



Report to City of York Council Shareholder Committee

12 October 2026

Introduction

This paper provides an update of Make It York's (MIY) activities from February 26 to October 26. It also presents:

Appendix 1

- 1a Audited Accounts – 2025/26 (**Confidential**)
- 1b Management Accounts report incorporating Profit & Loss statement, Balance Sheet and Cashflow forecast – July 2026 (**Confidential**)

Appendix 2

- Appointment of New Director - Professor Brendan Paddison (**Confidential**)

Appendix 3

- SLA strategic linkages Key Performance Data dashboard to December 25

Appendix 4

- MIY Strategic Risk Register Quarter 2 update

Financial Position (April 2026 – March 2027)

The full-year forecast indicates a significantly stronger year-end financial position than originally budgeted. Performance to date has exceeded expectations, supported by higher-than-anticipated income, continued cost control and effective management of operating expenditure.

Forecast income is expected to exceed the prior year's unaudited results, reflecting the successful growth in market trader income, strong cost management and the continued success of city events. Further cost efficiencies are also

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expected to be achieved through the planned relocation of the office and Visitor Information Centre (VIC)

Overall, the business remains in a strong financial position, with positive income performance, continued focus on cost management and planned efficiencies providing a solid outlook for the remainder of the financial year.

Key Income Streams

Core income streams, including memberships and Shambles Market, have continued to perform strongly. These results reflect sustained demand, effective delivery, and careful cost management across the company's commercial activities, supporting a positive outlook for the remainder of the financial year.

Cash Position and Investment

Make It York continues to maintain a strong and stable cash position, providing the company with the flexibility to invest in its operations, assets, and future growth. This includes continued investment in Shambles Market, alongside other key areas that support the long-term development of the city and the organisation. International marketing remains an important strategic priority, helping to strengthen York's profile nationally and internationally, attract visitors and support sustainable long-term growth.

The company's continued strong financial position provides a solid foundation for Make It York to deliver its objectives and respond positively to future opportunities, giving City of York Council confidence in the organisation's resilience and ability to deliver over the years ahead.

Governance

Premises and Registered Address

Make It York relocated its registered office from **21 Parliament Street, York**, to **Suite 2B, Swinegate Court East, York**, at the beginning of August 2026. In accordance with the existing contractual arrangements, the approval of the City of York Council, as the Company's Shareholder, was required before the registered office could be changed. This was requested from the CX prior to the relocation.

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The **Visit York Visitor Information Centre** has also relocated and is now operating from a dedicated retail premises at **28 Swinegate, York**. The new location provides a dedicated visitor-facing space and supports the continued delivery and development of the Visitor Information Centre service.

Declarations of Interest

All directors and staff have completed the annual Declarations of interest. These are updated annually.

Risk and Assurance

Make It York maintains a comprehensive corporate Risk Register, which is formally reviewed and assessed on a quarterly basis. The current Risk Register is attached as **Appendix 4**. The Risk Register provides a structured framework for identifying, assessing and managing strategic, operational, financial and compliance risks across the organisation.

Risks are assessed in terms of likelihood and impact, with appropriate mitigating actions and controls identified to reduce exposure. The quarterly review also considers changes in risk scores, emerging risks and the effectiveness of existing controls.

Significant or escalating risks are reported to the Board through the quarterly governance reporting process, ensuring that the Board has appropriate oversight and assurance and can challenge management where necessary. Any risks requiring Board-level intervention or a change in risk appetite will be specifically highlighted.

Business Continuity Plans

Make It York maintains a comprehensive Business Continuity Plan (BCP) to support the organisation's resilience and its ability to maintain critical services during significant disruption.

The BCP is formally reviewed and revised annually as standard, with updates made throughout the year where there are material changes to the company, its operations, key personnel, premises, systems or identified risks.

The plan is also submitted to City of York Council (CYC) on an annual basis as part of MIY's wider governance, resilience and assurance arrangements.

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Business continuity arrangements are supported by the corporate Risk Register and are intended to ensure that key services, responsibilities and escalation arrangements are clearly understood in the event of an incident or disruption.

Legislation

MIY have updated it's policies and procedures considering Employment Law changes which came into effect early in 2026. It is fully compliant, and relevant policies and procedures have been independently assessed by an external HR expert to ensure compliance.

Training

All staff complete mandatory training to ensure MIY remains compliant with current legislation, regulatory requirements, and recognised good practice. This includes training in Equality, Diversity and Inclusion (EDI), Sexual Harassment in the Workplace, Data Protection and Information Security, and Fire Safety.

In addition to mandatory training, MIY provides mentoring opportunities that enable staff to develop their skills, knowledge, and confidence by learning from experienced colleagues. This supports continuous professional development, encourages knowledge sharing, and helps build a skilled and resilient workforce.

Director Recruitment

The MIY Board is proposing a new board member to be ratified by the CYC Shareholder Committee. **(Appendix 2)**

Director Resignations

There have been no resignations from the board since the last report to shareholder.

Performance

We continue to maintain a transparent approach to measuring and reporting the impact of Make It York's activities. A copy of the year to date Quarterly Strategic Linkages Key Performance Dashboard Report is included in the report pack at **Appendix 3**.

The Dashboard continues to develop and provides an increasingly comprehensive view of MIY's performance and contribution against agreed

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strategic priorities. Reporting now provides greater visibility of the impact of MIY's activities, recognising that this includes wider economic, social, cultural, tourism impacts.

The Dashboard provides the Board and shareholder with a clear evidence base to assess performance, challenge delivery and understand the wider value generated through MIY's work.

Accountability and Transparency

We have 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.

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 officer and members.

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.

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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.

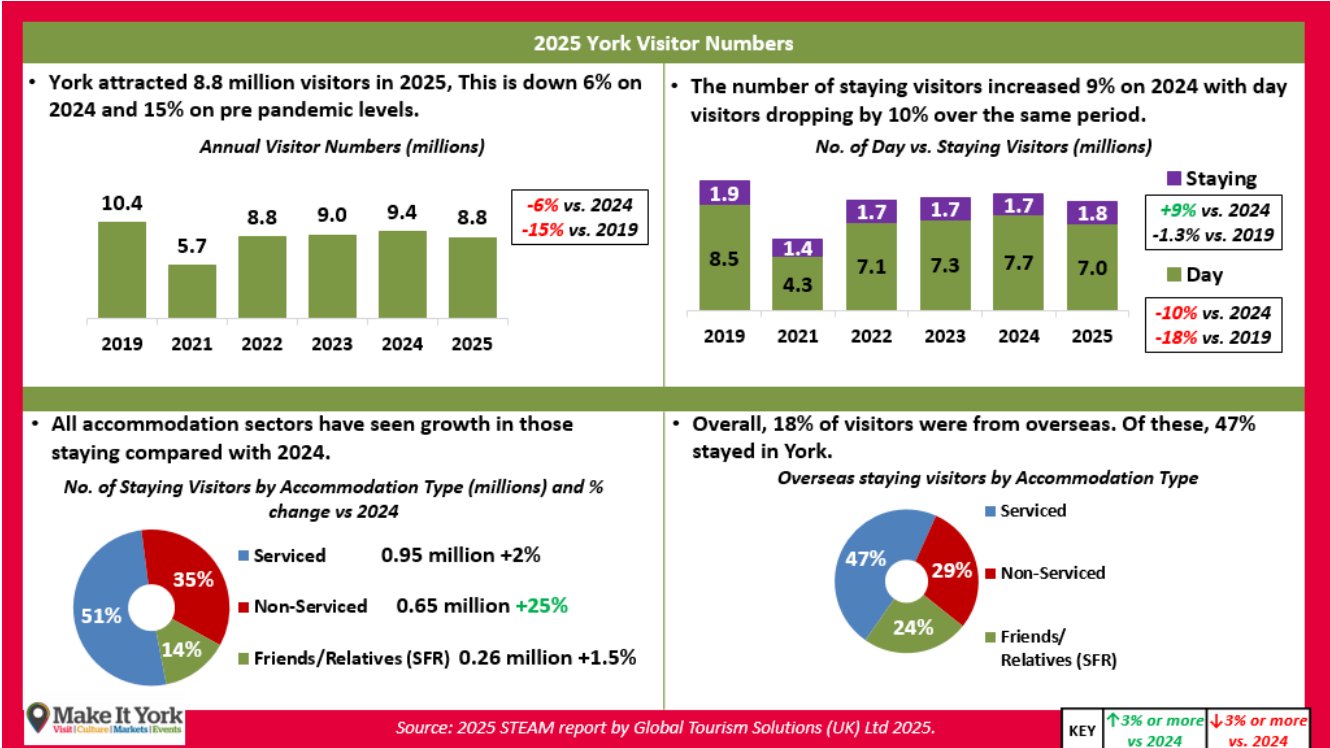
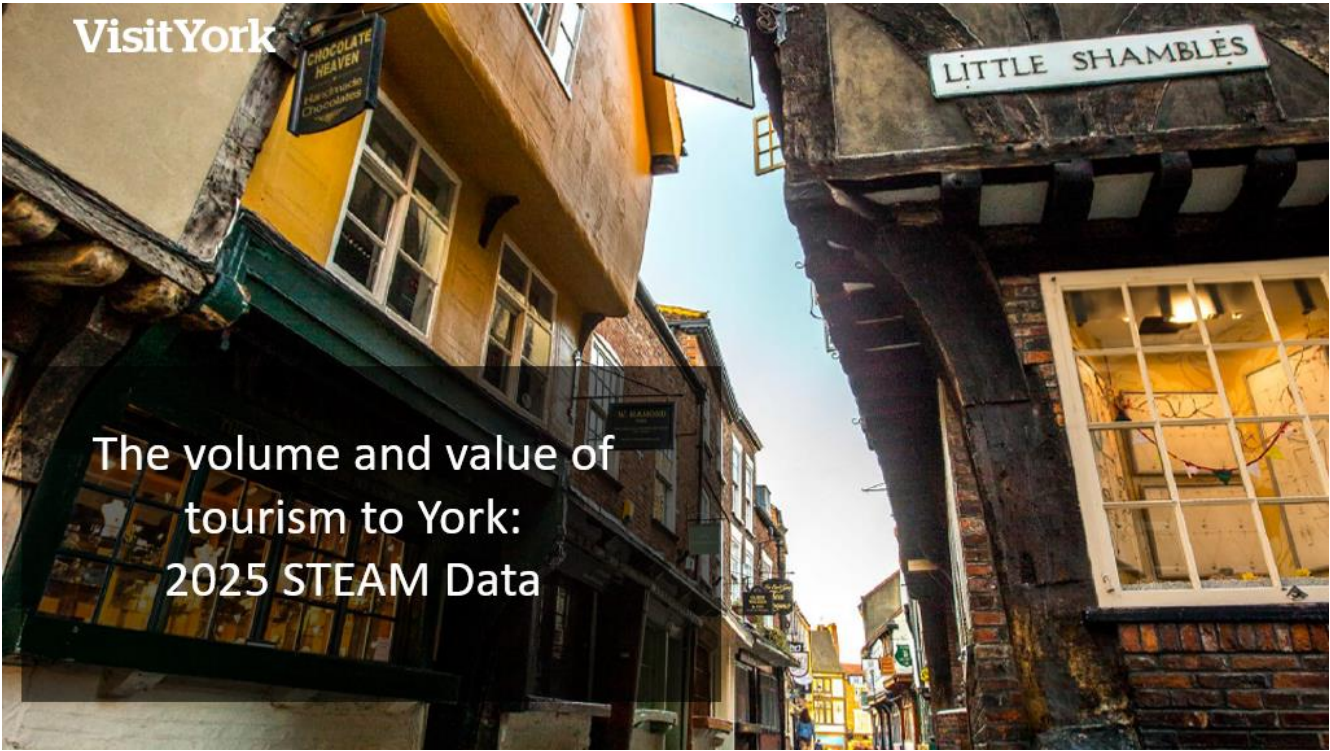
Tourism Advisory Board

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.

Tourism Economic Impact

Data and Analysis

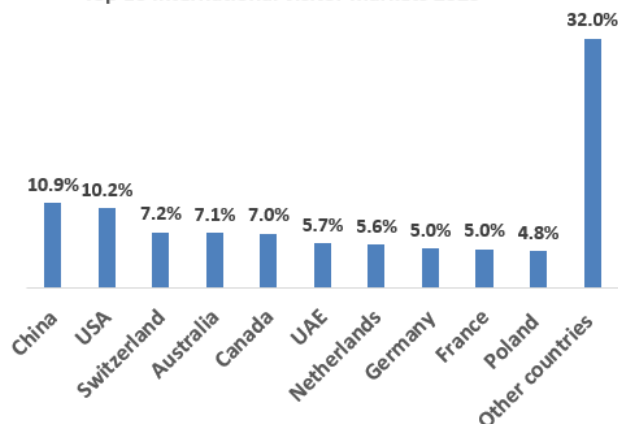
Annex A
Steam Data 2025



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Top 10 International visitor markets 2025

Top 10 International visitor markets 2025



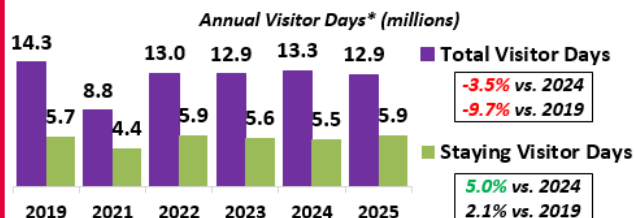
- Of the 1.58 million international visitors to York in 2025 around 21% of these came from our two biggest markets China and the USA.
- The International visitor market grew from 14% of all visitors in 2024 to 18% of all visitors to York. In 2025 an increase of around 200 thousand people.
- On average staying international visitors stayed 3.66 nights. Our 2025 visitor survey showed that Chinese visitors tended to stay on average the longest with 4.2 nights.
- Visitors from other countries included mainly European countries like Spain and Italy whereas long haul visitors included Qatar and India.



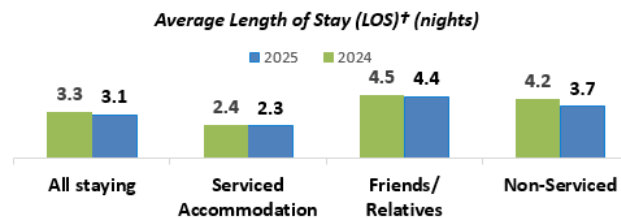
Sources: BT Active – Movement Insight Data, York Visitor Survey 2025, STEAM 2025

2025 York Visitor Days

- Visitors spent a total of 12.87m visitor days in York. 5.86 million of these visitor days were from staying visitors.

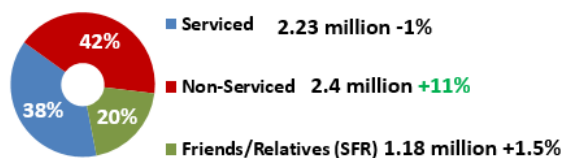


- Overnight visitors stayed 3.1 nights on average, a slight decrease on 2024.



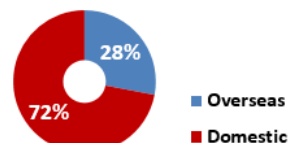
- The number of staying visitor days has increased 5% on 2024.

No. of Visitor Days by Accommodation Type



- The average length of stay was 3.66 nights for international visitors; this is higher than the average of all staying visitors of 3.1 nights.

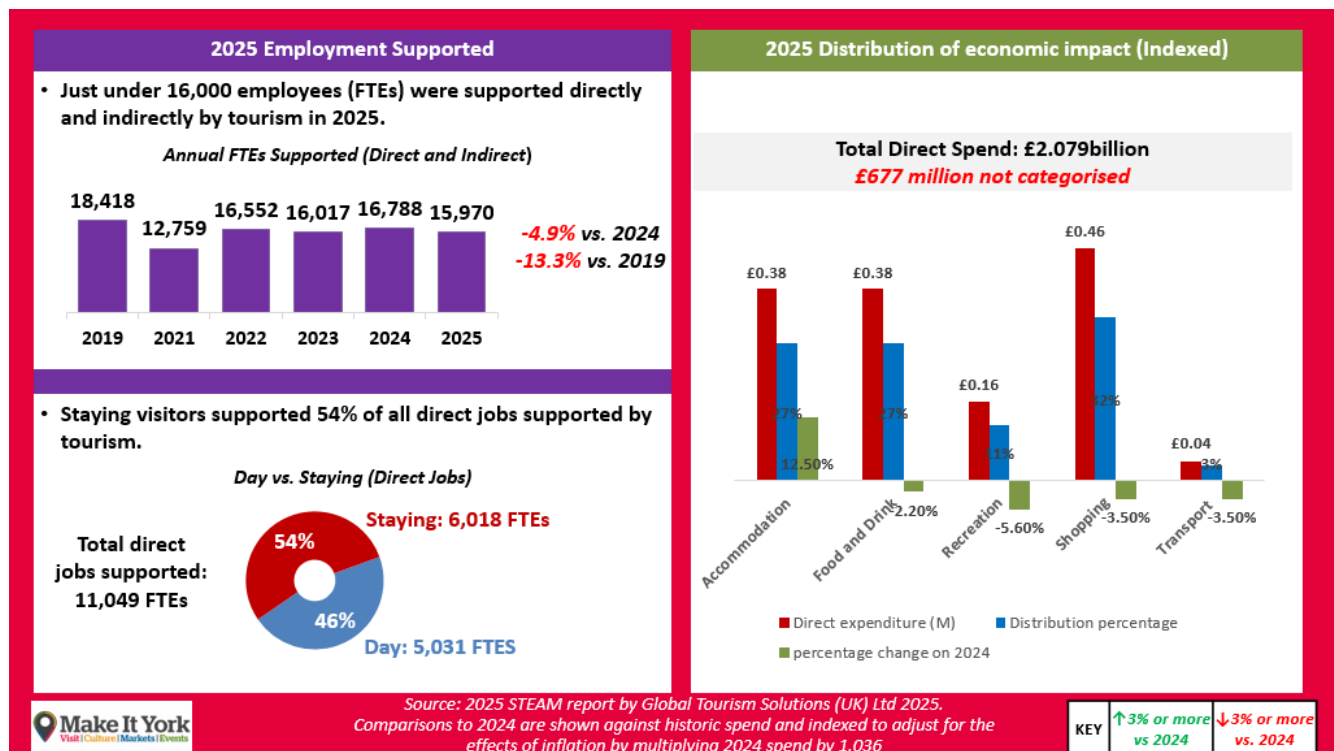
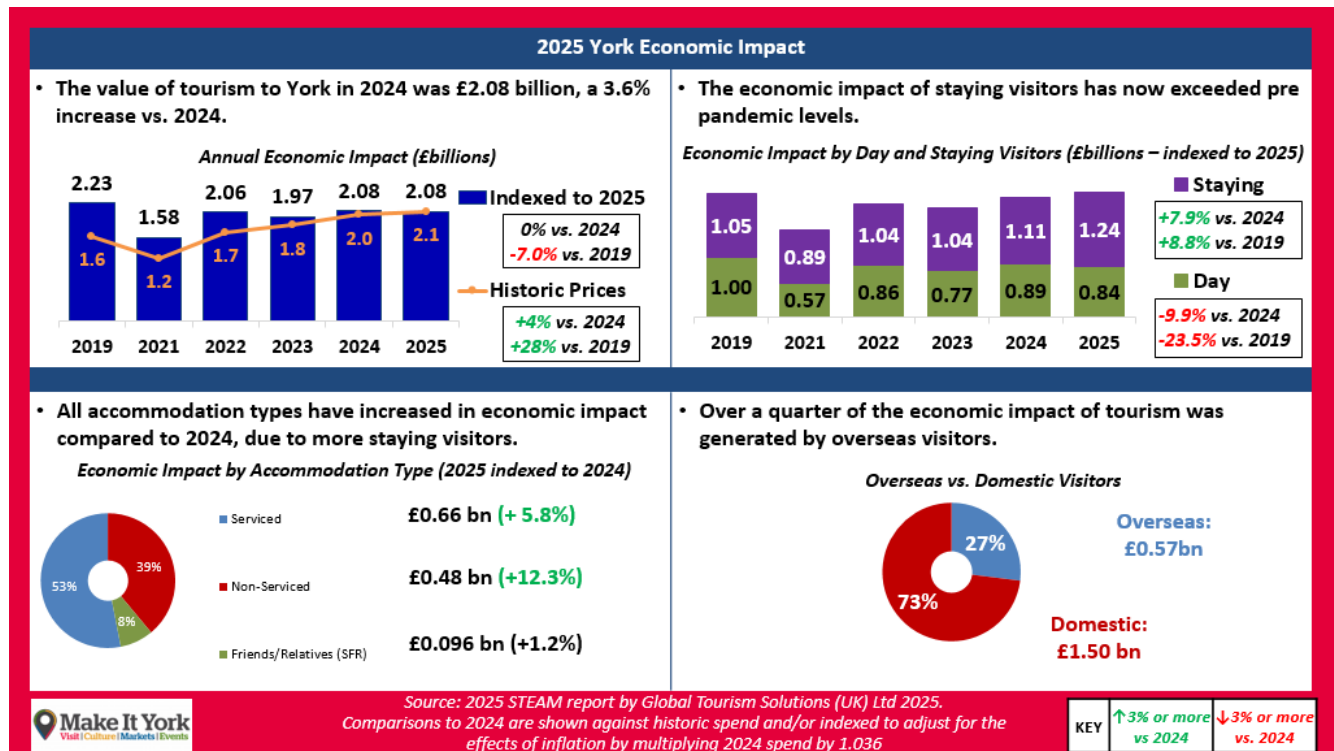
Percentage of total visitor days split by Overseas vs. Domestic Days



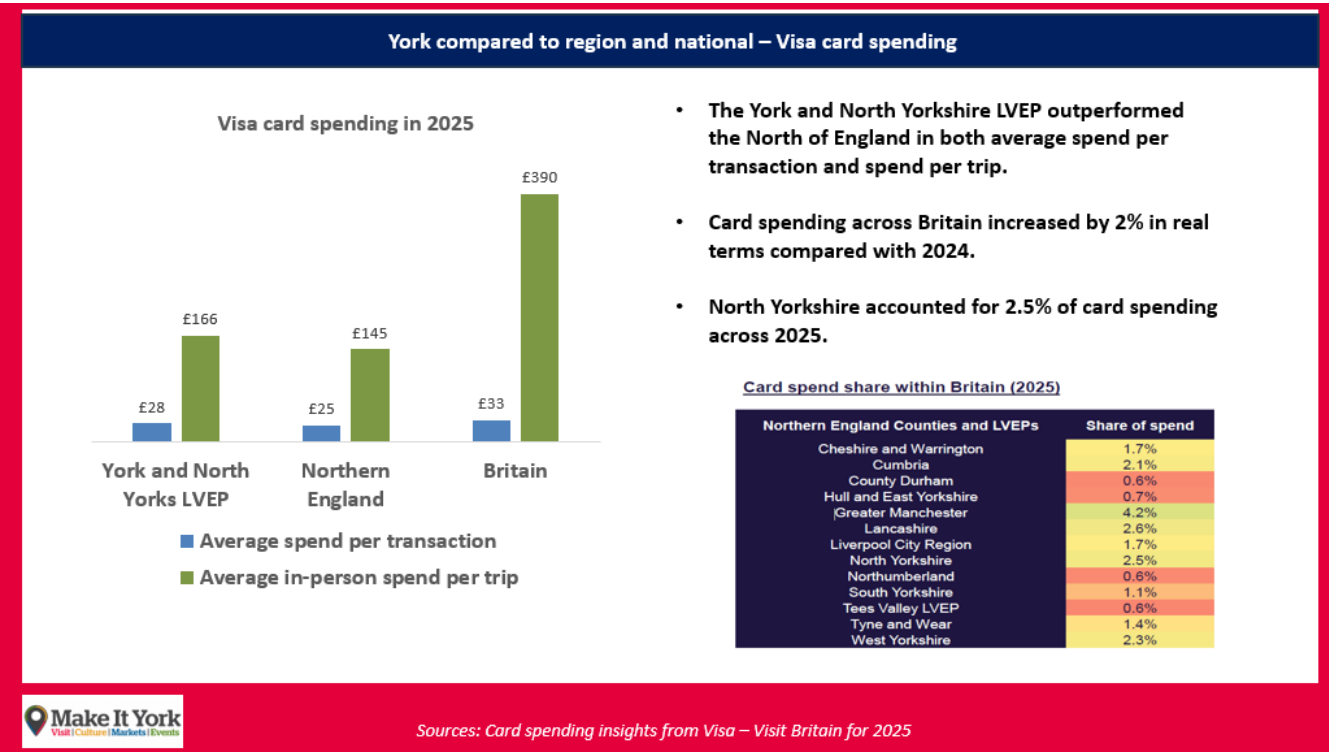
Source: 2025 STEAM report by Global Tourism Solutions (UK) Ltd 2025.
 *Visitor days is the no. of days spent in an area by different visitor types. 1 day visitor = 1 visitor day.
 †Average length of stay = visitor numbers divided by visitor days

KEY	↑3% or more vs 2024	↓3% or more vs. 2024
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Visitor Survey April 26 – August 26

VisitYork

VISITOR SURVEY
FINDINGS + KEY STATS

APRIL 26 TO AUGUST 26

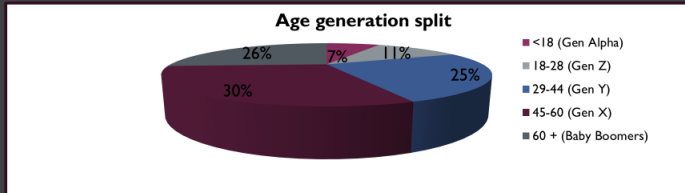
PUBLISHED: SEPTEMBER 2026

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Report date: September 2026

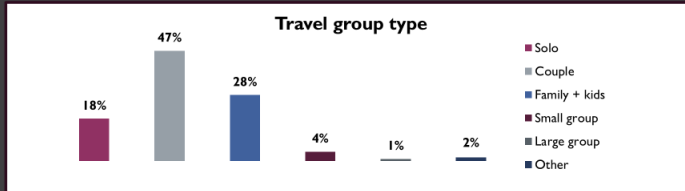
Demographics – Visitor Survey

VisitYork



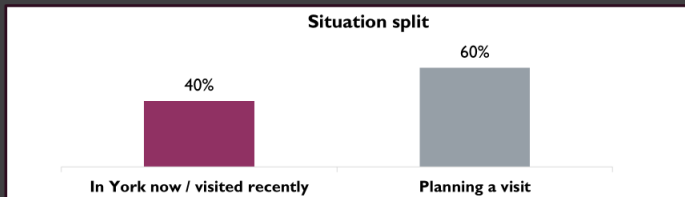
Generation x make up the largest age group of those visiting or planning to visit York, with Baby Boomers and Generation Y evenly split.

Generation Alpha and Generation Z represent are the most underrepresented age generations visiting or planning to visit York, suggesting York is most appealing to people in their 30s and above.



Couples represent just under 50% of those visiting or planning to visit York. Those travelling in large groups tend not to visit or plan to visit York. York is also appealing to families with children who make up the second biggest travel group type.

When considering travel group types against age ranges, Baby Boomers make up the largest proportion of couples with Gen x and Y making up the most families. Gen Z tends to the age group associated most with solo travel to York.



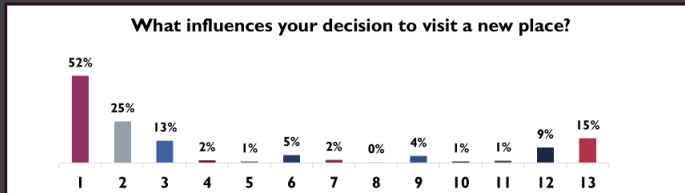
40% of those undertaking the survey are either in York now or have visited recently. In contrast, 60% of those taking the survey are considering visiting York and have come to the Visit York website.

Source: York Visitor Survey based on 6682 responses at the time of publishing. As the survey uses routing not all data is based on 6682 responses.

Report date: September 2026

Travel inspiration – Visitor Survey

VisitYork



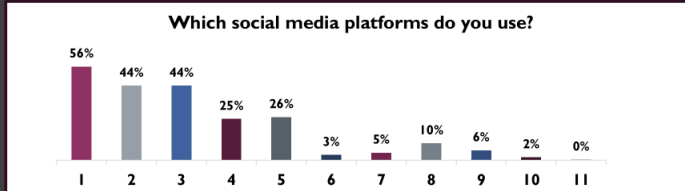
Category key

- 1) Word of mouth/family and friends
- 2) Online reviews/travel blogs
- 3) Social media adverts
- 4) TV advertising
- 5) Online Travel Agencies (OTAs)
- 6) Print media (magazines, newspapers)
- 7) Influencer recommendations/content
- 8) Out of home ads (posters, billboards, etc)
- 9) Featured in the media (TV, press, online)
- 10) Audio (radio, podcast)
- 11) Sustainability of destination
- 12) Official destination website
- 13) Other

Commentary

Word of mouth dominates at 52%, more than twice online reviews (25%); social advertising is secondary at 13%.

Age/travel lens: Prioritise referral-led messaging for the large Gen X audience and for Baby Boomer couples and Gen X/Y families; test more social-led routes with Gen Z solo travellers.



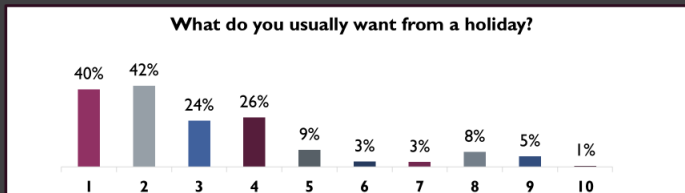
Category key

- 1) Facebook
- 2) WhatsApp
- 3) Instagram
- 4) YouTube
- 5) TikTok
- 6) Wechat
- 7) Telegram
- 8) Snapchat
- 9) Threads
- 10) None of the above
- 11) Other

Commentary

Facebook leads at 56%; WhatsApp and Instagram are tied at 44%, while YouTube and TikTok each reach about one quarter.

Age/travel lens: Facebook is the broadest route to the older, couple-heavy audience. Instagram, YouTube and TikTok are the clearest channels to test with Gen Z solo travellers and younger family audiences.



Category key

- 1) Quality time with family
- 2) Time to relax and slow down
- 3) Fun, playful experiences
- 4) Exploring culture and history
- 5) Trying new food and drink
- 6) A romantic escape
- 7) A lively atmosphere with lots going on
- 8) A sense of discovery and learning
- 9) Something atmospheric or different
- 10) Other

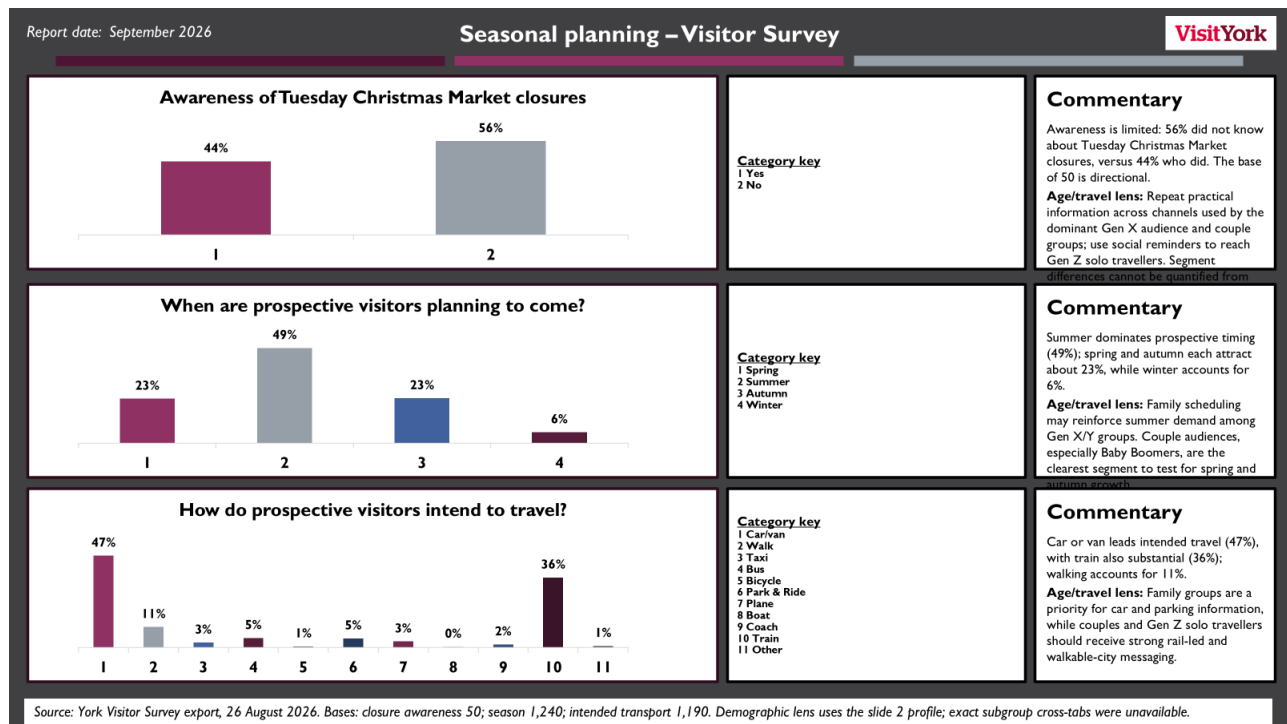
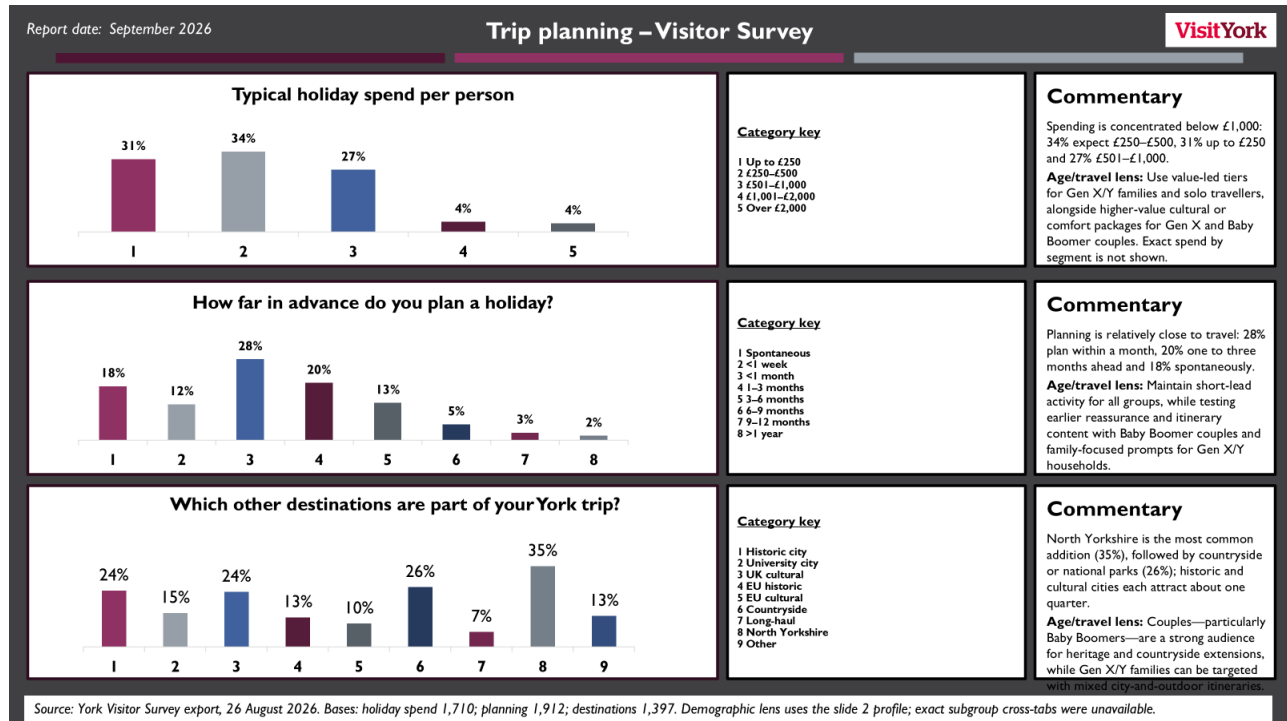
Commentary

Relaxation (42%) and family time (40%) lead holiday needs, ahead of culture (26%) and playful experiences (24%).

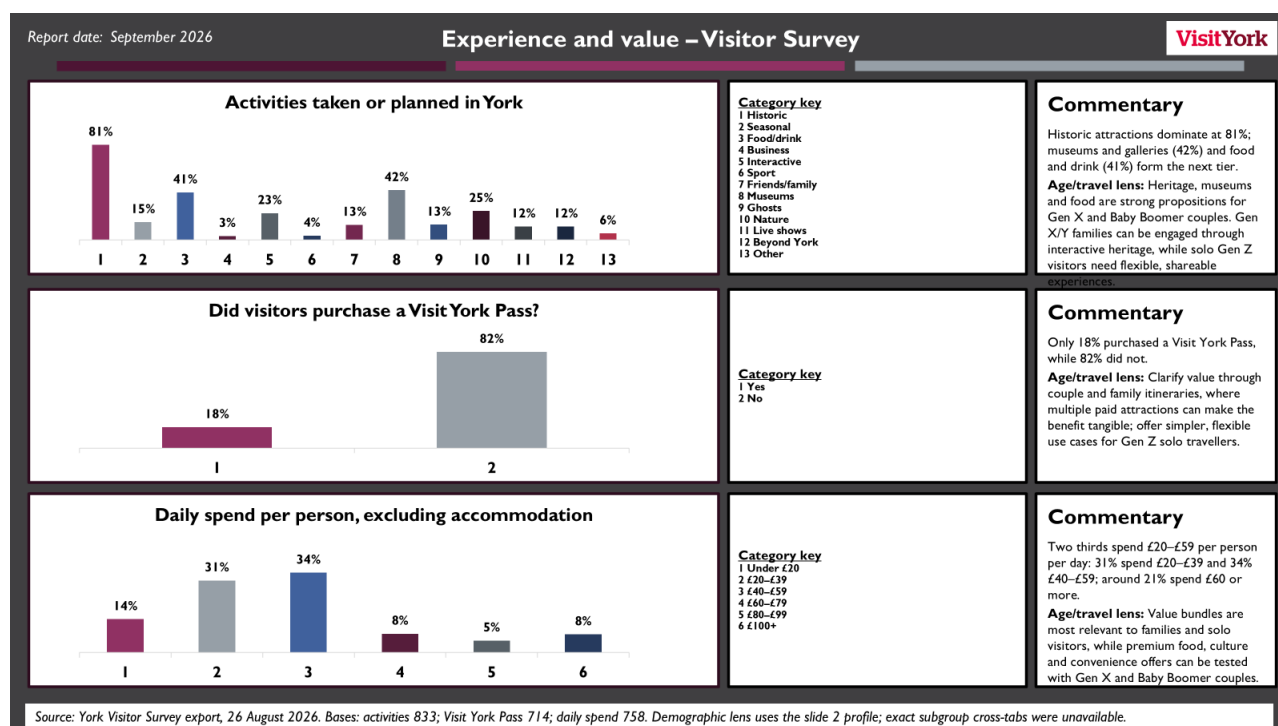
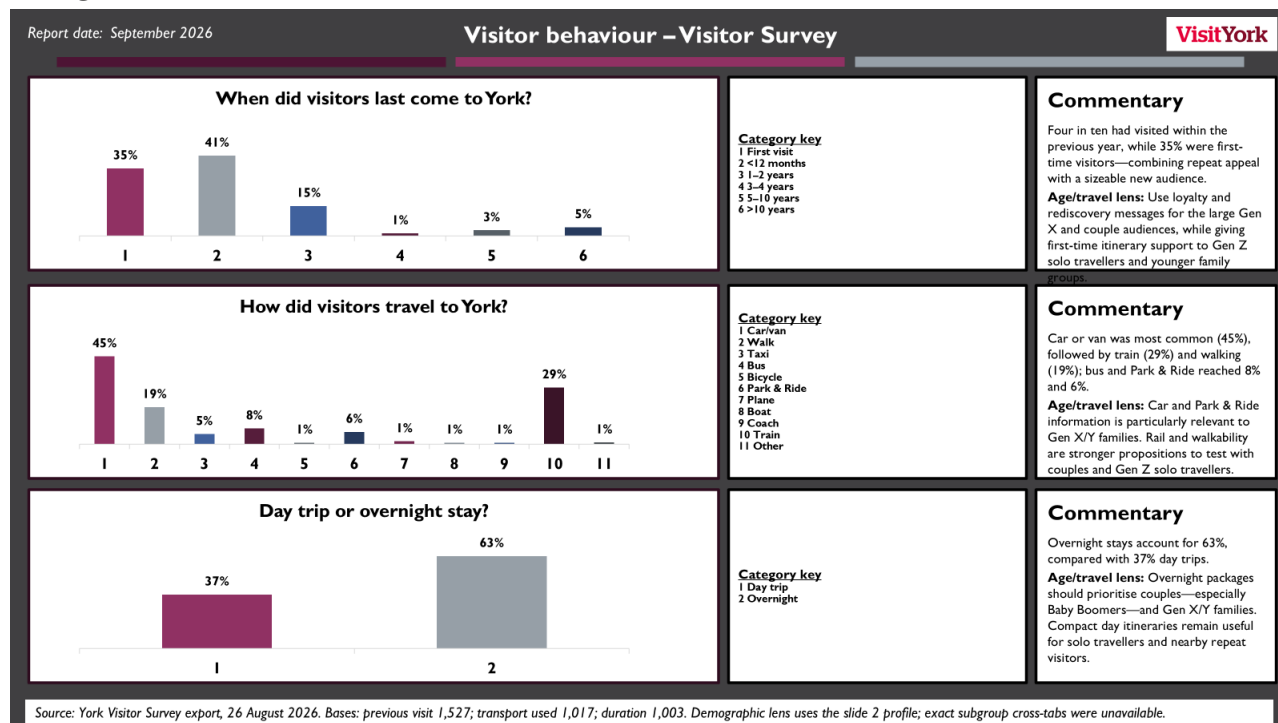
Age/travel lens: Family-time messaging aligns most directly with Gen X/Y family groups, while relaxation and culture suit the sizeable Gen X and Baby Boomer couple segments; playful experiences can target younger and solo visitors.

Source: York Visitor Survey export, 26 August 2026. Bases: influences 2,492; social platforms 288; holiday needs 2,164. Demographic lens uses the slide 2 profile; exact subgroup cross-tabs were unavailable.

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Report date: September 2026

Destination competition – Visitor Survey

VisitYork

Seen York + North York Moors advertising?



Category key

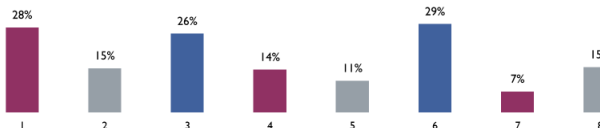
- 1 Yes
- 2 No

Commentary

Most respondents (69%) had not seen York + North York Moors advertising; 31% had.

Age/travel lens: Extend reach through Facebook and referral channels for Gen X and couple audiences, complemented by social video for Gen Z solo travellers and family-focused creative for Gen X/Y households.

Destinations considered instead of York



Category key

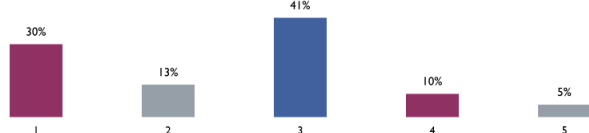
- 1 Historic English city
- 2 UK university city
- 3 Major UK cultural city
- 4 European historic city
- 5 European cultural city
- 6 UK countryside / park
- 7 Long-haul destination
- 8 Other

Commentary

Countryside and parks lead alternative consideration (29%), followed by historic English cities (28%) and major UK cultural cities (26%).

Age/travel lens: Baby Boomer and Gen X couples are natural audiences for heritage-plus-countryside positioning; Gen X/Y families need practical multi-stop itineraries, while Gen Z solo

How long prospective visitors plan to stay



Category key

- 1 Day visit
- 2 1 night
- 3 2-3 nights
- 4 3-5 nights
- 5 5+ nights

Commentary

Two to three nights is the most common planned stay (41%); day visits account for 30%, and 15% plan three nights or more.

Age/travel lens: Two-to-three-night packages suit couples and families. Day-trip itineraries can support solo and nearby visitors, while richer cultural programmes may extend stays among Baby Boomer couples.

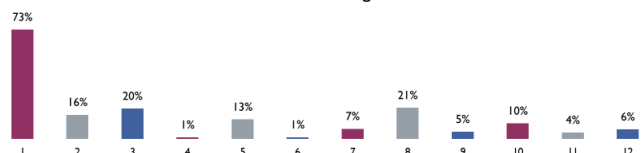
Source: York Visitor Survey export, 26 August 2026. Bases: Seen York + North York Moor: 2,716; Destinations considered ins: 1,061; How long prospective visito: 1,204. Demographic lens uses the slide 2 profile; exact subgroup data were unavailable.

Report date: September 2026

Visit motivation – Visitor Survey

VisitYork

Main reasons for wanting to visit York



Category key

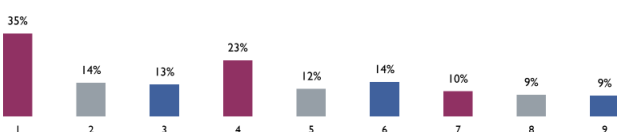
- 1 Historic attractions
- 2 Seasonal event
- 3 Food & drink
- 4 Business
- 5 Interactive attractions
- 6 Sporting event
- 7 Friends / family
- 8 Museums / galleries
- 9 Ghosts / dark history
- 10 Nature / gardens
- 11 Live music / theatre
- 12 Other

Commentary

Historic attractions are the main visit driver (73%); museums and galleries (21%) and food and drink (20%) add complementary appeal.

Age/travel lens: Lead with heritage for the large Gen X audience and Baby Boomer couples; layer interactive family content for Gen X/Y groups and flexible food-and-culture trails for Gen Z solo visitors.

What could persuade a longer stay?



Category key

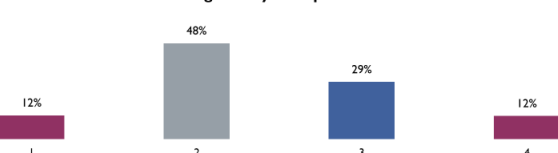
- 1 Cheaper accommodation
- 2 Package bundles
- 3 Evening activities
- 4 Cheaper parking
- 5 24/7 Park & Ride
- 6 Overnight incentives
- 7 Multi-day itineraries
- 8 Event accommodation deals
- 9 Other

Commentary

Cheaper accommodation is the strongest longer-stay lever (35%), followed by cheaper parking (23%); packages and overnight incentives attract 14% each.

Age/travel lens: Parking and family-value bundles are especially relevant to Gen X/Y groups, while accommodation offers suit couples. Solo travellers may respond better to flexible, low-cost

Nights stayed or planned



Category key

- 1 1 night
- 2 2-3 nights
- 3 3-5 nights
- 4 5+ nights

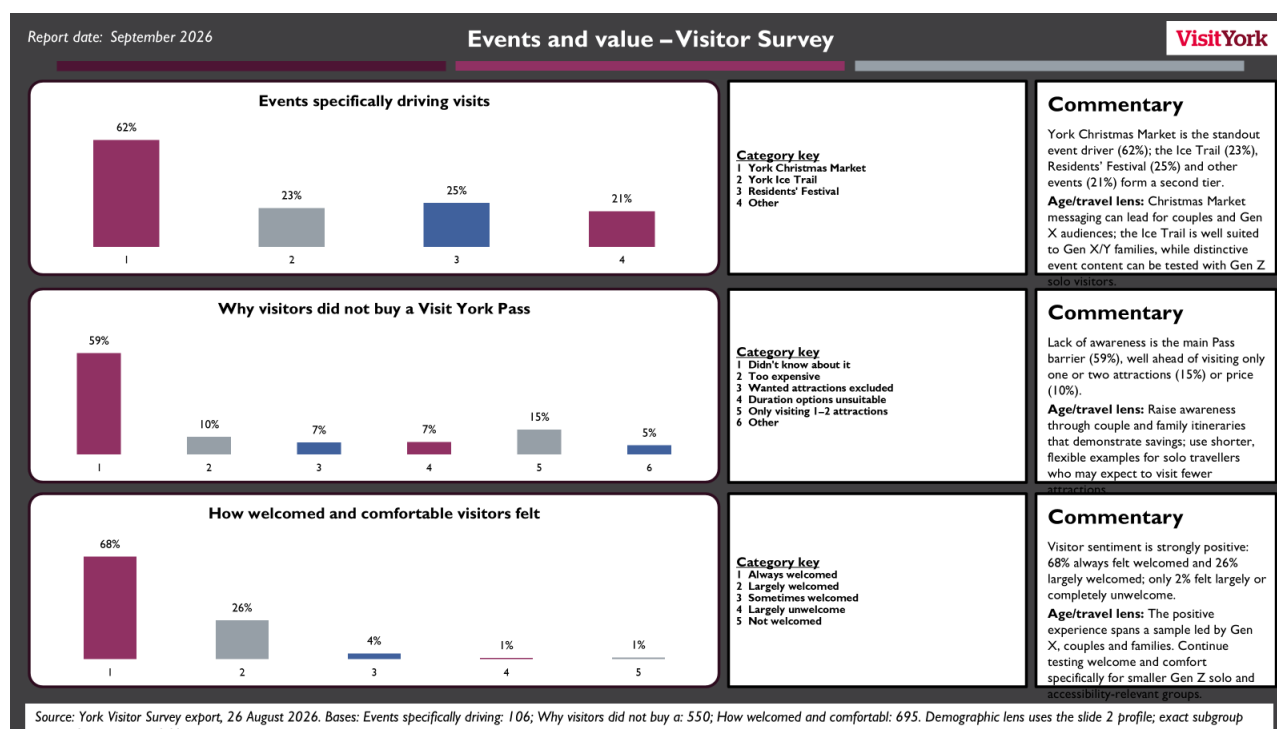
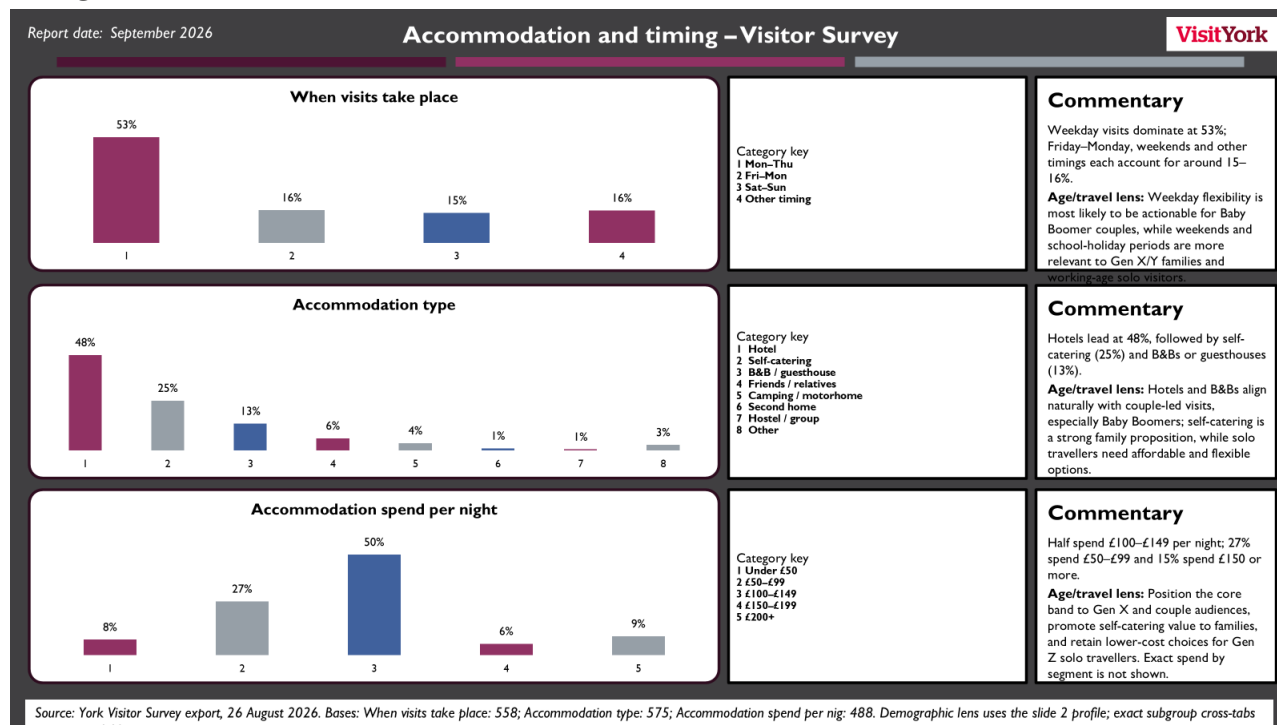
Commentary

Nearly half stay two to three nights (48%), and 29% choose three to five nights; one-night and five-plus-night stays each account for about 12%.

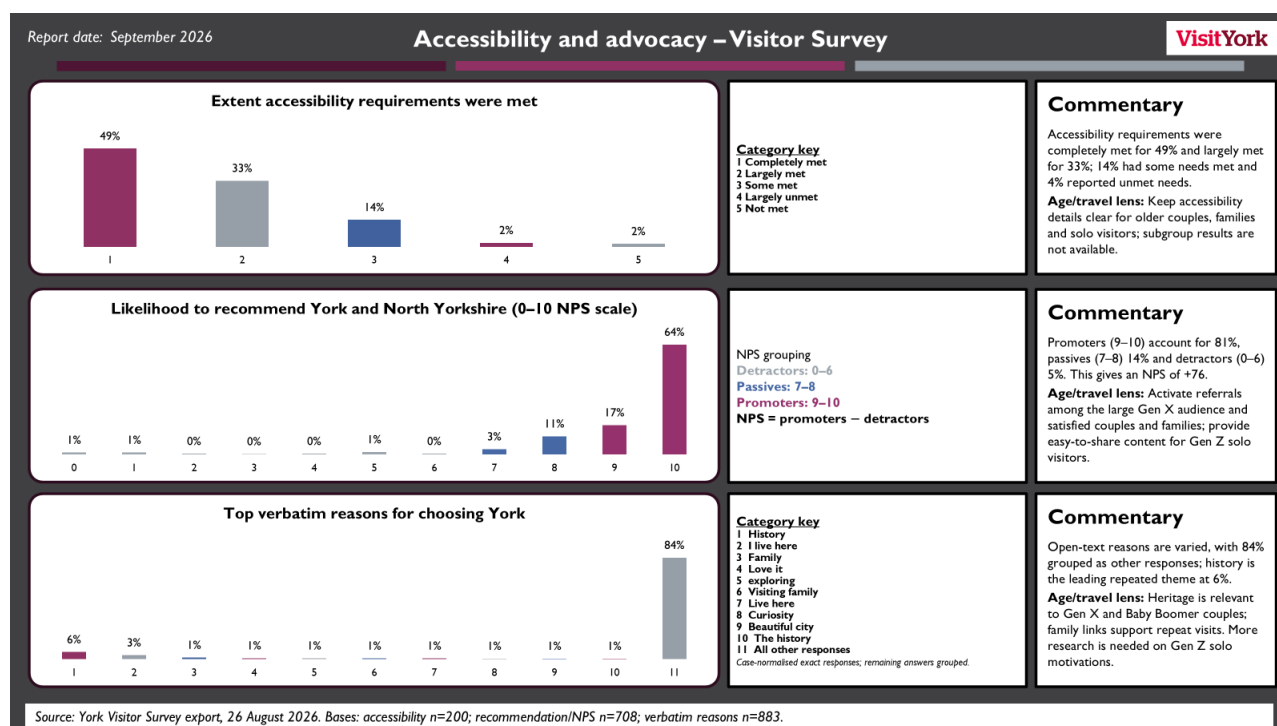
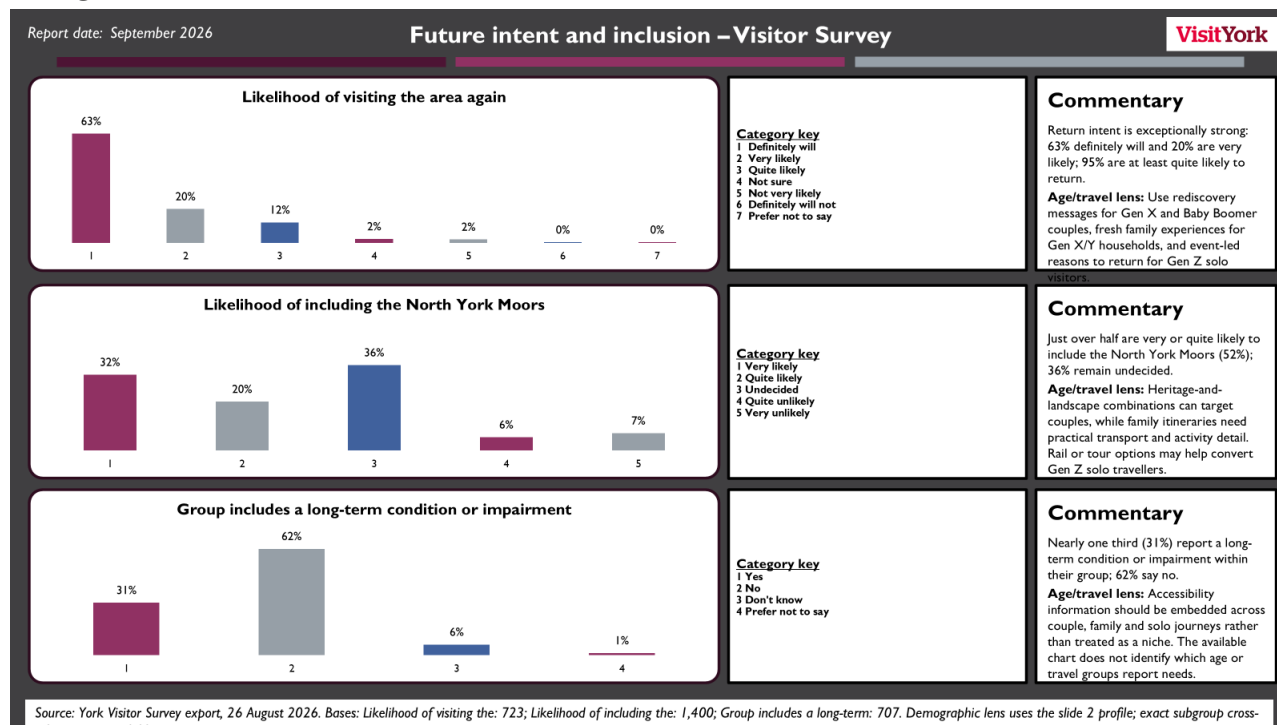
Age/travel lens: Build two-to-three-night itineraries around couples and families, with longer heritage-led options for Baby Boomers and concise one-night or flexible plans for Gen Z solo visitors.

Source: York Visitor Survey export, 26 August 2026. Bases: Main reasons for wanting to: 1,104; What could persuade a longer: 278; Nights stayed or planned: 595. Demographic lens uses the slide 2 profile; exact subgroup data were unavailable.

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Quarterly Tourism Data

VisitYork

QUARTERLY TOURISM DASHBOARD

RESULTS FOR:
Q2 2026 AND YTD
(APRIL TO JUNE 2026)

PUBLISHED: JULY 2026



Report date: July 2026

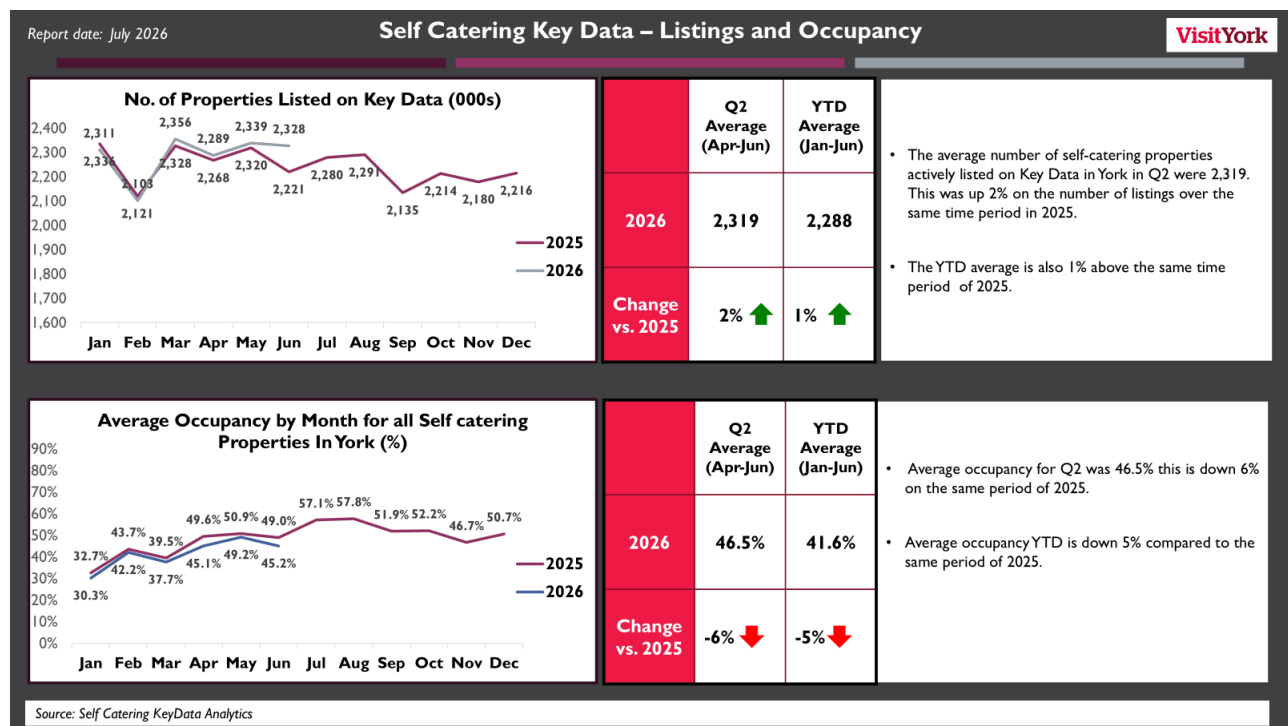
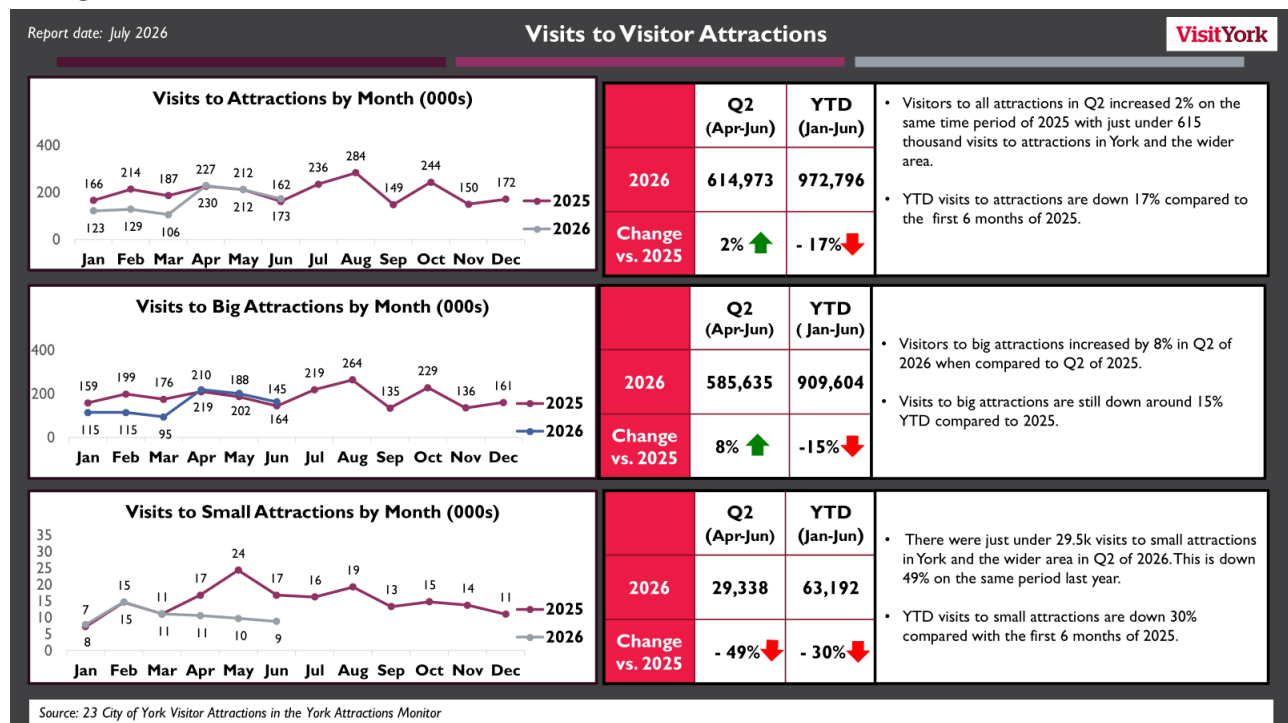
Footfall

VisitYork

Total City Centre Footfall by Month (Millions) – BT Active		Q2 (Apr-Jun)	YTD (Jan-Jun)	- Q2 of 2026 saw over 8.07 million people in the city centre of York. This is down 9% over the same period last year. - YTD has seen 15.08 million people captured by BT active in York city centre in York centre. Compared to 2025 this is 8% lower.
		2026	8.07M	
		Change vs. 2025	- 9% ↓	
Parliament Street Footfall by Month (000s)		Q2 (Apr-Jun)	YTD (Jan-Jun)	- There were over 1.3 million people captured on the footfall camera on Parliament street in Q2 of 2026, - Footfall was down 27% in Q2 compared to the same period in 2025, although June saw an increase in footfall of 5% compared to June 2025. - Year to date footfall on Parliament Street is down 28% compared to the same period in 2025.
		2026	1.37M	
		Change vs. 2025	-27% ↓	
Micklegate Footfall by Month (000s)		Q2 (Apr-Jun)	YTD (Jan-Jun)	- There were 721k people captured on Micklegate in Q2 of 2026 this was a 4% increase on the same period of 2025. - Year to date there has been a 1% increase in footfall on Micklegate compared with 2025.
		2026	721,019k	
		Change vs. 2025	+4% ↑	

Source: Total footfall is taken from CYC BT Active data. Other footfall is calculated using data from York open data – Daily footfall. This footfall is measured by cameras on Parliament Street and Micklegate.

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International Tourism

Showcasing York as a world-class destination, connecting with international travel and tourism buyers to inspire future visits and partnerships – events included:

- Visit Britains Nordics showcase

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- Britain and Ireland Marketplace
- UKinbound Convention
- Visit England English Destinations Showcase (Benelux region)
- ITB Berlin
- BTTS Birmingham

Media/agents FAMS facilitated:

- Canadian Buyers
- Chinese Buyers
- Conde Nast Traveller Spain media
- Spanish travel agents
- Spanish TV media filming
- VisitEngland Chair visit - Lady Victoria Borwick
- Beyond the Brochure (BtB) Your First – showcasing venues FAM
- National Geographic Book Commission - most haunted
- Canadian media

England's Heritage Cities Travel Trade

York is part of the ETOA Membership and will attend a meeting of the EHC travel trade leads to discuss making the most of ETOA membership and future opportunities and utilizing this as another avenue for promoting York.

Digital Statistics

From February to early September 2026, Visit York's digital channels continued to deliver strong audience engagement. The website attracted 629,500 users, generating 1.5 million views and 816,200 sessions, alongside 163,300 outbound link clicks to support partners and the wider visitor economy.

Social media generated more than 8.16 million impressions, reaching almost 6 million people and delivering nearly 300,000 engagements, with an engagement rate of 4.47% and more than 1.85 million video views.

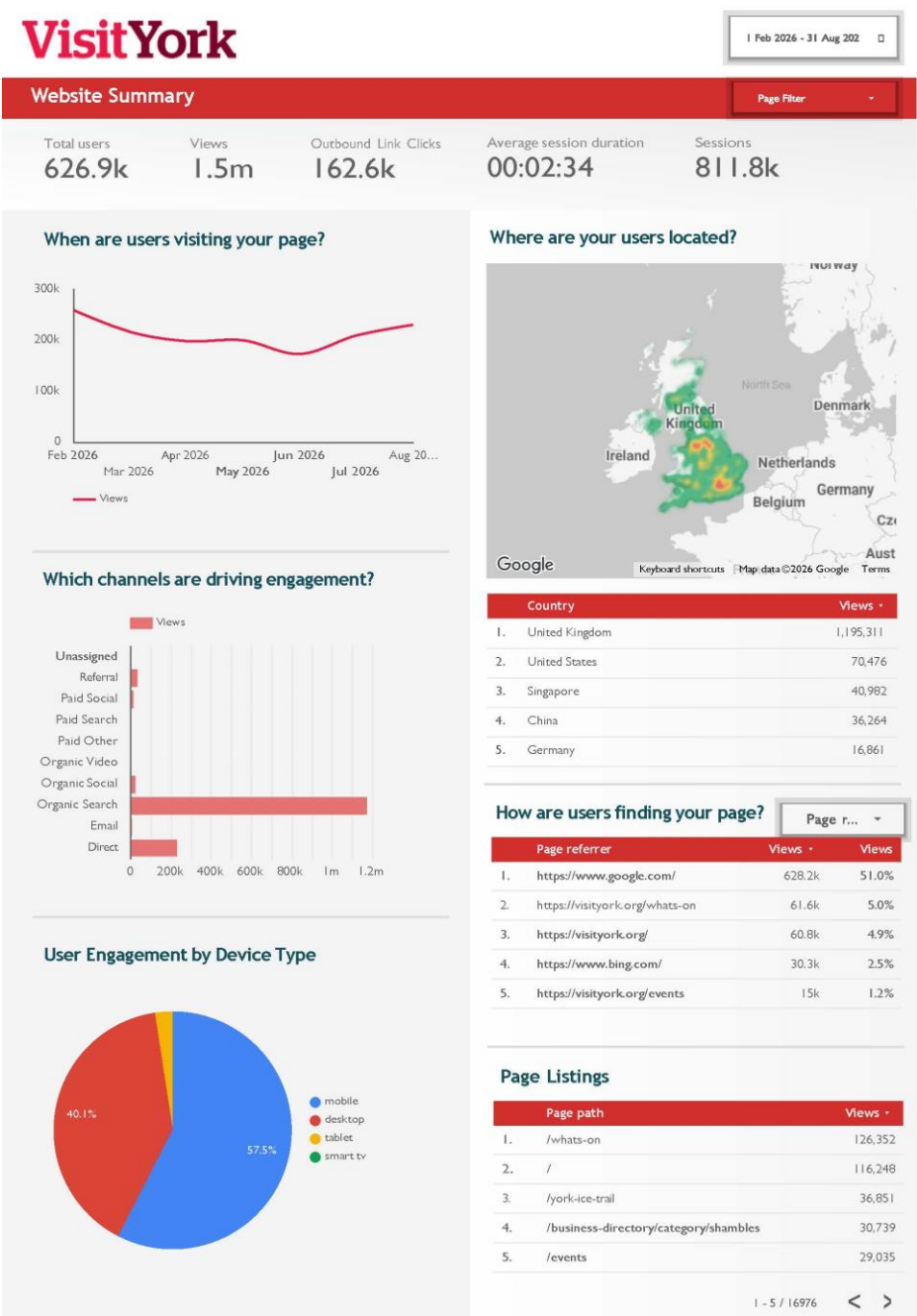
Email marketing also remained an important engagement channel, with 603,247 recipients, 349,209 opens and 32,400 clicks, achieving an average open rate of 43.75% and a 9.28% click-through rate.

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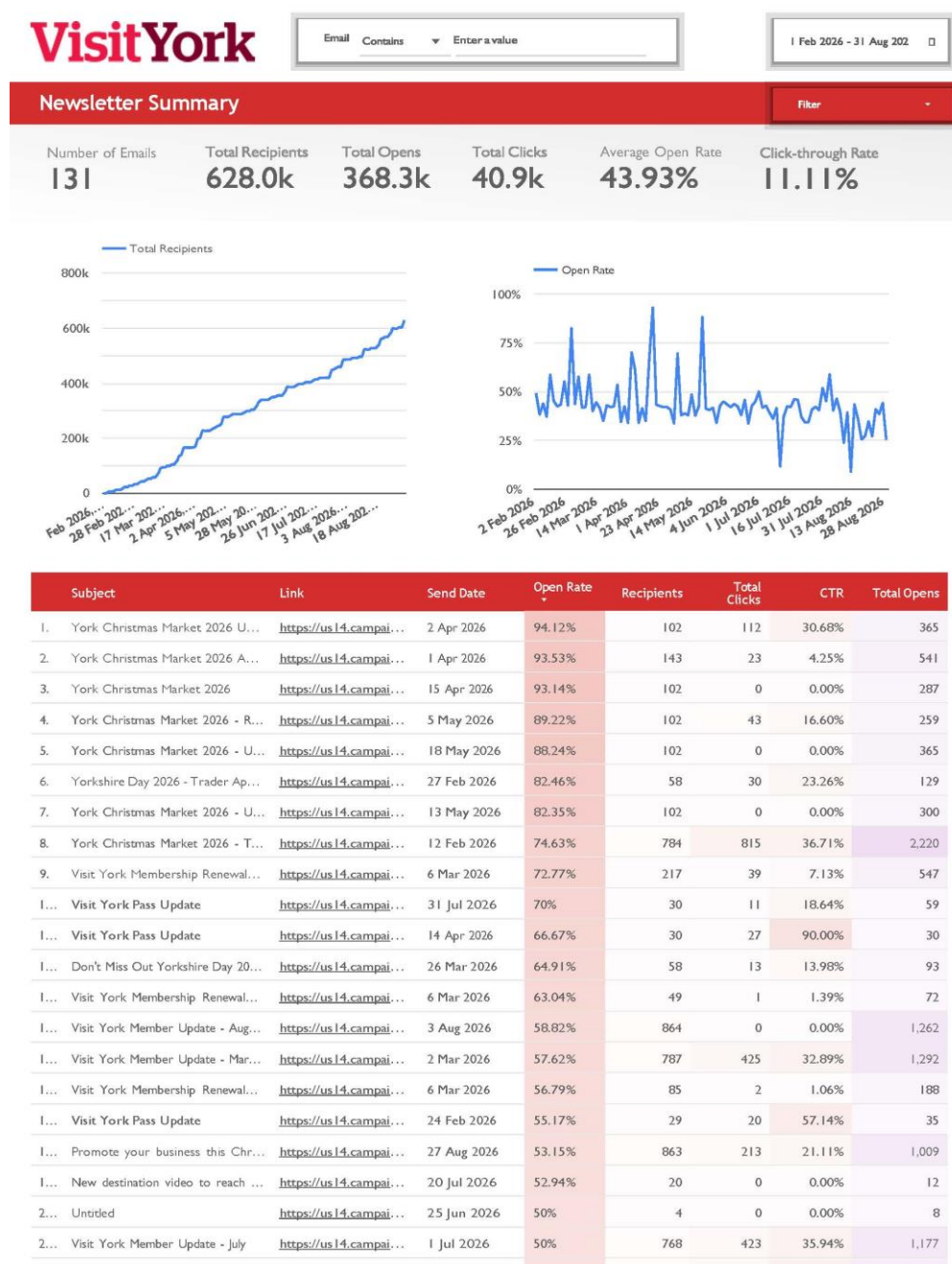


Impressions

Impressions by Network



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Marketing & Communications Campaigns

Campaigns

Visit York's "This is York: The Chocolate City" campaign ran from February to April 2026, celebrating York's chocolate heritage and positioning the city as a distinctive spring and Easter destination. Across social, web and email, the

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campaign delivered 795,000 social impressions, 656,000 reach, 34,800 engagements, 20,500 website users and nearly 148,000 email recipients.

Visit York's "Summer in York: Sunrise to Sunset" campaign ran from late April to August 2026, encouraging visitors to stay longer and make more of York's summer offer. Activity focused on attractions, culture, food and drink, family experiences and the Watchers Sculpture Trail, supported by digital advertising, social media, PR, email and a dedicated Summer Hub. The campaign generated over 1 million social impressions, nearly 775,000 reach, 33,700 engagements, 11,300 website users and more than 206,000 email recipients.

Positive PR and Promotion for York:

- **York voted one of the best destinations in the Tripadvisor Travellers' Choice Awards**, recognising consistently strong visitor reviews.
- **York named one of the UK's top cities for food and drink by Which?**, highlighting the quality of the city's culinary offer.
- **York recognised by Motorfinity as one of the UK's most EV-friendly destinations for days out**, featuring attractions including the Shambles, York Castle Museum and York's Chocolate Story.
- **The Wizard Walk of York ranked 4th worldwide for Family Friendly Experiences in the Tripadvisor Travellers' Choice Awards 2026**, with York Minster ranked 12th among the UK's Top Attractions.
- **York named one of the UK's most dynamic business locations for 2026 by Growth Flag**, and the strongest performer in Yorkshire and the Humber.
- **York named one of the UK's Best Places to Live by The Sunday Times**, recognising its strong community, cultural offer and quality of life.

PR stats from February – September 2026:

653 print and online articles

- £2.39M sum of advertising value equivalent (AVE)
- 327M opportunities to see (OTS)

Visit York Tourism Awards

Visit York Tourism Awards took place on 12th March 2025, 16 Awards in various categories. 3 of Visit York Winners were shortlisted for the National Visit England Awards in which York received:

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Gold- Monkbridge House (Small accommodation of the year)

Silver – Castle Howard (International Award)

Silver – Wizard Walk of York (Experience of the year)

Markets

The York Makers Market & NMTF Young Trader Showcase took place on 29 July 2026 from 7.30pm to 10.00pm.

The new family-friendly market supported York's Purple Flag status and was a Make It York event, supported by Fabrication York, who provided workshop demonstrations.

The Makers Market brought together 39 local craft and artisan traders, showcasing a wide selection of locally made and Yorkshire-inspired goods. Visitors were able to browse unique products, support independent businesses and enjoy the demonstrations and lively evening atmosphere.

The event also hosted the local heat of the Young Trader of the Year Competition, a national initiative delivered by the NMTF to encourage and identify the market traders of the future. Two young traders were put through to the Regional competition in Barnsley.

Waste management at Shambles is being reviewed overall; this includes the implementation of new waste receptacles with new recycling options.

Events and Festival

Christmas Market

The market will be delivered from 12 November to 20 December, and it will be held in Parliament Street and St. Sampson's Square.

The market is open 6 days a week, Wednesday to Monday with a rest day on a Tuesday when the market is closed.

Seaside

Annex A

Seaside Fun and Yorkshire Day Market - 30 July to 2 August 2026

This year's Yorkshire Day Market was delivered over the four days on Parliament Street as part of a weeklong programme of family entertainment and activities designed to attract residents and visitors of all ages. 25 local artisan traders showcased and sold Yorkshire produce, supporting local businesses and celebrating the region's food, drink and craft offer.

Murton Park participated by bringing a children's tractor experience and deliver a programme of family craft activities. The event saw the return of the popular sandpit, extended to operate throughout the four-day event. It was located on St Sampson's Square alongside themed seaside props and family activities.

The City of York Council Fostering Service attended to promote their service, as well as providing activities, whilst encouraging fostering families to attend and participate in an inclusive and welcoming atmosphere.

Parliament Street and St Sampsons Square was decorated with themed bunting and props, and families will be able to take part in the Seagull Trail throughout the Shambles Market.

The Tempest Playpark

Commissioned in partnership with York BID, Thors and Make It York, and funded by the York and North Yorkshire Combined Authority, The Tempest is a new semi-permanent, heritage inspired children's play structure that will extend Thors' summer offering on Parliament Street. Planning permission has been secured for five years, with installation scheduled from July to September 2026 before returning annually from May to September for the following four years.

The playpark delivered a high quality, inclusive play experience that encourage exploration, creativity and active play and the installation provided a distinctive, safe and durable attraction for residents and visitors across the summer period.

Community Events

Working with City of York Council, Make it York has assisted 15 community organisations by supporting them with their planning and delivery. Also, 8 grants have been processed to support new one-off community activity and events.

Culture

York Ice Trail: An Enchanted City – Evaluation

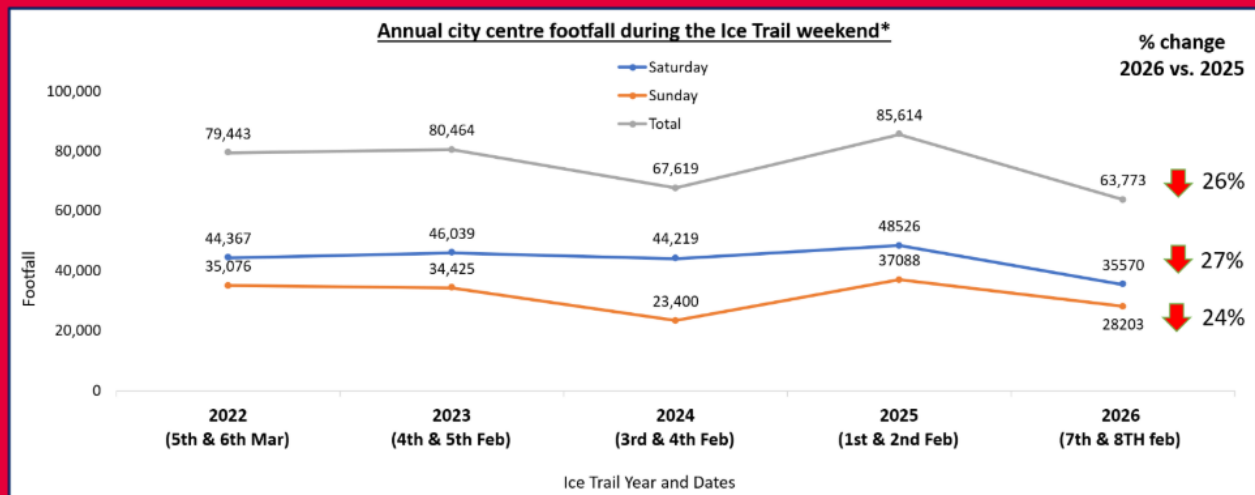
VisitYork

2026 York Ice Trail Evaluation Report


VisitYork

City Centre Footfall During the Ice Trail Weekend

City centre footfall cameras on Micklegate and Parliament Street recorded over 63,773 counts during the 2026 York Ice Trail weekend. Saturday footfall was down 27% compared to 2025 while Sunday footfall was down 24%. Overall, city centre footfall had decreased by 26% compared to the same time the previous year.



*Source: MRI OnLocation for Footfall Analytics downloaded from the York Open Data website

Annex A

VisitYork

Marketing Campaign Summary: 01/09/25-11/02/26

Visit York Ice Trail Website Summary

Total users:	44.3K	9.0% ↓
Views:	84,800	8.0% ↑
Outbound Link Clicks:	11K	5.0% ↑
Average session duration:	00:02:34	31.0% ↑
Sessions:	63.1K	0.50% ↑

Where users are located:



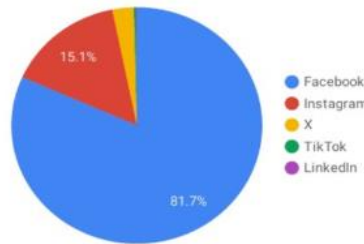
Country	Views	% Δ
1. United Kingdom	87,529	22.7% ↑
2. United States	847	-14.4%
3. Canada	151	371.9% ↑
4. Ireland	75	150.0% ↑
5. France	74	89.7% ↑

Source: Visit York data

Ice Trail Social Media Campaign Summary

Number of posts:	139	75.9% ↑
Impressions:	2.5M	244.0% ↑
Engagements:	51.8K	171.0% ↑
Engagement Rate:	4.33%	40.6% ↑
Video Views:	224.5K	307.0% ↑
Reach:	1.9M	244.7% ↑

Impressions by Network:



Ice Trail e-newsletter Summary

Total recipients:	151.0K	340.4% ↑
Total opens:	29.9K	337.0% ↑
Total clicks:	4.2K	439.7% ↑
Average open rate:	50.76%	24.8% ↑
Click-through rate:	13.92%	47.7% ↑

Ice Trail Media Coverage Summary

Volume of articles:	89
Sum of Advertising Value Equivalency (AVE):	£114K
Sum of Opportunities To See (OTS):	21.6M

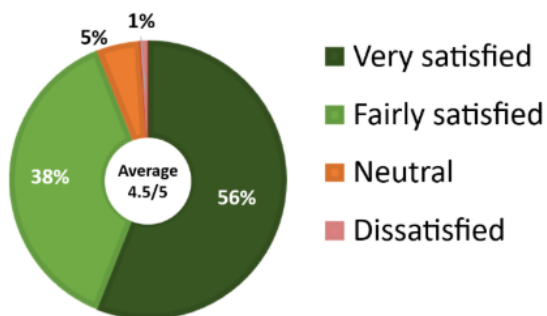
Split by sentiment:



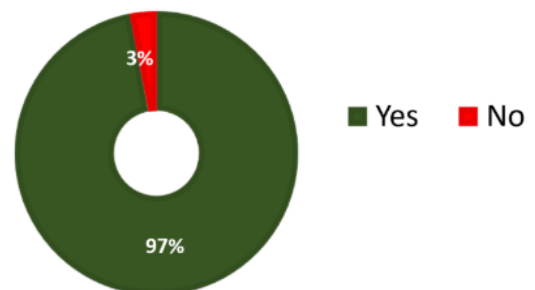
VisitYork

Visitor Survey: Summary of Visitor Opinion

94% of visitors were satisfied with their overall experience of visiting the Trail



97% of visitors would visit the Ice Trail again in future



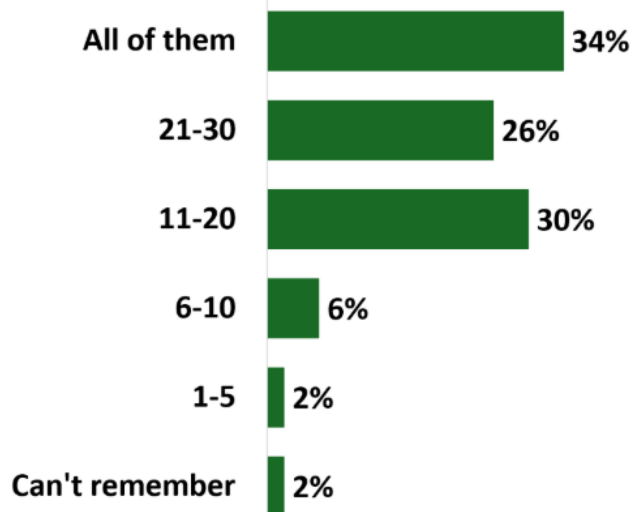
Source: 272 online interviews with visitors to the 2026 York Ice Trail

Annex A

VisitYork

Visitor Survey: Summary of Visitor Behaviour

Number of ice sculptures seen:



Other activities taken part in during visit:



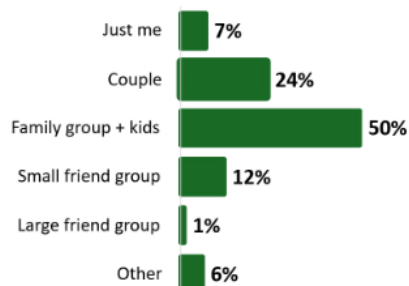
Source: 272 online interviews with visitors to the 2026 York Ice Trail.

Images: Flaticon.com

VisitYork

Visitor Survey: Summary of Visitor Profiles

Visit group type:

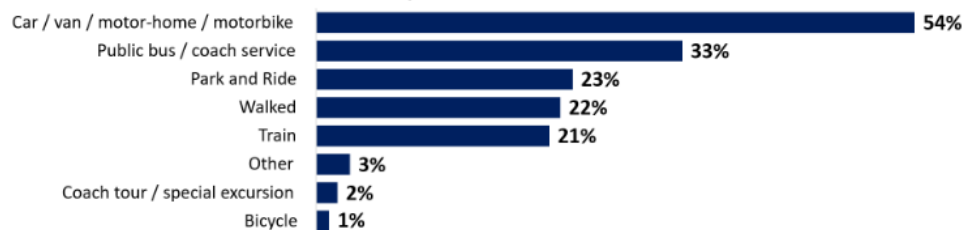


82% on a day trip to York

26% living in York

18% staying overnight in York

Main modes of transport used:



Source: 272 online interviews with visitors to the 2026 York Ice Trail..

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Visitor Origin: where did people visit from?

Region	%
York	17%
West Yorkshire	21%
North Yorkshire	11%
East Riding of Yorkshire	3%
South Yorkshire	9%
Total Yorkshire & Humber	61%
North East	14%
North West	11%
East Midlands	6%
East of England	1%
West Midlands	2%
London & the South East	1%
Scotland	1%
Wales	1%
South West	<1%



Source: 272 online interviews with visitors to the 2026 York Ice Trail

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VisitYork

What could we improve for next year?

"More entertainment / sculptures nearer each other"

"Space the sculptures out a little more to help with crowding"

"I think digital maps linked with Google maps would be amazing to help navigate"

"Micklegate is full of pubs and drunken people, not ideal when you are with kids."

"More family activities like those formerly at Middletons. More interactive ice sculptures."

"More interaction outside the Minster and Jorvik Centre . Very poor compared to last year."

"Make It clearer on the map to someone who has never been to York before"

"There was a shortage of buses which was disappointing to say it was an organised event. Also having 2 children with us we found it hard trying to find toilets"

"Published more in the lead up on social media etc"

"The closeness of the sculptures. Some were too far out"

"Better park and ride facilities".

"Maybe more spread out in the centre so they aren't as busy, a lot were close together but others far apart. Perhaps have the ice trail leaflets more available such as at the railway station, we had to walk around a lot before we found any."

"The bottleneck outside Bradley's jewellers was impassable and chaotic when I visited, never been that bad in previous years. I am sure that I will not be the only one who mentions this."

Source: 272 online interviews with visitors to the 2026 York Ice Trail

VisitYork

Visitor Feedback

"Amazing beautiful great memories and beautiful I loved it"

"It was very busy but enjoyable. Will attend again. Loved the light show too."

"All the statues was so well made. Visited for this event 3 times now and it gets better every year"

"I really enjoyed it and thought was brilliant, all different too and the detail on them amazing!"

"Yes 3rd year of visiting+ love it! Fabulous family day out, grandkids love it+ finding the sculptures. Posing for pictures then a nice meal somewhere in York"

"Keep it! We need it "

"We had a great time visiting York from the Derby area. We have been to this event for the last four years. It's always such a fun day. We managed to find them all in about 4 hours with a couple of pitstops. "

Source: 272 online interviews with visitors to the 2026 York Ice Trail

Trader/Sponsor Feedback/Volunteer

First of all, thank you for having us, there was a real buzz around the city and we loved being part of that. We went with the intention that it was going to be super busy, which it certainly was but that wouldn't necessarily mean we'd be busy. With it only being the beginning of February we were pleasantly surprised with our takings. Even if people weren't spending it was really nice that they stopped and chatted about bees and left positive comments about our stall. A few business cards were also taken for our contact details about possible future events and supplying honey to a restaurant! Without this great event none of this would be possible.

Thank to you and each and everyone of the lovely event organisers for making us feel so welcome. We would certainly love to come again if the opportunity arises.

Many thanks
Joy and Graham.

Gill-Eve Honey Bees.

Just a quick note to say 'thank you' for having me as a volunteer at Ice Trail, I had a great time and it was so lovely talking to so many people who were enjoying the trail, there was so much positive feedback! It's an amazing thing that you and your team organised. Will definitely keep an eye out for ways to get involved in similar things in future

Source: Visit York data

Annex A

The Watchers of York

The new trail launched on 29 June 2026 and remained in situ until 31 August 2026. This was a brand-new, city-wide sculpture trail delivered in partnership with York Minster and launched alongside the legendary York Mystery Plays.

Ten sculptures were placed across the city, creating a trail for visitors and residents to explore. A trail map and online trail hub were available from the Visitor Information Centre, alongside a range of Watchers of York merchandise.

Filming in York

Make It York manages filming applications on behalf of City of York Council for filming on Council managed land and the public highway. As filming activity in York continues to build, a review of the filming application process and supporting documentation has been undertaken to ensure it reflects current best practice, supports larger and more complex productions where appropriate.

Key productions in the city this year include: Feature Film, Scorn, Patience series 3 and Amazon documentary, The Breck Bednar Story

Smaller, recognisable productions: A Place In The Sun, BBC One Show, 22 Kids & Counting, The Piano and Four In A Bed.

Conclusion

MIY continues to deliver against the sLA objectives, Key Deliverables, Outcomes and Outputs whilst playing a key role in strengthening the City's position as a leading place to live, work, study, and visit.

The city's brand is gaining stronger national and international recognition supported by focused marketing activity, the ongoing success of the Visit York Pass, and the strength and appeal of its culture, heritage, markets, and events offer.

This is being further amplified through York's growing digital presence and reach, enabling the City to engage with increasingly diverse audiences across domestic and international markets. Together, these activities are strengthening the City's profile, supporting visitor demand and reinforcing its reputation as a distinctive, vibrant and attractive destination.