

Media Pack

Welcome
to **Y**orkshire
yorkshire.com

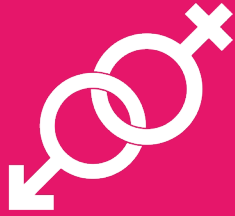


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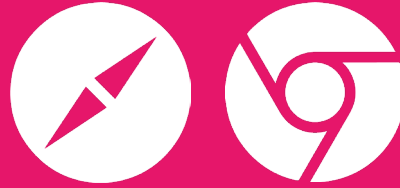
Connecting You to Yorkshire's Thriving Visitor Economy

Yorkshire.com is at the forefront of the Yorkshire visitor economy, aiding organizations in enhancing sales through innovative travel and lifestyle content, direct marketing, and a range of supportive 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.

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MOBILE
64.6%



DESKTOP
29.9%



TABLET
5.6%

The vast majority of users are English speakers, based in the UK with around 4% from the US.



**Represented on the Hotel Inspector with
Welcome to Yorkshire Member, Stump
Cross Caverns**



**BBC Breakfast interview about the impact
of the cost-of-living crisis on tourism on
Richmond, North Yorkshire**



**Spotlight on premiere of Better, detective
drama filmed in Leeds**



**Coverage of new premises
openings**



Official Ambassador partnership with Harry Brook - prize giveaway of signed merchandise



Spotlight on premiere of final season of Happy Valley



Coverage at opening party of Leeds 2023



Local and national radio interviews about upcoming events, highlighting Yorkshire as a destination



Yorkshire.com

A source for all Yorkshire travel from attractions to accommodation and tickets. With over **500,000 Yorkshire fans** on social media, this is a great way to reach a targeted travel audience.

 @welcome2yorks

 /welcometoyorkshire

 @welcometoyorkshire

Industry

Behind-the-scenes, 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

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.

SOCIAL

With over 500,000 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/](https://yorkshire.com/get-a-listing/)
subscriptions@yorkshire.com

Advertising & Partnership enquiries

linda.scott@yorkshire.com

Media contact

media@yorkshire.com

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