

Welcome to Yorkshire Coast

Advisory Board

Marketing Update April 2016

TOURISM SERVICES

Regional Activity

Tour De Yorkshire

85,000 Spectator Guides have been produced and are being distributed across the County, taken to events and distributed digitally.

A range of entertainment has been booked for the finish in Scarborough including Sony Street Theatre Act with bikes, Yorkshire Coast College Music Stage, Tony Peers summer show character walkabout and vintage penny farthing, Animated Objects Theatre Company walk about acts, Coastival Choir, New York Brass Band, Howard Beaumont on keyboard, Vintage Fair band, Granny Turismo walk about entertainment, Pauline Quirke Academy Flashmob and After Party/Live music at the Spa.

PR story working with Paragon Cycling on the founder of the Paragon Cycling Group reaching his 100 birthday will lead the procession of adapted bikes on the 1 May.

Tour de Yorkshire Roadshows

The Tour de Yorkshire roadshows continued in February with another fifteen public and private events across Yorkshire. Over 700 people and businesses attended roadshows in February and localised media work resulted in 11 pieces of print coverage with a reach of over 22,000 people.

White Rose Awards Workshops

The White Rose Awards workshops began in February with two events in Burton Agnes and Skipton. 30 businesses attended the workshops and further announcements are scheduled to be revealed at the Y16 conference in March.

Doncaster Business Showcase

WTY had a stand at the Doncaster Business Showcase on February 25th where over 1,000 businesses and individuals come together to do business and network. The WTY stand focused on the Tour de Yorkshire which passes through Doncaster this year, lots of WTY members also exhibited at the event.

Yorkshire Festival

The full programme for the festival has now been produced, printed programme and web-site will be launched on 14th April. 44 projects in total. The projects will deliver over 300 performances to over 150,000 people and involve upwards of 1,000 artists, technicians and production staff. Full details can be found at www.yorkshirefestival.co.uk

Yorkshire.com

Following a six month project with Jaywing and The Outfield, the new Yorkshire.com website went live in February. The new site is mobile and tablet friendly and image-led to better showcase the county's offerings. The member pages have been updated and refreshed with additional social, web and trip advisor links as well as more space for images. In February, traffic was up by 13.7% on the previous month with a bigger increase projected following the official launch at Y16 Conference in March.

Yorkshire Bank Bike Libraries

A third round of enterprise funding was released in February to encourage the opening of more Bike Libraries and continue the legacy from the Tour de France and Tour de Yorkshire. The scheme was also shortlisted for a Community Sport award at the prestigious BT Sport Industry Awards. Media activity including the enterprise funding press release and a news feature on the Hull Bike Library R-evolution, secured 26 pieces of regional print and broadcast coverage including BBC Look North, Yorkshire Post and Hull Daily Mail, with a combined reach of 1.8 million. New YBBL badges were produced in February and the new van was fully branded. Planning is underway for YBBL attendance at cycling events across the summer as well as sponsorship of the new Yorkshire Family Cycling Guide and Tour de Yorkshire Spectator Guide. Plans are also on going for the potential sponsorship of Stage Three of the Tour de Yorkshire.

Marketing Campaigns & Projects

Evening Entertainment and Gigs Guide – Yorkshire Coast

40,000 New Evening entertainment and gigs guides have been produced and are being distributed through info display, at events, exhibitions and via literature exchange days.

Delicious – Yorkshire Coast

Work is being undertaken on the development of the 2016 Delicious Trail, 40,000 will be printed and distributed at events, exhibitions and through info display.

Ryedale Market Towns

40,000 Ryedale Market Towns leaflets have been produced and are being distributed through info display, at events, exhibitions and via literature exchange days

Visit England Spring/Summer call out

The team provided information with various campaign themes which focused on Promoting key visitor experiences including Culture, Heritage, Family Breaks, Romantic Breaks, Budget Breaks, Activity Breaks. This has given us the opportunity to promote our members and to highlight the diverse nature of our region to a global audience.

Press/PR

Phyper PR based in York have been appointed as the PR company supporting the local area office, they will be promoting the local campaigns, supporting the promotion of events and arranging familiarisation visits for key media.

Dutch Press Trip – Whisky and Spirits Magazine (9th-11th)

American Press Trip - Ladies Home Journal (12-19th)

American Press Trip – Northstar Travel Magazine (18th-25th)

American Press Trip – Vagabrothers, American travel videographers (22nd -24th)

Dutch Press Trip – Qualis/50+ lifestyle magazine (25th-29th)

Independent Newspaper – Bronte press trip in Haworth (28-29th)

WTY supported the release of Dad's Army with a press release. Nine pieces of coverage with WTY quote in were recorded, reaching 227,438 people, including The Yorkshire Times, Northern Echo, Hull Daily Mail. (I have attached a few!)

We have also recently organised the following press trips for the coast:

Richard Webber – www.travellowdown.com. Complimentary visits to Whitby Abbey, Captain Cook Memorial Museum, North Yorkshire Moors Railway and complimentary lunch at Cranberry Swamp.

Dixe Wills, The Guardian. Writing a 750-word feature on St Hilda's Way. Complimentary DBB at The Fox and Hounds, in Ainthorpe, and DBB at Sneaton Castle.

Helen Pickles, The Sunday Times. Two nights complimentary at the White Horse and Griffin, dinner at Trenchers, recommended visits to Rusty Shears and Cranberry Swamp.

The coast also featured in the Days Out Feature within the Yorkshire Evening Post, featuring Staithes.

Event and Filming Enquiries

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22 event applications have been received in March from external event organisers for events to be held on SBC land. Whitby – 3, Scarborough-12 , Filey 7

10 film enquiries have been received and processed with 4 going on to film including a documentary in Whitby called full Steam ahead and a seaside commercial in Scarborough for Transpennine Express.

DMS/Web-site

The new DYC web-site is being developed with the New Vision back end system. Anticipated launch date will be end May. Communications to tourism businesses will be taking place within the next two weeks to ensure that all content is accurate and up to date and images are expanded. The system will link in with a number of major back end booking systems to ensure seamless connectivity. New look touch screen kiosks will be installed in Filey, Whitby and Scarborough.

Promotional Exhibitions/Events

The Yorkshire Coast has been present at a number of events and exhibitions including

- Fiets and Wandlebeurs in Holland and Belgium which were extremely well attended. A great deal of interest in Tour de Yorkshire.
- The team attended three literature exchange days and the Expo event to promote the campaign activity and distribute the campaign literature.

Water Park

The local area office have commenced promoting the waterpark and are expecting features to appear in the Daily Express, The Mirror (Travel section) Monarch inflight magazine, Group Travel Guide, Going Places magazine, Coach Tours Uk. The new PR agency will also support the campaign activity to promote the park to specialist magazines and media Editorial copy has also been supplied to a number

Open Air Theatre

8 Acts have been booked and a further two will be announced next week. The local area office are supporting the marketing and publicity and promotional activity has included provision of adverts and editorial content in Dales Life, The Express weekend edition, Welcome to Yorkshire Spring and Summer Guides Primary Times, Yorkshires Top Attractions. Advertising on Yorkshire Coast Radio and Viking FM. Compared with last year ticket sales are

Ambassador Toolkit

A new toolkit is being produced which will include a new Yorkshire Coast film showcasing key attractions and events & an image library.