| 2. Visitor sector development | | | | | | | | | |
|---|--|-----------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------|---|
| 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 |
| VSD1 Outcome - Work with visitor sector businesses to inc Charter. Facilitate cross-sector work to improve York centr | rease their productivity and help them become even better en e as a destination for business, visitors, and residents. | nployers, payin | g decent wage | s, and offerin | g flexible emp | loyment, by pr | omoting the a | doption of th | e Good Business |
| Increased awareness of Visit York members of the Good Business Charter and accreditation to increase. | Raise awareness of Good Business Charter to increase the number of Visit York Members achieving Good Business Charter Accreditation by 2% YOY, with support of Business Charter | 2% | ? | CYC noted comment | | | | | We cannot achieve accrediation for businesses and therfor we should track click trough rates and promotion of GBC. Need to remove 2% growth |
| Supporting York business to make positive changes. | - Promoting the benefits of Good Business Charter to Visit York Members by providing information in monthly newsletters. | 12 | 12 | 3 | | | | | |
| | Measuring click throughs to Good Business Charter from Visit York website. | 187 | 187 | 29 | | | | | |
| VSD2 Outcome - Supporting on approaches to maximise pr | ivate-sector, visitor led investment into city centre improvem | ent. | | | | | | | |
| New businesses within the city joining Visit York membership | 1% additional new members joining - Annual | 1% | 45 | 8 | | | | | |
| VSD4 Outcome - Attract new business tourism to the city ${f b}$ appropriate to the city. | y providing a clear and effective process for responding to b | usiness tourism | enquiries with | n high quality | response and | support and w | orking proac | tively to attra | ct new enquiries |
| Promoting the City as a location for business events to new markets to grow business tourism all year-round. | Increasing the number of enquiries for Business Tourism in 2024/25 | 30 | 27 | 5 | | | | | Needs further discussion |
| Additional comments below: (N.B. use "Alt + enter" to start | a new paragraph in a cell) | | | | | | | | |
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