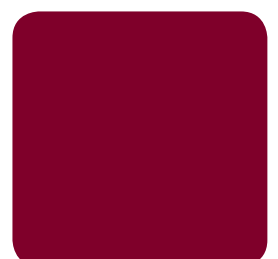
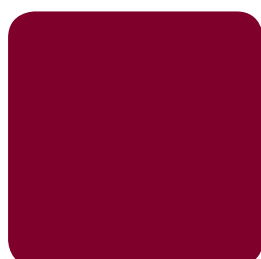
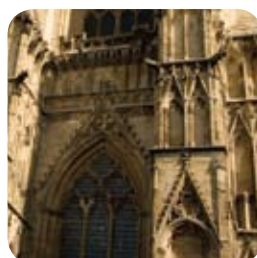
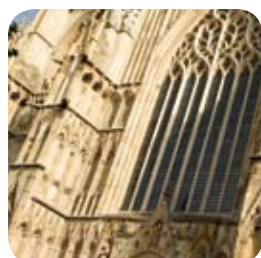
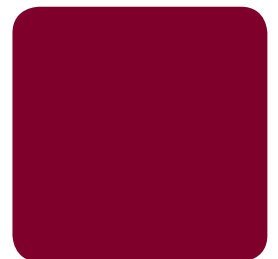
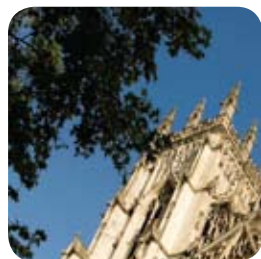
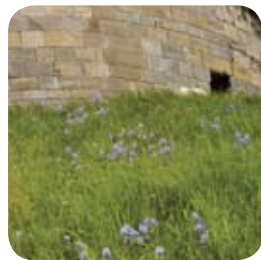


York: A Vision For Tourism

Distinctive, Quality, World Class



This document, prepared by Visit York in consultation with partners and stakeholders, is a vision for the development of tourism in York and the surrounding area.

Ambitious yet achievable, the vision identifies key areas for potential development as well as detailing strengths and assets that have already helped establish a powerful York brand and will now form the basis of continuing growth and future prosperity.

There are strong foundations on which to build this vision. York offers leisure and business visitors a unique and highly distinctive experience: a quintessentially English city with a rich heritage reflecting all periods of European history; ideally situated between two capital cities with high-speed rail access; and contemporary shopping in a pedestrian-focused historic environment. Four million visitors experience this each year, creating a thriving and opportunity-rich industry worth £364m and supporting 10,600 jobs.



25,000 business events in 2006-07 worth £98m to the York economy

Over a third of all York visitors go on to other parts of Yorkshire during their stay

York: A Vision for Tourism

illuminating York November 2008

To deliver long-term and sustainable growth in the value of the visitor economy, for the benefit of visitors, businesses and residents by:

- Building on York's distinctiveness
- Enhancing the quality of the visitor experience
- Promoting York as a world-class visitor destination

These three key areas have been identified as those most likely to contribute to the successful and cost-effective growth of York's visitor economy. Together, they'll form the basis of a wide range of activities, developments and initiatives that will build on York's already impressive offering and worldwide reputation for excellence.

The goal is to deliver a minimum of 5% average annual growth in visitor expenditure.



80% of visitors have been to York before

40% of visitors arrive by train, coach or bus



An award winning UK and European destination

York never stands still. The city and its people have been at the forefront of change over two millennia, constantly adapting to face and overcome new challenges. This is as true for tourism as it is for any sector of the economy.

Today, visitors have greater access to dynamic technologies, information, knowledge and choice, while the volatile world economic situation has created uncertainty. These challenges create exciting opportunities for unique destinations like York that can offer visitors a memorable year-round experience, easy access and value for money.

“York has unique characteristics, such as its 2,000 years of history, a variety of world-class attractions, distinctive shopping and festivals and events – all of which make it a destination well worth visiting, and on a year-round basis too.”

Paul Dubrule
Chairman of the European City Awards Judging Panel

“I was born in York and grew up there, so I have a great fondness for this remarkable city with its winding, cobbled streets and beautiful architecture. The city has evolved over the years, with the arrival of new and exciting attractions, a wealth of interesting shops and a vibrant café and evening culture. However, some things never change and, no matter how long I am away, that first glimpse of the magnificent Minster towering above the city will never cease to inspire and move me.”

Dame Judi Dench
Award-winning actress

“There’s a great atmosphere in York. It’s unique in terms of its history and traditions. I’ve really enjoyed filming here; there’s such a strong sense of how English history was influenced. It represents the great county of Yorkshire and is a fantastic place to visit’.”

Sean Bean
Award-winning actor

“The history of York is the history of England”

George VI

£126m spent on shopping by visitors in 2007-08



What visitors most like about York	
Heritage	79%
Museums & Attractions	60%
Interesting buildings	46%
Shopping	33%

Top Overseas Markets For York	
Europe	44%
N America	25%
Australasia	16%
Far East	11%

Seasonal Spread of Visitors	
Jan - Mar	20%
Apr - Jun	26%
Jul - Sep	29%
Oct - Dec	25%



<
Working with
business...

...and with
residents ▾



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An innovative and
inspiring website

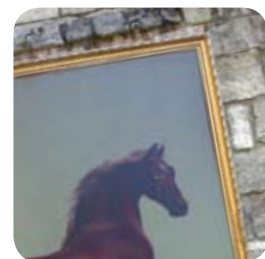


Ambitions for tourism



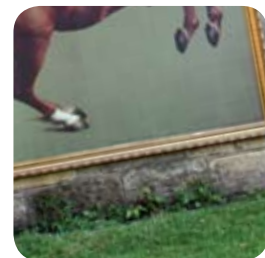
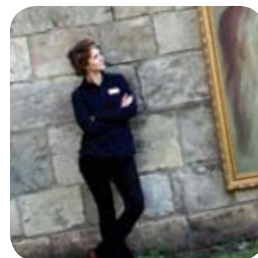
Visit York proposes a framework of seven exciting but realistic ambitions to deliver this new vision in partnership with the whole community.

>
A City of culture



^
A state of the art
welcome centre

- *Improve quality, service and access at every point of the visitor journey*
- *Widen and deepen the partnership of businesses, stakeholders and residents*
- *Develop York's position as a leading European cultural centre, combining a unique heritage with a modern outlook*

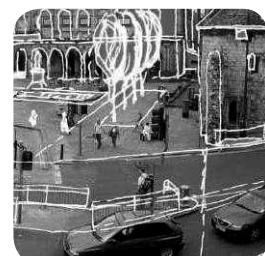


- *Enhance York's public realm so it becomes the most special in England*
- *Secure additional resources for sustainable investment in tourism*
- *Develop York's role as a gateway, helping to grow the value of tourism in Yorkshire*
- *Promote York worldwide, with a single, confident voice, as a leading business and leisure destination*

>
Sustainable
tourism



^
Increased
Investment



>
Promoting York



>
A gateway
to Yorkshire



^
A traffic free
city centre



Visit York

Visit York is the city's new tourism organisation – a non-profit making company charged by its stakeholders to respond to challenge and change by helping achieve sustainable, long-term growth of York's tourism industry and visitor economy.

The principal activities of the company are:

- Leadership of the tourism sector
- Marketing and promotion
- Business Engagement
- Training and Employment
- Visitor Information
- Investment in the tourism product
- Developing cultural events and initiatives
- Working with Yorkshire partners
- Promoting a quality visitor experience
- Research and evaluation

Contact us

We are keen to receive comments on these issues from the whole community.

What are your ideas for the City?

- ... A traffic free city centre?
- ... A new footbridge over the Ouse?
- ... Shops and attractions open until 8pm?
- ... World Heritage Site status?
- ... New events and festivals?
- ... More pavement cafés?
- ... Creating the best retail experience in the region?

If you have any questions or comments on the ambitions outlined in this document, or you'd like to know more about the work of Visit York, please contact us at vision@visityork.org More detailed information is available from:

Online at:
www.visityork.org/membership
 or by telephone: 01904 55 44 55

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