

Media Pack

Welcome  
to **Y**orkshire  
[yorkshire.com](http://yorkshire.com)



# Welcome to **Yorkshire** yorkshire.com

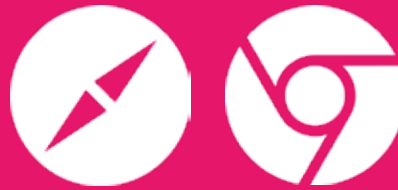
The Welcome to Yorkshire brand serves consumers and businesses in the visitor economy of Yorkshire.

Yorkshire.com assists these organisations to sell more with an innovative range of travel lifestyle content, direct marketing and supporting services.

# Audience



Evenly spread across gender and age, with slightly more users in the 25-34 brackets.



Most users view Yorkshire.com through Safari or Chrome.

Welcome  
to **Yorkshire**  
yorkshire.com



**MOBILE**  
61%



**DESKTOP**  
31%



**TABLET**  
6%

The vast majority of users are English speakers, based in the UK with around 15% from the US.

# Audience



## Affinity



5%

Food & Dining

4%

Media & Entertainment

4%

Lifestyles & Hobbies

3%

News & Politics

3%

Sports & Fitness

## In-Market



4%

Hotels & Accom.

3%

Trips

3%

Apparel

2%

Real Estate

2%

Home Decor

## Other



5%

Arts & Entertainment

3%

Sports

2%

Travel & Transport

2%

Food & Drink

2%

Real Estate

# GO RACING IN YORKSHIRE

# 200

The Go Racing in Yorkshire partnership with Welcome to Yorkshire delivered over 200 pages of dynamic targeted content using csv imports, form-generated content and sub-account generated content.

## classic cottages

Est. 1977

Tracked links for Classic Cottages in Yorkshire to allow for performance review on the owner side.



Full coverage of the film release including YouTube trailer and welcome supper for press screening in Skipton.



Syndicated press release on newswires and social shares.



## Yorkshire.com

A source for all Yorkshire travel from attractions to accommodation and tickets. With over 400,000 Yorkshire fans on social media and 50,000 opted-in newsletter recipients, this is a great way to reach a targeted travel audience.

 @welcome2yorks

 /welcometoyorkshire

 @welcometoyorkshire



## Industry

Behind-the-scenes over 500,000 Yorkshire businesses, and national companies too, make it happen for visitors to the region. They find useful resources, opportunities and networking through Yorkshire.com. Connect with 22,000 business users in the visitor economy:

 @WTYIndustry

 /welcome-to-yorkshire



## Cycling

The home of the Grand Départ 2014, Yorkshire.com still carries a great deal of cycling content and retains 268,000 cycling fans on social media:

 @letouryorkshire

 /letouryorkshire

 @letouryorkshire

# Connect



## EMAIL

Up-to-the-minute visitor and industry news, competitions and giveaways delivered to opted-in users.

## WEBSITE

Find thousands of Yorkshire holiday homes, hotel rooms, events and attractions.

## YOUTUBE

Featuring breathtaking drone footage, major events and interviews with famous Yorkshire personalities, the Welcome to Yorkshire YouTube channel is a great way to engage with audience.

## SOCIAL

With over 700,000 social media followers across all accounts, this is a great way to engage with positive users looking for experiences and inspiration in Yorkshire.

# Contact

## Join

Signup online at [Yorkshire.com/get-a-listing/subscriptions@yorkshire.com](https://yorkshire.com/get-a-listing/subscriptions@yorkshire.com)

## Corporate Subscriptions & Partnerships

[robin.scott@yorkshire.com](mailto:robin.scott@yorkshire.com)

## Advertising enquiries

[jonathan.farrington@yorkshire.com](mailto:jonathan.farrington@yorkshire.com)

## Content enquiries

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## Media contact

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