

Annex A

Tourist marketing plan budget

Theme	Activity	Task	Cost
Keyworker celebration	Photography	Photographer for keyworkers/ Yorkshire Day	£250
	Advertising	Local media	£493
Best of York	Event	Bunting installation for Yorkshire Day	£924
	Event	Cherry picker for bunting installation	£109
	Photography	strong visual content to repurpose in social/print ads	£250
	Digital advertising	Local family digital sites	£750
	Digital campaign	boosted video	£2,500
	Advertising	Regional media	£1,000
	Video	A place of inspiration (refreshed for October)	£5,025
Early evening programme	Photography	strong visual content to repurpose in social/print ads	£250
	Event	Early evening installation	£10,000
	Advertising	Local media	£750
	Digital advertising	boosted social	£500
Taste of York	Advertising	Regional/national advertising / listings (3 month campaign)	£9,000
	Photography	strong visual content to repurpose in social/print ads	£250
	event	Taste of York	£12,000
	Advertising	Regional radio (3 month campaign)	£8,375
	Event digital advertising	Indie York trail support digital engagement campaign	£3,000 £7,500
Light and Dark	Event	Light and Dark commission	£12,500
	Photography	strong visual content to repurpose in social/print ads	£0
	Advertising	national media	£10,000
	Digital campaign	boosted, engagement campaign	£5,000
	Event	Light and Dark support for businesses	£5,000
York Christmas	Advertising	national media	£10,000
	Event	York Christmas/Christmas market	£12,000
Strategy-wide	Listings	Listings/ what's on guide	£10,000
	monitoring	equivalent to Visit Britain sentiment tracker x 3 waves	£7,000
		Total spend	£134,426

Budget

CYC tourist marketing	£100,000
CYC York Narrative	£34,500

£134,500