

## Tourism Advisory Board Update – 26 September 2013

### PR

Local company Turnstone Media have recently been appointed to provide PR support to the local area office 2013/14 Marketing Campaigns. Key aim to drive more media coverage and journalist familiarisation visits.

Activity so far as resulted in features in Scarborough News, Yorkshire Post, Gazette and Herald, Yorkshire Life, Northern Echo. Total advertising value of £13,900. Total editorial value (calculated by The Institute of PR as 3x advertising value) = £41,816.46

Web coverage has included features on Beautiful North Yorkshire, Scarborough news, Yorkshire post, One and Other, Freedom Days.

Regional press activity has included features in The Times, Dut Magazine Auto Review, Yorkshire Evening Post, Daily Express showcasing the destination and many member venues and facilities

### Marketing

Confirmed participation in two Visit England Campaigns, Coastal Escapes aimed at ABC1 affluent short breakers and English Seaside aimed at ABC1 families. The campaigns will run from January to March 2014 in readiness for the 2014 season and include advertising/coverage in National, International media and digital marketing..

75,000 Autumn Guide have been produced, 50,000 inserted into the Telegraph. Aimed at affluent short breakers.

Three delicious trails were produced, Fish and Chips, Ale and Tea, 40,00 of each produced and distributed at key event and through info display.

100,000 Allez Yorkshire leaflets were produced with TDF routes included.

100,000 Summer Voucher booklets were produced and distributed at key events, through the Guardian Newspaper and through info display

### Digital

Since the launch of our mobile site <http://m.discoveryyorkshirecoast.com> towards the end of May, we have had 18,834 unique total visitors. The mobile site has also had a constant upturn in traffic per month with over 112,000 page views to date.

Yorkshire.com continues to exceed expectations, with traffic seeing a 40% increase on 2012. The site is seeing an unprecedented volume of traffic at the moment due to events and festivals and Tour De France. Twitter nearly 42,000 followers and nearly 16,000 facebook likes.

### Events

Armed Forces Day saw the best event in its 5 year history with an estimated 35,000 people coming to the event. Planning has already started for 2014 and sponsorship being sought.

Seafest was once again a huge success with an estimated 16,000 visitors through the event site. Over 5700 unique visitors to the Seafest pagebook page and publicity for the event included Yorkshire Coast Radio, Scarborough News, BBC Radio York, and highlights of the event on Calendar. The Cooking kitchen which held demonstrations of seafood from some of the Borough's best chefs saw record numbers at each demonstration.

### **Goldwings**

The team once again provided support for the Goldwings event which attracted huge crowds estimated to be around between 8-10,000. Whilst it is expected that the event is not taking place next year discussions are being had around the event coming back the following year.

### **Starfire Musical Firework Events**

South Bay Traders in association with Yorkshire Coast Radio, Scarborough Borough Council and Welcome to Yorkshire saw three new firework events taking place over the last Saturday in August and 1<sup>st</sup> two Saturdays in September. Next years dates have now been set as last Saturday in August and 1<sup>st</sup> three Saturdays in September.

Yorkshire Show was a huge success with thousands of visitors coming on the beach and collecting literature for the borough. Both Callendar and Look North as well as many national media papers covered the event. The UK pro surf event in Scarborough also received coverage, with UK champions taking to the stands Surf Simulator.

Scarborough Cricket Festival saw one of the best seasons so far with an estimated 5,500 people per day throughout the festival week. Pr coverage included Look North presenting live from the festival.

Other events attended included Ebor and Chelsea. Staff were there promoting Yorkshire and the Tour De France. Event marquee was erected and staff handed out lots of different leaflets. Welcome to Yorkshire won the Peoples Choice Awards and the Silver Gilt award for the small garden.

Welcome to Yorkshire has recently been announced winners for World Travel Awards 2013 for Europes Leading Destination and Europes Leading Marketing Campaign. Also awarded Sunday Times "Worlds Coolest Tourist Board website and at the Yorkshire Digital Awards announced Business to Consumer web-site of the year and the Digital Marketing Campaign of the Year. Travel Mole Award 2013 for the Best Tourism Board web-site.

### **Filming**

8 filming enquiries have been received this month with 6 going on to film which included: Photo shoot for the promotion for UKTV's new drama channel this received coverage nationwide in both newspapers and tv. Songs of Praise have been in Whitby with presenter Aled Jones for a future programme and the Borough of Scarborough has been showcased in an episode of Escape to the Country.

Tour De France - 2 Roadshows two held within the area attracting 120 members. The purpose of the events was to highlight how businesses within the Borough can take advantage of the TDF.

### **Scarborough Open Air Theatre (OAT)**

Over 30,000 people have watched a show of some description at the Theatre this year. A report with more detail will be provided once the visitor information has been analysed fully, but it is already clear that a significant number of people have come to watch the paid concerts from outside the Borough, generating additional income within the town. The range on offer, from Olly Murs to the Free American Wrestling shows and Status Quo to the Free Summer shows have proven to be very popular. Work has already started for the 2014 season. Olly Murs, Status Quo and McFly were all sell out shows.

Marketing for various acts over the last month has included Yorkshire Evening Post, Northern Life, Lancashire Advertiser, Nottingham Advertiser, Viking FM, Yorkshire Coast Radio, Stray FM, Minster FM, Yorkshire Radio. Flyer distribution at key events, Armed Forces Day, Seafest, Yorkshire Show, Ryedale Show, street flyering,, e-shots, listing on key music web-sites such as ents24, e-news to over 25,000 database. Many tourism businesses have also promoted the shows through packages on their own web-sites. Competitions have also been run on [discoveryorkshirecoast.com](http://discoveryorkshirecoast.com) and [Yorkshire.com](http://Yorkshire.com).

### **2014 Sponsorship Opportunities and Campaigns**

Work has begun on the development of 2014 marketing campaigns

At a local level these include delicious, arts and heritage, attractions and events and market towns. Copies of the campaign opportunities have been sent to the Tourism Advisory Boards and directly to members and non members

Sponsorship is now being sought for the following events with sponsor packs now developed – Armed Forces Day, Seafest, Open Air Theatre.

### **Business Tourism**

1408 prospects have been contacted either by email or telephone to promote the Borough as key conference destinations. Familiarisation visit has taken place and further fam visits are being planned for early 2014. Positive response from over 60 leads. The majority of business is planned for 2014 onwards.

The Passkey system is up and running and room allocations/pricing and booking is now automated. In addition to this conference event pages can now also upsell tickets for entertainment venues.