

2023/24 COMPANY DASHBOARD: OCTOBER – DECEMBER 2023

Websites

	Q1 April-June 2023		Q2 July-September 2023		Q3 October-December 2023		Q4 January-March 2024	
Website	VisitYork	MakeItYork	VisitYork	MakeItYork	VisitYork	MakeItYork	VisitYork	MakeItYork
No. of users (+/-% vs. previous year):	302,221 (+2.02% vs. previous year)	8,342 (+34.8% vs. previous year)	395,891 (+9.7% vs. previous year)	15,009 (+152% vs. previous year)	651,428 (-5.6% vs. previous year)	33,086 (+146% vs. previous year)	233,820	7,296
No. of page views:	811,125	18,674	1.1 million	38,120	1.7 million	62,908	709,399	14,339
Most viewed pages:	<ul style="list-style-type: none"> 'What's On' 'Things to Do' 'Must See York' 'Attractions' 'Stay' 	<ul style="list-style-type: none"> 'Shambles Market' 'Snooks Trail Artist Call Out' 'Shambles Market – Become a Trader' 	<ul style="list-style-type: none"> 'Christmas' 'What's On' 'Things to Do' 'Stay' 'Christmas Events' 	<ul style="list-style-type: none"> 'York Christmas Market' 'Shambles Market' 'Shambles Market – Become a Trader' News post on Christmas Market 	<ul style="list-style-type: none"> York Christmas Hub York Christmas Market Event York Christmas Events York Christmas Market Traders 	<ul style="list-style-type: none"> York Christmas Market News Post – York Christmas Market returns Shambles Market Markets 	<ul style="list-style-type: none"> York Ice Trail York Residents' Festival What's On Things to Do Must See & Do in York 	<ul style="list-style-type: none"> Shambles Market York Trailblazers Artist Call Out York Christmas Market Trader Application York Christmas Market



Websites Summary

- Overall Christmas content was down 1% vs 2022 but highlights include: the York Christmas Market event had 40% more views than in 2022 (190,102 views), Christmas events were viewed 60% more than in 2022 (60,188 views). Drop in traffic seems to be from a [large drop in search volume around York Christmas Market](#), 'York Christmas Market 2022' had around twice the number of searches in 'York Christmas Market 2023'. Possibly due to no external marketing?
- There was a huge 146% increase in traffic to the Make It York website compared to the same period last year. This is mainly due to people looking for information on the York Christmas Market, and also Shambles Market.



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Social Media

	Q1 April to June 2023		Q2 July-September 2023		Q3 October-December 2023		Q4 January-March 2024	
Social media	VisitYork	MakeItYork	VisitYork	MakeItYork	VisitYork	MakeItYork	VisitYork	MakeItYork
Impressions:	3.8 Million	76,074	6.02 Million	67,121	7.3 Million	42,830	3.66 Million	37,320
Engagements:	146,060	3,331	146,216	3,348	180,995	1,954	121,730	2,484
New followers:	2,637	201	4,397	110	7,069	104	4,440	114
Total followers:	168,147	11,526	172,560	11,626	179,589	11,663	183,984	11,765
Video content:	138,508 Views	n/a	1,119,367 views	n/a	1,741,461 views	n/a	528,186 views	n/a
Most popular post:	'Discover hidden gems around every turn in York, from historic snickelways to stunning gardens, our city has it all! 	'Exciting news! York is a step closer to becoming a UNESCO World Heritage Site after gaining Government backing for its bid'	To all pursuers of the paranormal... visit York this Halloween and experience our haunted city at the spookiest time of the year! 	Exciting news! Explore the wonders of the UK's UNESCO sites with the newly launched map.	York is picturesque all year! 🌍 Enjoy a winter escape to our historic city and discover moments to cherish.	We're delighted to announce that a joint bid for a Local Visitor Economy Partnership (LVEP) for both York and	Be inspired by ten historical things to see and do in York! Embark on a captivating journey ...	Exciting times for York! On Monday, 15 January, as part of our marketing activities celebrating an exciting year of trails in York, we're showcasing four Snooks...

Social Media Summary

- Most impressions ever recorded for Visit York in Q3, previous high was 6.4 million in 2021.
- Continued growth of video content views, with 1.7 million video plays recorded in Q3. North York Moors, Haunted York and York Christmas videos were produced during this time.



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York Pass and Visitor Information Centre

York Pass and Visitor Information Centre: January - March 2024

- Seasonal attraction closure across January affecting both VIC and Visit York Pass sales
- Amending footfall counter provision in VIC so no usable data to cover period – quiet period as reflective in previous years with pick up across York Residents Weekend, Ice Trail, Vikings Festival and February half term for both York and Beyond holidays
- Significant technical difficulties with Visit York Pass software provider resulting in yorkpass.com downtime

York Pass				
	Q1 Apr-Jun 2023	Q2 Jul-Sep 2023	Q3 Oct-Dec 2023	Q4 Jan-Mar 2024
No. of passes sold:	2674	2582	1176	713
Top 3 attractions:	1. Jorvik (2085) 2. York Minster (1493) 3. Cliffords Tower (1449)	1. Jorvik (2050) 2. York Minster (1901) 3. Cliffords Tower + York Dungeons (1537)	1. Jorvik (913) 2. York Minster (846) 3. Clifford's Tower (733)	1. York Castle Museum (368) 2. York Dungeon (294) 3. Jorvik (286)
Visitor Information Centre				
	Q1 Apr-Jun 2023	Q2 Jul-Sep 2023	Q3 Oct-Dec 2023	Q4 Jan-Mar 2024
Footfall (vs. previous year)	35204 <i>(vs. 50462 in 2022)</i>	36074	22928 <i>(vs. 38,942 in 2022 – 41% decrease)</i>	N/A
Top 5 nationalities:	1. UK 2. Spain 3. France 4. America 5. Italy	1. UK 2. France 3. Spain 4. Germany 5. Australia	1. UK 2. USA 3. Australia 4. Germany 5. Spain + France	1. UK 2. USA 3. China 4. Spain 5. France
Key things people come in for:	1. General Info/Maps 2. Buying/Browsing Merch 3. Bus Information	1. General Info/ Maps 2. Buying/ Browsing Merch 3. Attractions	1. Browsing/ Buying Merch 2. General Info/ Maps 3. Tours + Trails	1. Events 2. Browsing Leaflets 3. General Info



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Sales & Marketing

Marketing Campaigns: January – March 24

North York Moors, Oct '23 to Mar '24

- 6 Month campaign with NYM to promote the area as a favourite return destination for residents of York and surrounding areas.
- 4 Campaign videos produced, released and promoted via VY social media channels
- City centre advertising on Art benches & VIC screens
- VY website hub page updated and expanded; email marketing and social media campaign
- Influencer campaigns via Little Vikings & Mumbler

Residents Festival, Ice Trail, Jorvik Viking Festival, Tourism Awards and Snooks Trail

- VY website homepage feature and hub pages
- Email marketing and social media campaign
- Visitor Guide Printed and in distribution
- Trail maps; designed, printed and in distribution
- Sponsor communications and partnership collaboration

PR & Comms

	Q1 Apr-Jun 2023	Q2 Jul-Sep 2023	Q3 Oct-Dec 2023	Q4 Jan-Mar 2024
Total news volume (print & online)	214	174	280	114
Total news reach (print & online)	Over 52m	Over 37M	Over 110M	Over 7.8M
Total news value (print & online)	£1.6M	£930K	£2.6M	£319.6K
Press trips facilitated	5	0	7	14

Membership: October to December 2023

Retention:	84%
Renewals:	471



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Culture

Culture: January – March 24

- Trail Blazers
- Make It York and York Civic Trust continue development and delivery of York Trailblazers, funded by the National Lottery Heritage Fund. Trailblazers is a city-wide programme of events and activities across 2023 – 25, celebrating York’s heritage.
- Tansy beetles are the emblem we have adopted for the Trailblazers project, which will celebrate lesser-known people from York’s past and present who have blazed trails – for their field of work, the communities they live in, or in how they’ve changed or influenced the way we see the world today. Twenty of the people identified through community heritage activity across 2023 will be celebrated through a large-scale art trail installed in York in Spring-Autumn 2024, each taking the shape of a tansy beetle and individualised by visual artists to reflect the person being celebrated.

Tourism and visitor economy: January – March 24

- The Tourism Strategy has been finalised, following consultation with key tourism, culture and business stakeholders, including Tourism Advisory Board, Culture Exec, MIY Board, BID Board. It is undergoing final ratification by CYC and expected to launch at the Visit York Tourism Conference in 2024.
- Make It York and North Yorkshire Council’s joint application for Local Visitor Economy Status was successful.

Members of Culture Forum:

190



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City Centre, Events and Markets

Make It York Events: January – March 2024

Ice Trail February 2024

The Ice Trail was held on the 4 and 5th February showcasing 33 individual Ice Sculptures with 33 being sponsored by businesses, attractions, and hotels.

68,000 visitors came to visit the Ice Trail

93% are likely to recommend the Ice Trail to others

92% were satisfied overall with their experience of the Ice Trail

91% are likely to visit the Ice Trail in 2025

Third Party Events: January - 2024

Third Party Events

The annual Viking Festival was held 12-18 February .

Markets: January – March 2024

January and February are quiet months seeing low number of traders operating – this is in line nationally with most markets. End of February has seen more traders returning.

One trader has expanded his business by securing a vacant food pitch, which will operate 7 days a week, moving from a two- day traditional market stall . This has resulted in two new jobs being created, The vacant stalls are now available for other businesses.

Markets				
	Q1 Apr-Jun 2023	Q2 Jul-Sep 2023	Q3 Oct-Dec 2023	Q4 Jan-Mar 2024
Total Stalls Taken:	4574	5154	4894	2006
Occupancy:	78%	80.03%	77.68%	55.24%
New casual traders:	6	23	25	9

