

## **Benefits of being a Visit York Tourism Partner - Attraction**

As the official tourism body for the city, membership to Visit York offers businesses the chance to network with around 580 organisations from hotels and restaurants to printers, retailers and fellow attractions.

### **Benefits Include:**

#### **Visit York Website – Up to 235,000 hits per month**

A descriptive feature on [www.visitork.org](http://www.visitork.org) including copy and images. The website is the official visitors' website for York and currently generates up to 235,000 unique users per month.

#### **Leaflets**

Free leaflet racking at the two York Visitor Information Centres. Both VICs are operated by Visit York and have an annual footfall of over one million people.

#### **Advertising**

The opportunity to advertise in various Visit York publications e.g. the Mini Guide (1 million copies printed annually) and discounted rates in the official Wedding Guide and Christmas brochure.

#### **Marketing Initiatives**

A chance to take part in different marketing initiatives including:

- Perks for Partners (special deals for other York Tourism Partners)
- Gateway Campaign 2009 (encouraging visitors to explore the Yorkshire region)

#### **York Pass**

Increase your business by taking part in the York Pass Scheme.

#### **Job Vacancies**

Enter job vacancies for free on [www.jobsinyork.com](http://www.jobsinyork.com)

#### **Networking**

Invitations to a number of both informal and informative networking events including workshops and the Annual General Meeting.

#### **Tourism Awards – 2<sup>nd</sup> April**

Gain recognition for your business or an employee by putting forward a nomination or simply attend the prestigious ceremony at the Racecourse.

#### **Training**

Take advantage of the wide range of training courses organised by Visit York covering such issues as Health and Safety, First Aid and Customer Care.

