

Welcome to Yorkshire Coast
Advisory Board
Marketing Update February 2016

TOURISM SERVICES

Regional Activity

Tour De Yorkshire

The full race route was announced at a press conference at Otley Courthouse on 9th December with was attended by 180 media, VIP's and invited guests. Gary Verity Christian Prodhomme, local authority representatives and professional cyclists and members of cycling clubs did multiple interviews which resulted in 746 articles online and in print. National titles included the Mail Online, Guardian, BBC, The Sun, Sky Sports, AOL, Cycling Weeks, Yahoo and Daily Mirror. The print coverage reached a potential 32.9 million readers. In addition, several foreign language publications covered the announcement. The Tour received 142 broadcast mentions on TV and radio across the UK which resulted in 2.6 hours of broadcast coverage reaching a potential 10.7 million viewers/listeners. BBC Look North (Hull, Leeds and Newcastle) and Calendar/Tyne Tees all ran lengthy packages from the route launch event, with BBC Radio Humberside and BBC Radio York also doing 9-10 minute pieces on the route. BBC Radio Five Live and Yorkshire Coast Radio also covered the launch. Scarborough News and Whitby Gazette also covered the story.

Roadshows have begun and a business toolkin has been developed, regular newsletters are also going out with key updates. The web-site www.letouryorkshire.com is the main site for race information. Members are encouraged to sign up to the newsletter.

Locally meetings are taking place with key businesses and creative groups to look at how the destination can maximise its PR coverage. The first meeting is being held on 11 February.

All businesses are being encouraged to get behind the event and come up with unique ideas to promote the TdY

Rural Campaign

The digital advertising campaign began on the 1st December inviting people to view videos that link with the sponsorship of Countrywise and use #findyourspace. The hashtag had a reach of 390,000 including a retweet from Ben Fogle. The campaign also received eight additional free advert indents on the final Countrywise episodes aired on the 20th and 25th December.

The print advertising campaign continued in December, featuring in The Times on the 2nd and The Daily Express S Mag, Daily Telegraph and Times Magazine on the 12th. These adverts had a combined reach of over 2.1 million.

Press Trips

Travel Club Trade Trip – Nine Tour operators visited the area 9th – 12th January

Marketing Campaigns & Projects

Yorkshire.com - The new Yorkshire.com has now been launched, the site has a brand new look and feel. It is image led, and provides rich editorial content with members featuring throughout still. The site will see improvement to user journeys, be mobile friendly, have improved search and brand new member listings.

Stylish breaks brochure – The Stylish Breaks booklet was completed and sent to print in December in time for distribution in early February via the Daily Express and through Info Display.

The Northern Futures Project – In addition to a press trip and a trade trip in December, a press reception in Munich took place in January where WTY presented the North of England to 20 German journalists.

This is Y – The completed magazine went to print in December and is being distributed at key events, through attractions members and through the info display distribution network.

Bike Libraries – As part of the Christmas amnesty campaign to drive donations of 'unloved' bikes, WTY distributed the remaining Bike Libraries leaflets. 15,000 leaflets were delivered to schools and an additional 10,000 through Info Display to attractions across the region. Specific and targeted media activity was also carried out with local cycling celebrities around donation stations which have resulted in an increase in the number of bikes available to Libraries.

On the 7th, WTY held a Steering Group meeting at HMP Humber to update on Bike Libraries and speak to inmates involved in R-evolution, a Bike Libraries project where inmates refurbish bikes for children in local communities to use. New membership cards were also produced and distributed to encourage users to return to their local Bike Libraries and a full page advertorial was taken out in This is Y Magazine 2016.

Gary Verity's Knighthood – Sir Gary officially received his Knighthood on the 10th December. We prepared a reactive quote for media as well as celebrating the occasion on our social media accounts. There were over 150 print and broadcast articles about Gary's Knighthood providing great publicity for Yorkshire.

Chelsea Flower Show

WTY visited York Minister to see the regeneration on the East Window in December. A leaflet has been produced for potential suppliers of services and contents for the garden. This will help keep budgets down by sourcing free of charge equipment and services from our local partners and supporters.

Press/PR

The coast has received a great deal of coverage over the last few weeks with Coastal features appearing in Sunday Post Travel magazine, Yorkshire Life, Yorkshire Post, Scarborough News, Whitby Gazette

Event and Filming Enquiries

40 event applications have been received from external event organisers for events to be held on SBC land in 2016.

This year's major events kick off with the Arts Festival Coastival with over 100 events to cheer along the February half term holidays. A diverse programme offers everything from a spectacular seafront parade and giant talking heads to art work behind prison bars and underwater lights and music. It promises to be really special, particularly in terms of audiences being able to see and join in with things they will never have experienced before.

Planning work has begun on P1 Powerboats Yorkshire Grand prix of the Sea for the second year, Seafest, the eighth Scarborough Armed Forces Day. and officers are also involved in the development of Whitby Winter Wonderland Christmas event and the Scarborough Fayre Festival.

Scarborough was presented with a award at the Royal Yacht Association Dinner in Southampton for the best "Host Destiantion" for the P1 Powerboat event. Publicity for this has appeared in various Yachting web-sites including raceboat international.com Royal Yach Association, RYA Northern Ireland, Scarborough News, what boat.com, blue sheets marine directory,

12 film enquiries have been received and processed with 6 going on to film.

The Great Yorkshire Coast has been recently sighted in Emmerdale/Filey beach, Countryfile winterwatch/Whitby and Runswick bay and Griff's Great Britain (Griff Rhys Jones)

Holiday Guide 2016

2016 Holiday Guide has now been produced, 85,000 copies printed and will be distributed via key events, direct requests from visitors via our fulfilment company, exhibitions and through regional and National TIC network.

Attractions and Events Guide 2016

150,000 Copies have been produced and are being distributed via fulfilment companies NPD and Info Display. In addition to this copies will be taken to all exhibitions, events and will be distributed via the literature exchange days in both Thirsk and Eden Camp. Four additional pages were added this year due to increased demand.

DMS/Web-site

A new back end DMS system has been procured to support the development of digital marketing activity. The DMS system will feed DYC, Electronic Kiosks, Digital Screens, TIC's/Tourism Bureau and will provide smart widgets that accommodation providers can have on their own web-site. Every Tourism businesses will receive a

free listing on the web-site and Welcome to Yorkshire and Local members will receive enhanced features. The system procured is the same as East Riding Council, Visit York and Visit Leeds use so there will be potential for cross marketing opportunities.

Work has begun on further development of web-site design and also transferring of data. It is anticipated that the new web-site and back end system will be in place by April.

Exhibitions

The team have attended two exhibitions during the last month. The Destinations Holiday and Travel Show in Manchester and London. Both of the shows were extremely busy with around 30,000 visitors per day. The events were sponsored by The Times, there was a great deal of interest in Yorkshire, the Tour de Yorkshire ,the new waterpark and the coast in general.