

COASTAL TOURISM ADVISORY BOARD
TOURISM ACTIVITY UPDATE

Marketing Campaigns

General Marketing

Winter Guide

Promoting Yorkshire's many winter break options / Christmas markets / pantomimes / February half term ideas etc. 75,000 copies of a new Winter Guide were produced for November 2013. Inserted in to the Telegraph in mid-November – 50k copies. distributed in: North West, South East and London. .Remaining 25k copies distributed through Tourist Information Centres / through key hotels and attractions and at any events attended by WTY during Nov – February.

Yorkshire Post - Winter Supplement

Produced and inserted in to 50,000 copies of the Yorkshire Post in November 2013.

This is Y 2014.

200,000 copies Produced

- ✓ 136 page magazine (incl. covers) with a cycling special supplement – increased pages for 2014.
- ✓ Distributed in London and the South East through a national newspaper title – yet t.b.c. which title.
- ✓ Used at all events and exhibitions attended by WTY throughout 2014, including those around the Tour de France.
- ✓ Distributed throughout Yorkshire's Tourist Information Centres / through key hotels and attractions

50,000 Winter Yorkshire Post supplements were also produced and inserted in the Yorkshire Post (29 November issue).

Press and PR (incl Local)

The Borough has once again had a great deal of coverage over the last two months with features in Northern Echo, The Sun, News and Star, Peoples Friend, Yorkshire Life, Conference and Incentive Travel, Yorkshire Post, Scarborough News, Malton Mercury, York press. Continued coverage of the coast in Yorkshire Life each month.

Local Activity

150,000 copies of a new 2014 Events and Attractions Guide for the Yorkshire Coast and North York Moors has been produced and printed and is now being distributed at key events, P&O Ferries, requests from visitors, through regional and national tic network and key points within the region. An electronic page turning pdf will also be produced for web-sites. Four additional pages have been produced due to its success and covers wider coastal area.

20,000 Copies of a new Delicious Guide has also been produced and will be distributed through Tourist Information Centres, at key exhibitions and events.

The 2014 Arts and Heritage Trail is also currently being produced and will be printed at the end of January again to be distributed at key events, Tourist information Centres, through requests from consumers.

A new Market Towns trail is also being produced to showcase the 5 key Market Towns within the area but will also reference the Coast.

Editorial Copy has been provided for this is Y for the Coast and North York Moors now being distributed

As part of the Visit England Campaign activity, Visit England are launching their new web-site, content has been provided to support the promotion of the Borough's key venues and assets, the site will focus on visitor experiences. There will be 26 themes in total with five experiences per theme.

Open Air Theatre

The team have proactively been targeting sponsors for the Open Air Theatre and have successfully secured a second year sponsorship with National Holidays as well as Yorkshire Coast Radio as media partners. Other smaller sponsors have also been secured for 2014.

The first four of the 2014 season acts have been announced and others will be announced over the next couple of months. Acts booked so far include Armed Forces Day Last Night of the Proms 28 June, Status Quo 12 July, Boyzone on 26 July, legends of Pop on 2 August. The programme is much more diverse offering a wider appeal to potential visitors and residents. Already over 7,000 tickets have been sold.

Business Tourism

Three new pieces of business have been secured for 2014, Local Government Association Conference Coastal Defence Group, Steam Traction Conference and a Marine Biology Conference. A number of other leads are also awaiting confirmation.

Events/Filming

More than 35 individual event applications were handled through the Tourism Office over the last two months including the McCains 10k (now attracting over 1500 entrants), The Art Party Conference (a one of cultural conference with a difference) attracted over 1500 from all over the Country. Excellent media coverage for the event and Scarborough in the Telegraph, Guardian Guide, Observer Magazine, Times and BBC on line as well as regionals and locals.

Whitby Christmas Market

The Local Office supported the development of the first Whitby Christmas Market, attracted in excess of 10,000 and again attracted a great deal of PR as a result of us using the Beach Chalets.

Scarborough Surfing Festival

The Tourism team organised and delivered its third Surfing Festival. Unfortunately very little surf over the weekend, however other fringe events which were part of the

event were extremely successful including Transpennine Express's massive sand drawing, stage music, stalls, vw campervans and the surf simulator. Estimated attendance was in the region of 8 to 10,000 over the weekend attracting £303,725 to local economy out of season.

Filming

10 filming inquiries were made in last three months of which 2 were soft preps for filming next year and 4 crews filming including a Whitby feature for ITV's Good Morning and a scene for the second series of Utopia, Kudos Productions for Channel 4.

Events 2014

Currently working on the development of two key events.

- ✓ Armed Forces Day 28 June
- ✓ Seafest 25-27 July

and supporting many others including

- ✓ Orpheus/Coastival
- ✓ Remember Scarborough Centenary of WW1 projects.
- ✓ SFS – Sci-Fi Scarborough

Attended and attending a number of events/exhibitions, London, Manchester, Leeds, Birmingham. Also Holland and Belgium with Sustrans and partners

Yorkshire.com

Yorkshire.com ended the year on **10,492,543 pageviews**. If you add all WTY websites to that number we delivered **13,016,207** pageviews in 2013

Pageviews were **up by 39%** year on year

Visits **up by 46%**

The Top pages in 2013 were: **Homepage, What's on, Offers, Flamingo Land offer, Treat Yourself > Spa & Places**

The [Where to stay pages](#) were **visited 452,000 times**, that's **70% higher** than 2012 with **585,170** member page searches performed, **up by 23%** year on year

Views of the members pages were **up by 53%** with **2,124,116 pages** viewed in 2013

Over **109,758 referrals back** to members websites, **up by 39%** compared to 2012

61% of traffic came via organic (not paid for) search, that's **up an incredible 55%!** This is due to a number of reasons, primarily how Google chooses to index the site and how it changed its algorithm a number of times during 2013, which has benefitted us.

Users from **213 countries** visited Yorkshire.com in 2013, including: **USA, Germany, France, India, Saudi Arabia, South Korea, Vietnam, Afghanistan & Tonga.**

There were **33,745 offers** redeemed and over **910,631** offer pages viewed

3,100 events were added by members generating **1,374,675** event page views

The Christmas section was once again a great success, delivering **423,045 pageviews an increase of 50%** year on year

Pageviews to the Advent Calendar were also up significantly to **252,768**, that's a **30% increase**

There were **45,304 competition entries** across the Advent Calendar, that's a **52% increase**

Social Media

Social media channel audiences and reach also grew significantly in 2013.

Followers to the [@Welcome2Yorks](#) Twitter feed **grew by 21,366 followers**. WTY

currently has **48,628 followers**, estimated to hit 50,000 in around 3 weeks.

Had a reach of over **110million** with **26,487 mentions**, nearly **12,000 retweets** and **1,897 Favourited** tweets

[Welcome to Yorkshire Facebook](#) has nearly **21,000 likes**

It's reach in 2013 was **3.6million** with **62,492 Likes** of our content, **12,491 shares** and nearly **3,000** comments

Le Tour Yorkshire

- Since its launch letour.yorkshire.com has had **1.97million pageviews**, growing at a current average **daily rate of approx. 20,000 pageviews**
- On 23rd October the new site was launched with a full interactive map of each route and key places along the routes. In one day the site had **157,000 pageviews**
- The site saw a **1,987% increase in traffic** on 23rd October compared to the day before
- The site has had over **175,000 referrals**, top 3 referrers are **BBC (28,500)**, **Twitter (22,000)** & **Facebook (14,200)**
- Since its launch on 23rd October, the Le Tour Yorkshire site has had visitors from **138 different countries**, including **USA, France, Germany and Costa Rica!**
- The Twitter feed currently has over **30,600 followers**, growing at around **500 new followers a week** and gained **1,000 new followers in 24hrs on 23rd October**.
- To date the [@LeTourYorkshire](#) has **reached of 49,114,129 million** Twitter users. With **28,490 mentions**, **12,715 retweets** and **3,181 favourites**.
- The reach on 23rd October alone was **2,865,762**
- The to date was posted on 17th Dec 2013 - With **355 retweets**, it achieved a reach of **849,000** users in 24hrs. Retweet highlights included [@LeTour](#), [@VisitEngland](#), [@UK Sport](#) & [@EurosportUKTV](#)
- The [Facebook page](#) now has over **21,800 Likes** with a current **weekly reach of over 80,000** and **4,227 people** engaging with posts. The combined reach since it launched is **3.3million** with **5,500 shares**, **3,000 comments** and **30,500 content likes**

- The Allez Yorkshire email is now subscribed to by over **50,000 people** and is getting an **average open rate of 46%** and a **13% click through rate**, both far higher than industry averages
- The readership of the 10 emails so far (the total times all the emails have been opened) currently stands at **344,000** -
- The Made in Yorkshire film - www.youtube.com/watch?v=r7XajPVtpKQ - Premiered in Paris on 23rd October, has had **38,319 views** to date
- We now have **27,630** tour makers, gaining **2,000** more in a 5 days following the Asda announcement on Friday 13th Dec, a **10% increase**

WTY -launched the letour website on 23 October including the new Interactive Map on the site, for both Stage 1 and Stage 2.

- ✓ Coast (all pages): 200,000 pageviews
- ✓ North York Moors (all pages): 44,000 pageviews