

Welcome to Yorkshire Coast

Advisory Board

21 May Update 2015 Update

Regional Activity

Preparation and delivery of the Tour De Yorkshire with LA & Private Sector Partners – 1 – 3 May

Chelsea Flower Show – garden designs finalised and attendance at the event will be from 19th May– 23rd May

Development of a new Breweries leaflet – being produced for launch at Chelsea Flower Show 35,000 copies being produced and distributed

Continuing work on the development of the Bike Libraries – ongoing activity around the setting up of the hubs and submissions for libraries themselves

Development of a Summer Guide - 75k copies are being printed and will commence distribution from 16th May (50k copies are inserted within the Guardian Newspaper in the Midlands and North East)

Development of a new Gardens Guide 2015 – 100k copies have been produced, and distribution commenced at the Harrogate Spring Flower Show in April. The guide will also be taken to Chelsea.

Working on three delicious Trails –these will be produced in time for the Great Yorkshire Show in July – the Ale Trail, Tea Trail and Dairy to Deli / Farm Shops Trail.

Local Activity

Tour De Yorkshire

The team have been working on the development and delivery of the entertainment Programme for the TDY event, booking and scheduling advertising on the big screens in Whitby and Scarborough. Booking stands for the Fan Zone and Finish area and working with the parishes within the Borough on the promoting their entertainment on the day and promoting the destinations event activities.

Working with Welcome to Yorkshire & Organisers on ensuring all the local elements are in place such as the media centre and providing destination copy and images to support PR activity.

The team have been engaging with the businesses to encourage private sector businesses to dress their shops business fronts in readiness for the TDY

P1 Powerboats

Started to maximise the promotion of the P1 Powerboat events through social media, destination branding. The event was launched in London to media and sponsors. On line and social media campaigns have been run on-line through Express Newspapers (Daily and Sunday Express)

Working with key partners on organising further entertainment as part of the event to include, race village on West Pier, Bar and music facility on West Pier, Exhibitors, Samba bands & Animated Objects art street theatre.

Seafest

We have been working alongside the Seafest Committee to confirm and finalise the programme for the Event. The Entertainment and music this year will include – Exhibitors, Seafood Kitchen, Community Choirs, A large Storytelling Whale, Nautical walkabout acts, Visual art talks and demonstrations, music from Hope and Social & Mister Tooley, Hidden Horizon Geology/Rock Pooling talks. Fireworks & Blessing of the Boats.

Business Tourism

We have pitched to 57 businesses and as a result have received four hot leads who have requested further information and quotations. Three additional familiarisation visits have been secured from the sporting & manufacturing sectors.

A proposal for the development of an Ambassador programme is also being pulled together in readiness for sourcing funding to progress the scheme.

Armed Forces Day

We have been working on securing sponsorship towards this year's Armed Forces day from Ministry of Defence and First Transpennine Express. The programme for the day has been established and the full weekend being packaged as activity is also taking place at Peaholm Park on the Friday night and the Alfie Bowe Concert on the Saturday night.

Filming/Events

Ten filming enquiries have been received with five of these going to onto film including Homes by the Sea, Visit Britain with a Dutch Travel Show and Antiques Road Trip. Sixteen event applications have been received and processed for events to be held on Council Land.

PR/Editorial Coverage

We have written and submitted destination marketing and event articles to various media which have included Group Leisure Magazine, Look Sheffield, Readers Digest, Hull Daily Mail, Select Traveller, Welcome to York promoting events and attractions beyond York.

Discover Yorkshire Coast web-site

Following the receipt of our first DYC analytics report, we are making some changes to the site including accommodation searching, improving add revenue, carrying out more targeted and strategic marketing tailored more towards and more closely association with the seasons and major events.

Business Support

Two White Rose Award workshops have been held to provide support to businesses in how to maximise their award application.

Two Yorkshire Champion workshops have been held to launch the new training scheme approximately 80 businesses attended.

Freetobook and DMS training events have also been held to support businesses in Maximising their booking potential and marketing exposure. Individual one to ones have also been held where required.

We supported Tyro Training in the promotion and running of two social media workshops prior to the Tour to Increase marketing activity.

Tourist Information Centres

The Tourist Information Centres have now been moved back into the Tourism Service. A full review of the service is currently being carried out with a report expected to go to Cabinet in September. The review will look at the effectiveness of the current service, maximising income and reducing operational costs, establishing new working practices and integrating the service to support the delivery of the Visitor Economy Strategy and Marketing Plans.

WTY PR Activity

Media coverage secured by the WTY Comms team in **April had an editorial value of nearly £11m** (£10,723,103.46 to be precise). This has an advertising value – i.e. what the coverage would have cost if paid for – of **just over £3.5m** (£3,574,367.82).

Highlights this month include coverage in the Radio Times, The Daily Telegraph, The Times, The Daily Mail, The Guardian, and BBC online, among many others.

Attached is a report on Look North two days ahead of the Tour de Yorkshire; a report on the Tour Maker training days in Wakefield; a look ahead to the TdY in The Daily Telegraph and in The i.

Broadcast highlights this month include coverage on BBC Look North, ITV Calendar, Channel 4, and BBC Radio 2, among others.

Press Releases issued in April:

- Tour de Yorkshire trophy unveiled
- Yorkshire man behind Tour de Yorkshire jerseys
- P&O sets sail for King of the Mountains
- Historic celebration ahead of first ever Tour de Yorkshire
- Wiggins, Swift & Kittel top the bill for 'Grand Retour'
- Tour de Yorkshire unveils 'digital' jersey for most aggressive rider
- Tour de Yorkshire artist unveiled
- Star line-up for first ever Women's Tour de Yorkshire
- Where will you watch? [spectator guidance]
- Tour de Yorkshire podium presenters announced

Press Trips organised in April:

30 March – 1 April	Brendan Gunn	Pregnancy & Parenting Magazine, Ireland	Cedar Court Hotel, Harrogate	Feature on Harrogate, peg of International Nursery Fair at HIC
1 - 3	Steve McClarence	The Times	Bestworth House, Bridlington	Weekend in feature on Bridlington, visiting RSPB Bempton Cliffs, dining at The Lamp and Bull pub
11-13	Nancy Durrant	The Times	Malmaison	Visiting Leeds for arts feature
20-21	Tina Walsh	Coast magazine	Dillons of Whitby	Whitby, and Whitby Fishing School
16-20	Helen Pickles	Sunday Times Travel Magazine	La Rosa, Magpie Café, Inn at Hawnby, Feversham Arms, Star Inn at Harome, The Pheasant	Also visied Lord Stones, 1897 B&B, Board Inn, Old School House Coffee Shop, Black Swan in Helmsley, White Hart in Pickering, NYMR, Whitby Museum, Helmsley Walled Gardens, Ryedale Folk Museum
27 th – 1 st May	Malin	Aftonbladet,	4 nights	Local,

Welcome to Yorkshire Digital Analytics: Jan – Apr 2015

Yorkshire.com

- Traffic to Yorkshire.com is still growing. Year to date its received **3.9million pageviews**, **up 2%**, with visits **up by 11%**.
- Traffic to the **places pages is up 9% year-on-year**. The top 5 destinations are: **Yorkshire Coast, Yorkshire Dales, North York Moors, Harrogate & Beverley**.
- Collectively across all our websites ([Yorkshire.com](#), [Le Tour Yorkshire](#), [Yorkshire Festival](#), [Blog](#), [Industry](#), [Venues](#) & [Cycle Yorkshire](#) (Bike Libraries included)) we have **delivered 9,524,359 pageviews** so far this year - Jan - Apr 2015.
- Top pages behind the homepage are: [Where to stay > Lodges](#), [What's on](#), [Treat Yourself > Spas](#), [Offers](#) & [Places](#).
- Traffic to our [Where to stay](#) pages is **up by 6%**
- Our member pages have had **1,066,439** year to date.
- Traffic to our attractions is **up by 12%**.

Letouryorkshire.com

- The TDY website again delivered some fantastic numbers in the run up to and during the race. Since January it has delivered **5,338,768 pageviews** and **934,000 unique users**
- It sent over **66,000 referrals** back to Yorkshire.com, providing further information places to visit in Yorkshire.

Social

- Our social profile continues to grow significantly. Our current reach year to date on Twitter has been **46million** potential Twitter users. Delivering **3,500 Retweets, 13,000 mentions & 2,000 favourited tweets**.
- We have picked up **17,000 new followers** since 1st January alone. We now have **98,900 followers** to [@Welcome2Yorks](#)
- The account was recently verified by Twitter, a mark of authenticity.
- Our [@Letouryorkshire](#) feed has **87,600 followers**.
- Since 1st Jan 2015 our reach has been **140million** potential twitter accounts.
- Our reach during Race weekend was an impressive **56million!** With **7,000 RTs, 25,000 mentions & 7,100 favourited Tweets**.
- Our [@Letouryorkshire](#) account was also verified recently.
- Our Welcome to Yorkshire [Facebook page](#) reach since the start of the year has been just over **2.88million**, with **7,888 new page likes, 8,862 shares, 2,500 comments & 84,000 post likes**.
- Our Le Tour Yorkshire [Facebook page](#) has had a **reach of 7.4million** since Jan 1st 2015, with **63,000 post likes, 13,000 shares & 7,500 page likes**.
- Between January and April we delivered nearly **13,000 visits** to [Yorkshire.com](#) via our Social Media channels.
- We have had **613,000** views on our [YouTube Channel](#).
- Our [Welcome to Yorkshire](#) Instagram page now has **3,226 followers** and our [Le Tour Yorkshire](#) feed has **3,941**.