

## Websites

	Q1 April to June 2022		Q2 July-September 2022		Q3 October-December 2022		Q4 January-March 2023	
Website	<b>VisitYork</b>	MakeItYork	<b>VisitYork</b>	MakeItYork	<b>VisitYork</b>	MakeItYork	<b>VisitYork</b>	MakeItYork
Users:	296,232 <span style="color: green;">▲</span> +4.1% vs. previous year	6,190 <span style="color: green;">▲</span> +5.1% vs. previous year	348,126 <span style="color: green;">▲</span> +14.29% vs. previous year	5,620 <span style="color: green;">▲</span> +3.9% vs. previous year	683,907 <span style="color: green;">▲</span> +9.1% vs. previous year	13,462 <span style="color: green;">▲</span> +211.40% vs. previous year		
Page views:	819,298	14,024	975,196	11,179	885,844	22,517		
Most viewed pages:	<ul style="list-style-type: none"> <li>'What's On'</li> <li>'Things to Do'</li> <li>'Attractions'</li> <li>'City Cruises'</li> <li>'Shambles'</li> </ul>	<ul style="list-style-type: none"> <li>Shambles Market hub page</li> <li>City Centre Space Rate Card</li> <li>Make It York events</li> </ul>	<ul style="list-style-type: none"> <li>'Christmas'</li> <li>'Things to Do'</li> <li>'What's On'</li> <li>'Attractions'</li> </ul>	<ul style="list-style-type: none"> <li>Shambles Market hub page</li> <li>'St Nicholas Fair'</li> <li>'How to Become a Trader at Shambles Market'</li> </ul>	<ul style="list-style-type: none"> <li>'Christmas'</li> <li>'Christmas Market'</li> <li>'Christmas Market Traders'</li> <li>'What's on'</li> </ul>	<ul style="list-style-type: none"> <li>'York St Nicholas Fair'</li> <li>'Shambles Market hub'</li> <li>'Work with us'</li> <li>'Visitor Economy'</li> </ul>		

## Websites

- The number of users to both websites continues to grow each quarter
- Visit York page views were slightly down in Oct-Dec vs. the summer months, but kept high by interest in the Christmas markets, which were the most viewed pages
- Make It York page views were highest in the last quarter, again driven by interest in the Christmas markets



# COMPANY DASHBOARD: OCTOBER TO DECEMBER 2022

## Social Media

	Q1 April to June 2022		Q2 July-September 2022 (21 <sup>st</sup> June – 21 <sup>st</sup> September)		Q3 October-December 2022		Q4 January-March 2023	
Social media	VisitYork	MakeItYork	VisitYork	MakeItYork	VisitYork	MakeItYork	VisitYork	MakeItYork
Impressions:	5.8 million	98,082	4.2 million	91,717	6.1 million	89,101		
Engagements:	262,851	4,003	171,622	4,113	289,714	4,561		
New followers:	4,773	192	2,565	256	5,159	146		
Total followers:	147,239	10,741	150,681	10,967	156,324	11,118		
Video content:	395,423 views	n/a	262,059	n/a	369,024	n/a		
Most popular post:	<p>✂ The countdown is on! ✂ The JORVIK Viking Festival is taking place in York from 28th May - 1st June! #JVF22 🔑</p>	<p>We're pleased to award 15 York-based organisations funding from the ARG Events &amp; Festivals grant scheme, in partnership with @CityofYork</p>	<p>York has been voted the best city in the UK for a staycation by Which? Travel</p>	<p>Managing Director Sarah Loftus carrying the baton in The Queen's Baton Relay this morning in Hull</p>	<p>It's official... the England Women's Rugby League team have made it to the semi finals of the Rugby League World Cup.</p>	<p>On Wednesday 9th Nov, their Majesties King Charles III and Camilla, The Queen Consort, will visit York to unveil a statue of Her late Majesty Queen Elizabeth II</p>		

## Social Media

- Visit York social media impressions, engagements and new follower counts were highest in the most recent quarter, with a post about the Women's Rugby League World Cup Team being the most popular
- Make It York's social media engagements were also at their highest level in Q3. The most popular post was about the King and Queen Consort's visit to York



# COMPANY DASHBOARD: OCTOBER TO DECEMBER 2022

## Sales & Marketing

### Marketing

- "Haunted York" Campaign Results
- Social media total impressions 468,196
- Video on Demand with ITV hub: Total impressions 252,276
- Coronation Street the best performing with over 66K impressions
- Key partners:
- York Park & Ride & York Dungeon
- Love York with LNER Christmas focus
- London Underground
- 35 x 16 sheet posters and 150 escalator panels on London Underground for 2 weeks - Total impressions: 14,743,800
- Love York with LNER hub page (Christmas focus): 4,273 views
- Love York with LNER Christmas paid social reels:
- Impressions: 435,478
- Reach: 217,054
- Engagements: 27,174
- Hand Luggage Only (Yaya and Lloyd Social media influencers from London) 135,000 views of their festive visit to York to date

	Q1 Apr-Jun 2022	Q2 Jul-Sep 2022	Q3 Oct-Dec 2022	Q4 Jan-Mar 2023
<b>PR &amp; Comms</b>				
Total news volume (print & online)	112	119	359	
Total news reach (print & online)	18.4 million	18.1 million	109 million	
Total news value (print & online)	£1.53m	£607k	£2.3 million	
Press trips facilitated	7	9	9	
<b>Membership</b>				
Retention (annual)	88%			
Renewals (annual)	521			
New members	45	97 (since April)	103 (Since April)	
Events	9	24	30	
<b>Business Conferences</b>				
No. in pipeline	3	4	6	
No. confirmed	0	3	2	



# COMPANY DASHBOARD: OCTOBER TO DECEMBER 2022

## York Pass and Visitor Information Centre

### York Pass and Visitor Information Centre

- York Pass sales quieter in Winter months due to Christmas offers but web sales still generating income along with trade accounts.
- A number of Trade Partners have shown interest in York Pass and discussions were had at WTM- reviewing our trade partners for next year.
- Negotiations have started with system supplier regarding new agreement.
- Attraction contacts to be reviewed for renewal next quarter

York Pass				
	Q1 Apr-Jun 2022	Q2 Jul-Sep 2022	Q3 Oct-Dec 2022	Q4 Jan-Mar 2023
No. of passes sold	2,813	3,755	1,135	
Top 3 attractions	1. JORVIK 2. York Dungeon 3. Clifford's Tower	1. JORVIK 2. York Dungeon 3. Clifford's Tower	1. JORVIK 2. York Dungeon 3. Clifford's Tower	
Average attraction visit	3.0	3.9	3.5	

Visitor Information Centre				
	Q1 Apr-Jun 2022	Q2 Jul-Sep 2022	Q3 Oct-Dec 2022	Q4 Jan-Mar 2023
Footfall	50,462 <i>(vs. 17,119 in 2021)</i>	57,484 <i>(vs. 61,205 in 2021)</i>	38,448 <i>(vs. 42,467 in 2021)</i>	
Top 5 nationalities	1. X 2. X 3. X 4. X 5. X	1. USA 2. Netherlands 3. Canada 4. Germany 5. Australia	1. X 2. X 3. X 4. X 5. X	
Key things people come in for:	1. X 2. X 3. X	1. X 2. X 3. X	1. X 2. X 3. X	



# COMPANY DASHBOARD: OCTOBER TO DECEMBER 2022

## Culture

### Culture

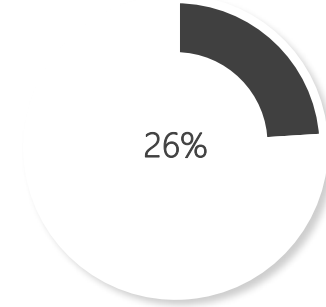
- Funding towards the Culture Strategy's £3.5m target is on track: recent funding includes York Trailblazers' £250k from National Lottery Heritage Fund, and City of York Council's confirmation of £98K grant funding for culture through the Shared Prosperity Fund.
- Direct funding includes culture initiatives MIY received funding for, ran grants programmes on, advocated for funding on behalf of the sector, and/ or contributed to funding bids/ outcomes. Indirect funding includes projects without MIY's direct involvement, e.g., University of York's Community Renewal Funding for Streetlife, and York Archaeology's CRF and NLHF funding.
- Planning is underway for the York Trailblazers 2023 – 25 programme, with Governance structure now in place, evaluation strategy being finalised, brand concept and campaign plans in development.
- The Culture Forum is taking place bi-monthly, with attendance of +50 members at the December meeting, at which Rachael Maskell spoke.
- The Culture Exec is now established and working to shape Culture Strategy direction: early focus has been Placemaking and connecting with local developers. The Exec are also developing early-stage plans for an Arts Council England partnership bid to support the strategy's Children and Young People and Talent Development priorities.
- Development continues of the UNESCO Creative City profile, with the Guild of Media Arts leading planning for a delegation visit from fellow Creative City Viborg in April 2023.

### Progress Towards Targets

Combined direct & indirect funding towards Culture Strategy target:



Confirmed direct funding towards Culture Strategy target (£3.5m in 5 years):



### Culture Newsletter:

		% increase
Open rate	53%	-6%
Click rate	16%	+7%
Unsubscribes	2	-1%

Members of Culture Forum: 159

Event evaluations 2022/23: 3: York Life Festival, Viking Festival, Christmas Festival



# COMPANY DASHBOARD: OCTOBER TO DECEMBER 2022

## City Centre, Events and Markets

### Events in 2022/23

Q1 Apr-Jun 2022	Q2 Jul-Sep 2022	Q3 Oct-Dec 2022	Q4 Jan-Mar 2023
<ul style="list-style-type: none"> <li>York Life Festival</li> </ul>		<ul style="list-style-type: none"> <li>Rugby League World Cup</li> <li>St Nicholas Fair &amp; Christmas Markets</li> </ul>	<ul style="list-style-type: none"> <li>York Residents Festival</li> <li>York Ice Trail</li> </ul>

### Key Findings from the 2022 Christmas markets

Rating	5 <sup>th</sup> best in the world
Estimated visits	441,000
Average spend per trip	Day visitors: £111.55 (+33% vs. 2019) ↑ Staying visitors: £453.17 (+24% vs. 2019) ↑ York residents/students: £68.76 (+17% vs. 2019) ↑
Economic impact to York	£75.9 million
Visitor Profile	Majority aged over 45. Significant increase in over 65s vs. 2021, possibly due to fewer concerns around Covid
Independent traders supported	92: 61 Yorkshire based and 31 York based
Coach bookings	286

### Markets

- The Shambles Markets continues to provide a challenge due less consumer spend, a change in shopping habits and these are challenging times for all traders.
- The rent reduction was appreciated by all traders and is helping in the current climate.
- An expression of interest bid has been submitted for Shared Prosperity funding for approximately £400k for sustainability and infrastructure improvements at Shambles.

### Markets

	Q1 Apr-Jun 2022	Q2 Jul-Sep 2022	Q3 Oct-Dec 2022	Q4 Jan-Mar 2023
Total Stalls Taken	1314	1440	1414	
Occupancy	45%	49%	51%	
New casual traders	12	4	8	

