

Tourism Advisory Board

Activity

Regional

- Tour De Yorkshire – SBC put forward expressions of interest to be host town/city for 2016. Announcement of Host start/finish destinations on 9 October. Starts and finish to be announce November full route announced December. Charity for event announced November
- White Rose Awards – Leeds Arena – tickets still on sale finalists in Borough include
Filey Bird Garden
North Bay Railway
Wold Top Brewery
Anvil
Humble Bee
Lebberston Caravan Park
Raithwaite Hall
Mayfield Seamer
- Northern Futures Fund – WTY taking lead on Pres & Trade and Fam Visits/receptions. Targeting America, China, Australia, Netherlands and Germany, Organising 3 press receptions in Germany and One in Amsterdam and supporting trade events in all different markets. Target is to host 100 press trips and 75 trade across whole of North of England
- WTY have Branded bus going around Heathrow– London Heathrow link bus which runs around all the Heathrow hotels to Airport. Launch 12 October.
- Welcome to Yorkshire will be sponsoring ITVs longest running factual series, Country Wise, when it returns to our screens for an 8 week run from 19th October, as part of a £500,000 rural campaign. Over 17.6 million viewers will be tempted by the sights and sounds of Yorkshire’s big open spaces during the 8 episodes. It will have viewers running for the Yorkshire hills, dales, moors, coast and vast open countryside to getaway this autumn.
- Welcome to Yorkshire will also be hitting the air waves this autumn targeting 1million listeners on Classic FM in London and the North. We will also be tempting London’s commuters to ditch the tube and head straight on the next train to Yorkshire with advertising on the big screens at Kings Cross. Finally, we are also running a digital and national press campaign to coincide with the launch of Country Wise bringing the visually stunning wonders of Yorkshire to over 10 million readers and digital users.
- This is Y, Festive Guide and Stylish Breaks Guides are also being produced

Local

- Currently working on 2016 Holiday Guide – meeting with Associations to sign off middle of October
- Pulling together attractions guide for 2016 – 150,000 copies to be produced. Extended by four pages due to popularity of brochure
- Working on a new shopping/artisan guide, delicious, event and entertainment guide
- Working on sponsorship opportunities for 2016 events. Discussions around P1 returning, Scarborough Fayre Festival, Armed Forces Day
- Developing DYC to further enhance pages and supporting destination activity through social media
- Reviewing options for future of SBC Tourism Service
- Supporting TBid activity – collation of information required