategy will also clarify the roles of Acomb, Haxby, and Knavesmire markets, alongside seasonal markets such as the Christmas Market. It will explore:

- How markets can complement rather than compete with one another
- Opportunities for coordinated growth and potential new sites
- Each market's contribution to citywide footfall and vibrancy
- The implications of a broader market portfolio on the existing Market Charter

Engagement and Consultation

Extensive consultation will underpin the strategy, ensuring it is rooted in real-world insights and shaped collaboratively. Engagement included:

- Shopper and non-shopper surveys
- Current and casual trader feedback

- Input from local businesses
- Consultation with key stakeholders (CYC officers, Members, community groups, and businesses in York, Acomb, and Haxby)

Investment Requirements:

Identification of capital and revenue investment needed at Shambles Market over the next 10 years to maintain and enhance its infrastructure, visitor experience, and commercial viability.

Events and Festival

Events Toolkit

Make It York has written a festivals **and events community toolkit**. It is a practical and detailed community-friendly toolkit that will enable communities self-serve including by providing guidance on event management so that the can to create safe and impactful events of their own in a safe manner. The toolkit includes links to critical detailed documents and websites to aide in the delivery of events.

This work is part of the SLA objectives 2024-26.

York Residents Festival 25 & 26 January 2025

The Resident's Festival offered a variety of exclusive deals for York residents and includes free access or reduced-price access to attractions, access to tours, food and drink discounts, retail discounts and activity discounts.

Ice Trail

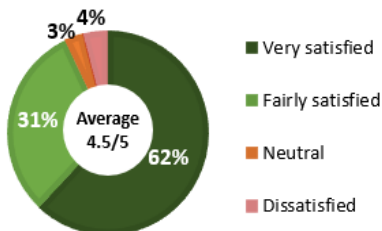
The Ice trail was delivered on 1st and 2nd February 2025. The theme for 2025 was "Origins," with sculptures inspired by legends, myths, and York's rich history.

Ice Trail Evaluation

2025 York Ice Trail Evaluation Report

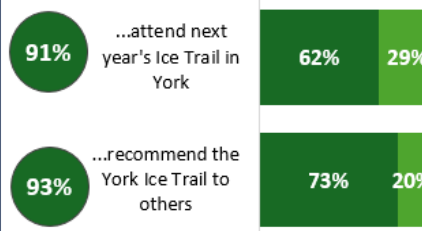
Visitor Survey: Summary of Visitor Opinion

93% of visitors were satisfied with their overall experience of visiting the Trail



% of visitors likely to...

Very likely Quite likely



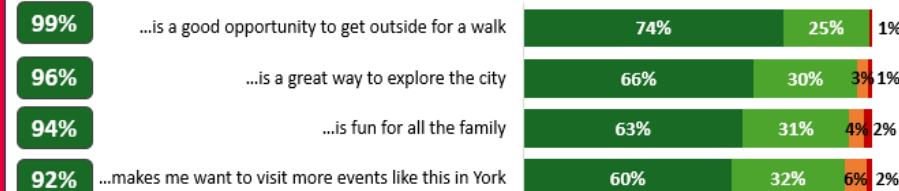
Sculptures or elements of the event visitors liked most (unprompted)

25. 50 Years of Railway Legends, NRM	19%
28. York Daffodil, Bradley's Jewellers	18%
32. Live Ice Carving of York Minster	18%
3. Minster to Metropolis, Grand Central	12%
All of them	12%
Sculptures / Activities at Middletons	6%
Opportunity to explore new areas of York	6%
30. No Longboat? No Problem, York P&R	5%
27. Dodo, York BID	4%
22. The Hobbits, The Judge's Lodging	3%
5. York's Chocolate Story-book	3%

% agree/
strongly agree

% of visitors who agree that the York Ice Trail...

Strongly agree Agree Neutral Disagree

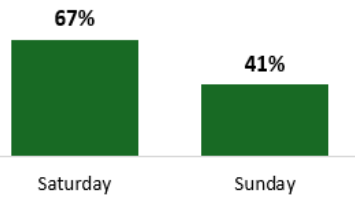


Source: 263 online interviews with visitors to the 2025 York Ice Trail

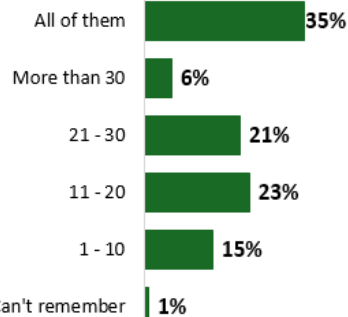
Source: 241 responses (23 skipped this question)

Visitor Survey: Summary of Visitor Behaviour

Day(s) visited the Ice Trail:

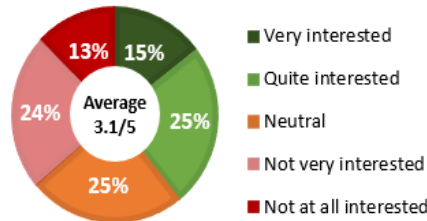


Number of ice sculptures seen:

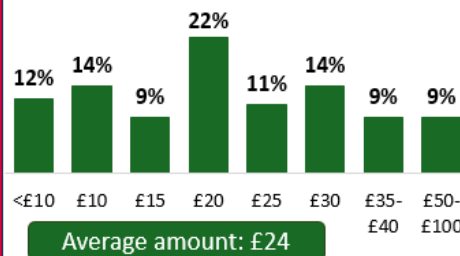


Workshop sessions:

40% of visitors would be interested in booking a session at a hands-on ice sculpting workshop.



Maximum amount willing to pay:



Source: 90 visitors interested in booking a session

Other activities taken part in during visit:



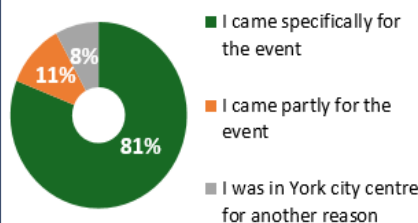
Source: 263 online interviews with visitors to the 2025 York Ice Trail. Totals may not always add up to 100% due to rounding.

Images: Flaticon.com

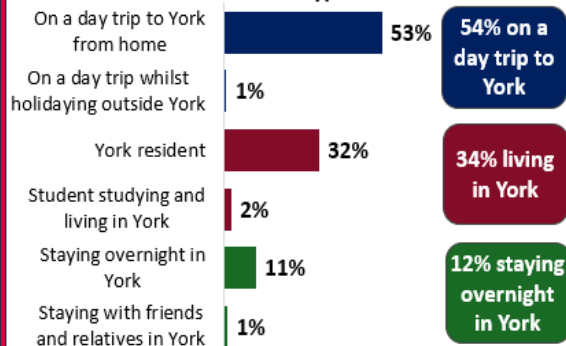
Visitor Survey: Summary of Visitor Profiles

62% were repeat visitors

Extent to which the Ice Trail influenced the decision to visit York:



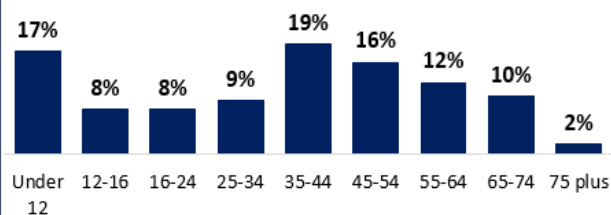
Visitor type:



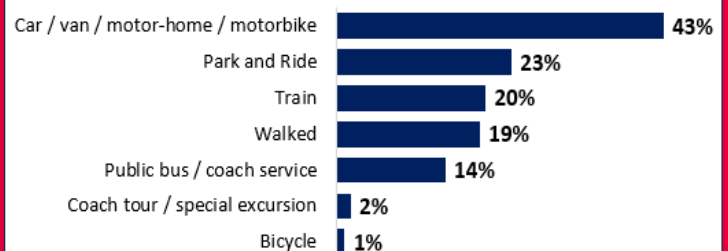
Visitor Origin

Region	%
York	34%
West Yorkshire	17%
North Yorkshire	12%
East Riding of Yorkshire	9%
South Yorkshire	7%
Total Yorkshire & Humber	79%
North East	6%
North West	5%
East Midlands	5%
Elsewhere in the UK	5%

Age ranges within groups:



Main modes of transport used:



Source: 263 online interviews with visitors to the 2025 York Ice Trail. Totals may not always add up to 100% due to rounding.

Visitor Feedback

"All the sculptures were amazing and it was great to have the opportunity to see the live ice carving."

"I enjoyed everything about the ice trail, a lot of team work obviously goes into putting this event on so praise to everyone x."

"It's a tradition for us to come now and we just love it!"

"All was really good, would definitely recommend and we will be back again!"

"It's just a fantastic way to see the city. I've lived near York for the last decade and I always find places I've never been before thanks to the Ice trail."

"Such a lovely event. All the sculptures are so unique and different every year!"

"I love how lots of local businesses get involved. Having a theme is great too. The trail takes you around the whole of the city so you can often discover new shops, food places you may not of seen before."

Trader/Sponsor Feedback

"The event was fantastic—so busy and a real testament to all your hard work. We truly appreciate it!"

"The ice trail is a brilliant event. It brings so many people into York in a positive way in the worst month of the year - genius!"

"Well done for organising this. We had a much higher footfall in the gardens than on a usual February day."

"The sculpture for The Milner was very well received, and the addition of a real-life bell on top created a great interactive element for visitors."

"Well done for a great event!"

"We have participated in the York Ice Trail for more than a decade, and it is undoubtedly one of the best customer-facing events our city has to offer. As a business owner, it is an unmissable opportunity to meet local residents, engage new customers, and participate in something that's full of personality and charm."

Source: 263 online interviews with visitors to the 2025 York Ice Trail.

Source: Visit York data

VisitYork

Marketing Campaign Summary: 01/09/24-03/02/25

Visit York Ice Trail Website Summary

Total users:	48.7K	18.4% ↑
Views:	89.4K	22.3% ↑
Outbound Link Clicks:	18K	5.0% ↑
Average session duration:	00:02:08	2.7% ↑
Sessions:	66.8K	18.5% ↑

Where users are located:

Country	Views	% Δ
1. United Kingdom	87,529	22.7% ↓
2. United States	847	-14.4%
3. Canada	151	371.9% ↑
4. Ireland	75	150.0% ↑
5. France	74	89.7% ↑

Ice Trail Social Media Campaign Summary

Number of posts:	79	-46.6% ↓
Impressions:	583.2K	-36.4% ↓
Comments:	349	-80.6% ↓
Likes:	3.8K	-65.6% ↓
Engagements:	18.8K	-46.7% ↓
Engagement Rate:	3.47%	-10.5% ↓
Video Views:	53.0K	-76.9% ↓
Reach:	549.5K	-31.7% ↓
Potential Reach:	1.5M	-55.7% ↓

Impressions by Network:

Ice Trail e-newsletter Summary

Number of emails:	9	200.0% ↑
Total recipients:	151.0K	340.4% ↑
Total opens:	81.5K	337.0% ↑
Total clicks:	7.0K	439.7% ↑
Average open rate:	37.99%	-1.5% ↓
Click-through rate	8.58%	23.5% ↑

Ice Trail Media Coverage Summary

Volume of articles:	73
Sum of Advertising Value Equivalency (AVE):	£239K
Sum of Opportunities To See (OTS):	37.1M

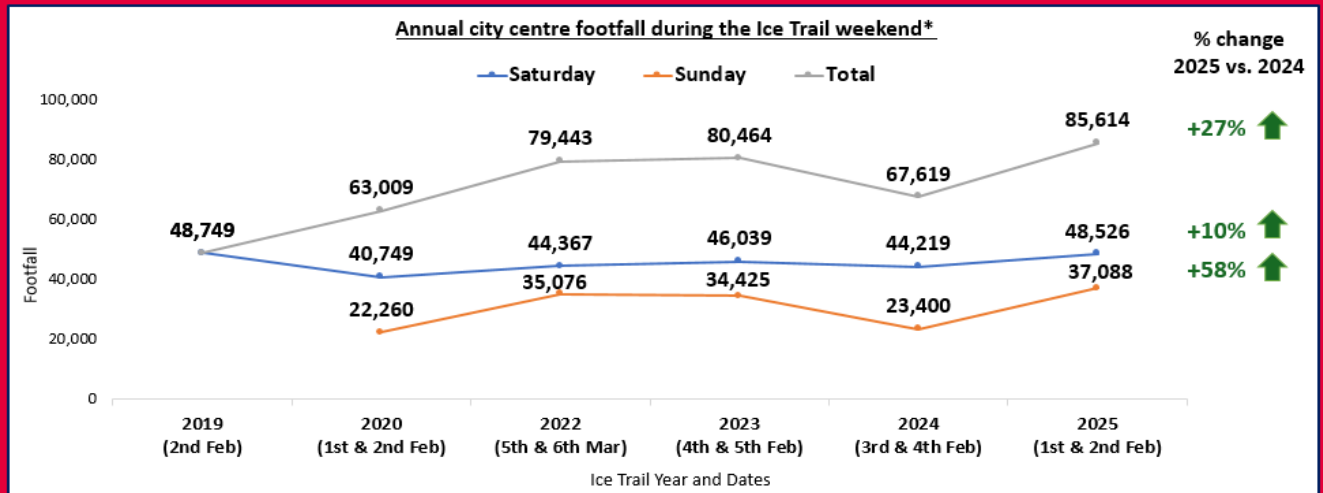
Split by sentiment:

Positive

Neutral

City Centre Footfall During the Ice Trail Weekend

City centre footfall cameras on Micklegate and Parliament Street recorded over 85,000 counts during the 2025 York Ice Trail weekend. Saturday footfall was up 10% compared to 2024 while Sunday footfall was up 58%. Overall, city centre footfall had increased by 27% compared to the same time the previous year.



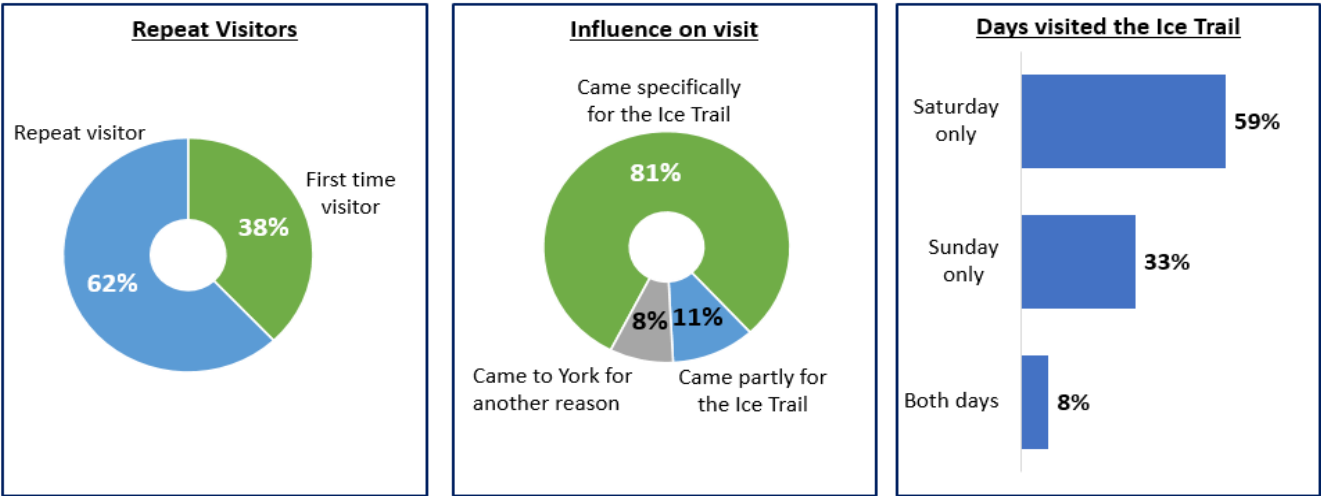
VisitYork

Make It York
ICE TRAIL
2025
ORIGINS

**2025
Visitor Survey
Detailed Results**

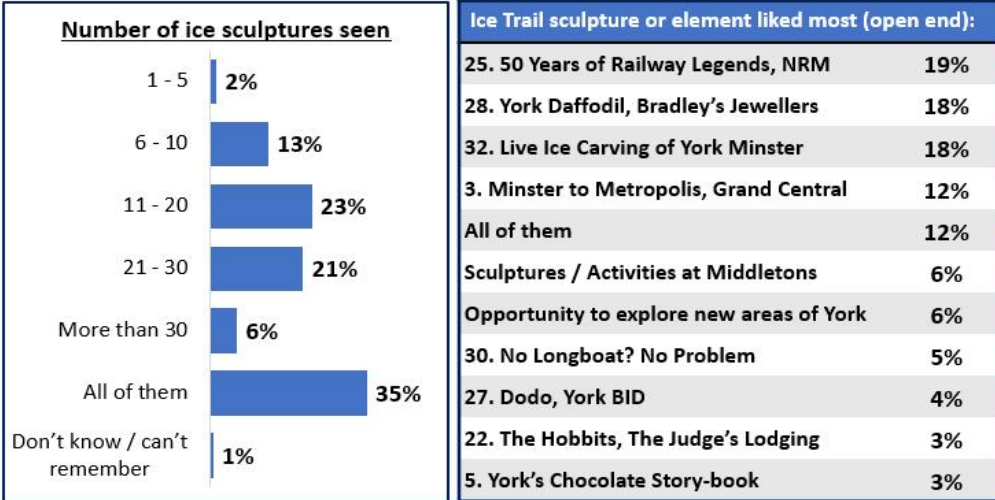
Make It York
Visit | Culture | Markets | Events

- Over three fifths (62%) of visitors had been to previous Ice Trail events in York.
- Four fifths of survey respondents had visited York city centre specifically to see the 2025 Ice Trail.
- Saturday was the most popular day to visit. 59% visited Saturday only and 8% visited both days, a total of 67% on Saturday.



Source: 263 online interviews with visitors to the 2025 York Ice Trail. A significant difference vs. 2024 is 7% at the 90% confidence level.

- Over a third (35%) of visitors saw all of the ice sculptures, up from 22% in 2024.
- When asked what they liked most, almost a fifth mentioned the National Railway Museum’s “50 Years of Railway Legends” sculpture, Bradley’s Jewellers “York Daffodil” and the live ice carving of York Minster.



Source: 263 online interviews with visitors to the 2025 York Ice Trail. 241 visitors responded and 22 skipped this question.



- **62%** of visitors were **very satisfied** with their overall experience of the Ice Trail, and a total of **93% were satisfied**, up 1% vs. 2024.
- **62%** of visitors are **very likely** to attend the next Ice Trail, while **91% are likely**, the same as 2024.
- **73%** are **very likely** to recommend the Ice Trail and a fifth are quite likely, a total of **93%**, the same as in 2024.



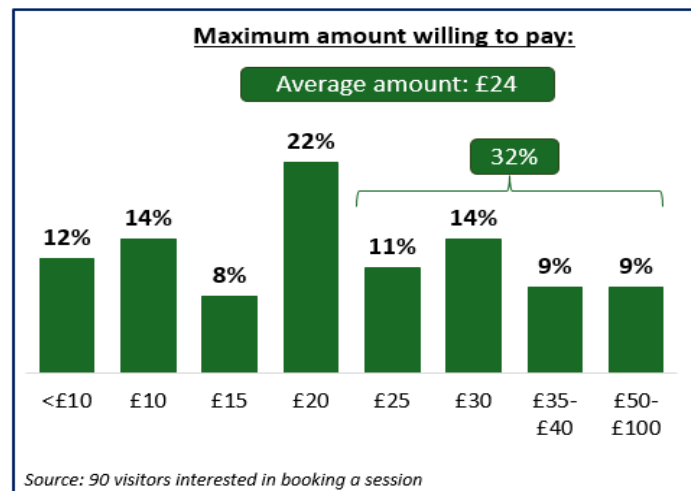
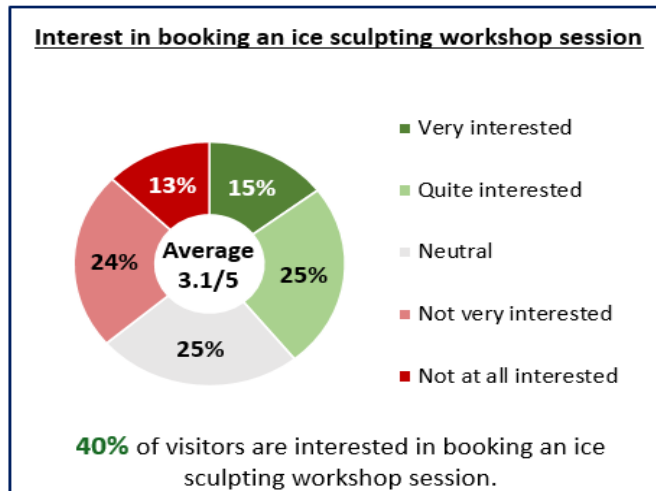
Source: 263 online interviews with visitors to the 2025 York Ice Trail. A significant difference vs. 2024 is 7% at the 90% confidence level.

- The highest proportion, 22%, could not think of any improvements, up from 14% in 2024.
- Key suggestions for improvement were around crowd control, as the event was so busy it made it difficult to take photos or even see the sculptures.
- Some found it difficult to follow the full trail, either because the sculptures were too spread out or they struggled to find them. A clearer route, better signage and an improved map were all suggested.

What could be improved for future Ice Trails?	% of comments
Nothing, all good.	22%
Better crowd control , e.g. barriers, signs, queuing or one way systems, or someone to move people along.	14%
The positioning of some of the sculptures – some were considered too far to walk, while others meant the volume of people created bottlenecks and road blocks. Suggestions included placing sculptures in large spaces such as the gardens, having them closer together, or having more sculptures to reduce the walk between them.	13%
Better signposting , especially if a sculpture has moved, and a more detailed, accurate map . Other suggestions were pin drops on Google maps, an interactive online map and/or app, as well as guides, arrows or footprints on the floor to help with finding the sculptures.	12%
Visibility - some visitors found it difficult to see some of the sculptures or take photos because of the number of people and they were low to the ground. It was easier with sculptures that were raised or that people couldn't walk behind.	11%
Have an earlier start time or extend the event over more days to reduce crowding.	10%
More interactive sculptures and experiences , information about the sculptures, additional activities and entertainment, especially for children, would make the event even more engaging.	9%
Stop people touching the sculptures so they last longer.	6%

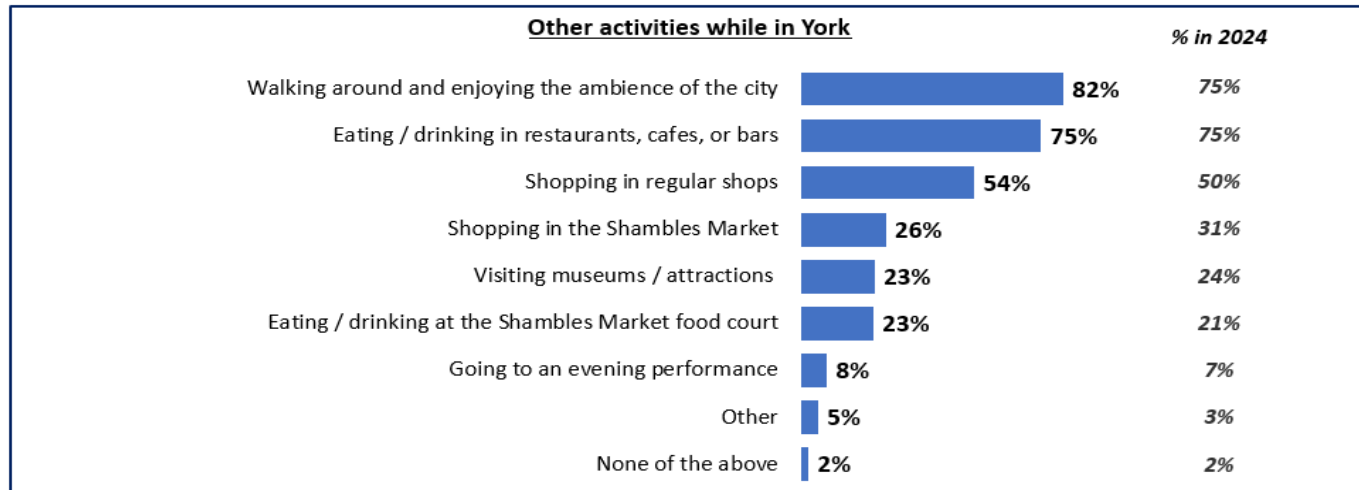
Source: 211 online interviews with visitors to the 2025 York Ice Trail. 52 respondents skipped this question.

- Two fifths of visitors are interested in booking a hands-on ice sculpting workshop session.
- Amongst those interested, the maximum amount they were willing to pay varied from less than £10 to £100.
- 43% were willing to pay £25 or more and a third were willing to pay at least £30. The average stated price was £24.



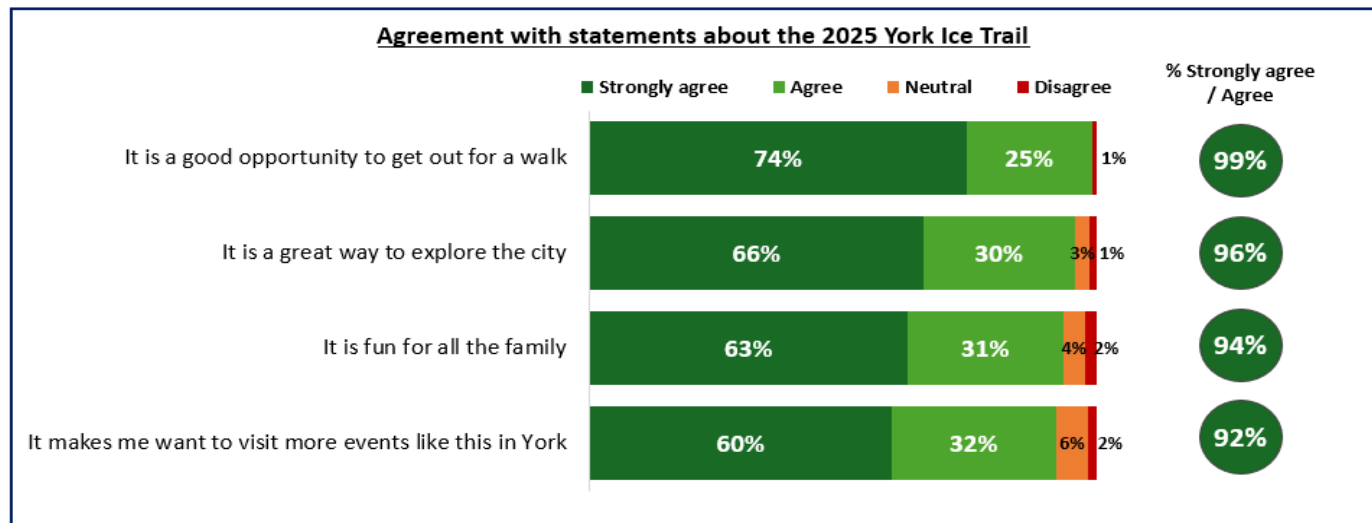
Source: 263 online interviews with visitors to the 2025 York Ice Trail. Totals may not always add up to 100% due to rounding

- Four fifths of Ice Trail visitors said they also enjoyed walking around and enjoying the ambience of the city, up 7% vs. 2024.
- Three quarters of visitors also ate out in restaurants, cafes or bars, the same as in 2024.
- Just over half of visitors also went shopping in York.



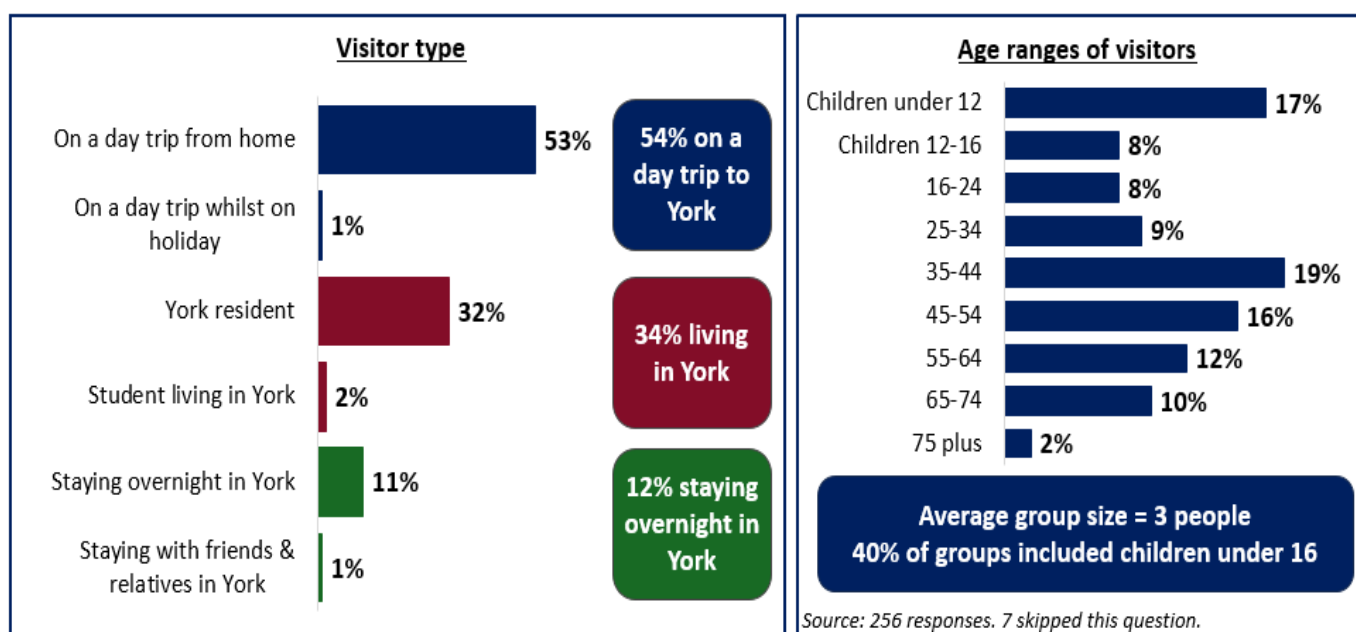
Source: 263 online interviews with visitors to the 2025 York Ice Trail. A significant difference vs. 2024 is 7% at the 90% confidence level.

- There is strong agreement that the York Ice Trail is a good opportunity to get out for a walk (99% vs. 97% in 2024) and a great way to explore the city (96%, the same as in 2024).
- The vast majority also agree that the event is fun for all the family (94% vs. 96% in 2024) and that it makes them want to visit other events like it in York (92% vs. 90% in 2024).



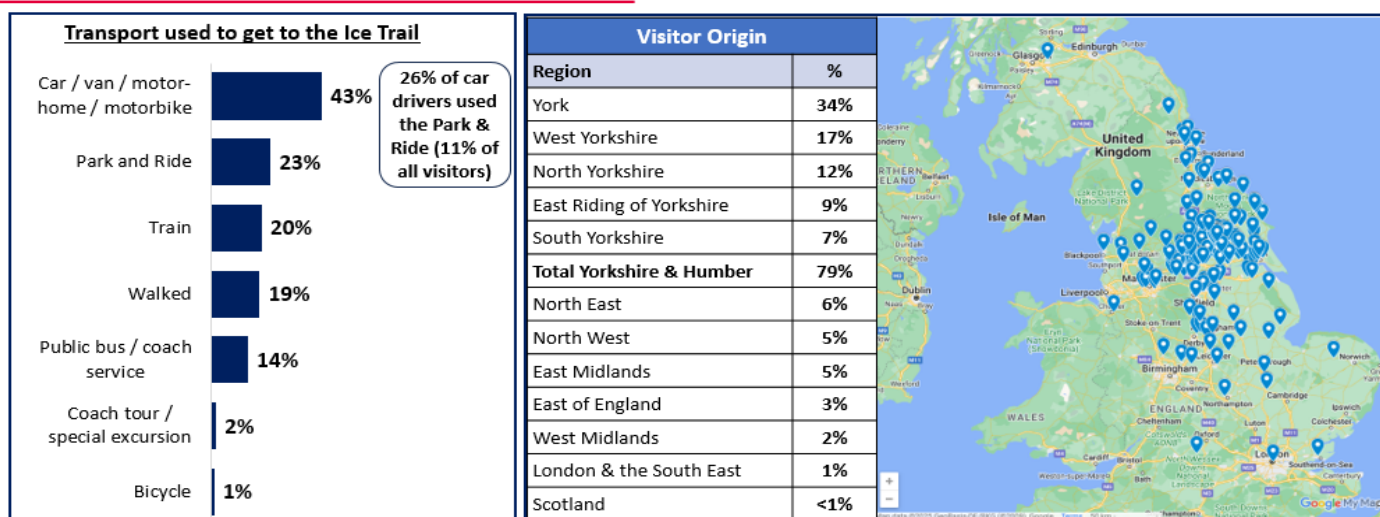
Source: 263 online interviews with visitors to the 2025 York Ice Trail. A significant difference vs. 2024 is 7% at the 90% confidence level.

- Over half, 54%, of visitors were on a day trip from outside York, down from 64% in 2024, while around a third were York residents, up from a quarter in 2024.
- Over a quarter of visitors were aged under 16. 40% of all groups included at least one child under 16. The average group size was 3 people.



Source: 263 online interviews with visitors to the 2025 York Ice Trail. Totals may not always add up to 100% due to rounding.

- The highest proportion, 43%, drove to the event. Just over a quarter of car drivers used the Park & Ride to get into the centre of York, equivalent to 11% of all visitors. Overall, almost a quarter of visitors used the Park & Ride.
- 79% of visitors were from Yorkshire & Humber, very similar to 2024 when the proportion was 81%. Almost half, 46%, of visitors were from York and North Yorkshire.



Source: 263 online interviews with visitors to the 2025 York Ice Trail. A significant difference vs. 2024 is 7% at the 90% confidence level.

Orangery Summer Offer

Thors Orangery once again has been present on Parliament Street encompasses city led engagement / community space. The facility provided its own seating/dining areas and curated a programme of music and live events throughout the summer. It also provided street food offers.

There were no licencing issues during the event and no H&S incidents.

Food and Drink Festival

The annual Food and Drink Festival commenced on 19 to 28 September 2025.

Christmas Market

The Christmas market has been revised this year which will make the event, safer, more accessible whilst addressing previous crowd management issues. It will have a more festive feel with enhanced dressing within St. Sampson's Square and Parliament Street; the changes and details are as follows:

- Shambles Market trader's vehicle movement will operate in line with the same hours as Christmas Market traders (10:30 - 19:00) to further control and minimise vehicle access into the pedestrian area during these hours. This has been communicated to all 130 traders in June with only 3 responses to date (two positive and one negative). This is in line with Event management best practice of designing out vehicle movement during a live

event and in line with guidance from Counter Terrorism Security advisors and local emergency services.

- Removed 7 huts in total with 3 being removed from St Sampson's Square which improves walkway widths and allowing space for themed dressing and event signposting. Unfortunately, we were unable to open up the square any further due to position of CYC street trader.
- Relocated 'Treehouse' from St Sampson's Square to Parliament St to minimise queuing in the junction of Church St/Davygate.
- Increased pedestrian pathway widths on to St Sampson's (from Davygate/Church St/St Sampson's Square).
- Moved a small catering unit (from Parliament St) to St Sampson's Square serving towards Three Cranes to make use of unused street.
- Moved food stalls facing Davygate on to St Sampson's Square therefore maximising the road width and increasing pedestrian flow.
- Christmas tree & Flower stall - 10m - no obstructions to maintain free flow and spread-out food traders to address queuing issues of 2024.
- Reconfigured the last block at the bottom of Parliament St to increase width of walkway to 9m with no side openings for catering.
- Working with CYC Accessibility officer and St Sampson's Centre to provide a 'quiet space' as trialled in 2024.
- Kings Square - removal of family attraction, traditional carousel (at loss to revenue to MIY) to minimise crowd build ups and reserve as a dedicated busking area to signpost performers therefore reducing crowd bottlenecks and disruption to CYC Waste vehicles/operations on main Christmas market site.
- City of York Council has not yet made a decision on blue badge access. It is believed that CYC will make a decision in October regarding Blue badge and whether to approve this.
- We understand that the Chief Constable of North Yorkshire Police intends to apply for a temporary Anti-Terrorism Traffic Regulation Order (ATTRO) for the Christmas market. If this is successful, then access will not be permitted.

Conclusion

MIY is a going concern as the 2025/26 budget demonstrates. The MIY team have worked hard to restore financial stability and strong management within the organisation and will continue to do so during 2025/26 we continue to offer all our services and deliver strong results both to visitors and to residents.