VISIT HULL & EAST YORKSHIRE TOURISM STRATEGY 2015-18

Growing Tourism Locally
Visit Hull & East Yorkshire is a partnership between the East Riding of Yorkshire Council and Hull City Council and local private sector businesses which leads and coordinates a range of activities with a strong focus on improving the visitor experience and increasing visitor spend.
Our Strategy for 2015-18

This ambitious three year tourism strategy for 2015-18 is a first for Hull & East Yorkshire. It establishes a clear vision and a set of priorities that both councils and their partners will work together towards. The strategy is sector led has been developed following extensive stakeholder consultation in 2013-14.

Our strategy is based on four key recommendations:

- **Partnership**
  Be a key player and a beacon for the visitor economy

- **People**
  Develop customer service and raise the quality of the visitor offer

- **Product**
  Create experiences and supporting businesses

- **Promotion**
  Promote a positive image of the area to inspire visitors

We strongly believe that this joined up approach on tourism delivery will provide clarity, reduce duplication and provide efficiencies. More importantly the strength of the tourism offer will provide the visitor with more reasons to visit Hull & East Yorkshire, stay longer and spend more money within the local economy. The celebration of Hull as the UK City of Culture in 2017 is a unique opportunity which we all must grasp.

It is essential that businesses access and engage with the strategy and work with us to deliver the outcomes. This is the cornerstone of the strategy and ongoing communication with the tourism industry is critical.

A three year action plan 2015-18 will provide a framework and set out how we will go about our business. We look forward to working with you to deliver the benefits.

Councillor Evison
Portfolio Holder for Economic Development, Tourism & Rural Issues, East Riding of Yorkshire Council

Councillor Bayes
Portfolio Holder for Visitor Destination, Hull City Council

The value of the visitor economy in Hull & East Yorkshire is worth an impressive £757 million per annum.

Since the creation of the VHEY partnership in 2007 this represents an increase of £142 million.

Our Target is to generate an additional 2 Million visitors into Hull & East Yorkshire by 2017-18 and increase employment by 3,500 jobs.

This will take employment within the visitor economy up to 20,000 people and increase the visitor economy by £200 million.
Our Tourism Landscape

Value to our Local Economy

Tourism across Hull & East Yorkshire in 2013 delivered 16,581* actual jobs and supported an estimated 1,800** private and public sector businesses all of which directly benefitted from the local visitor economy.

The complementary tourism offer of an urban, rural and coastal product makes Hull & East Yorkshire a destination with a huge potential and the opportunity to maximise further economic growth.

*Cambridge Economic Impact Model 2013
** VHEY Business Tourism Monitor, Bowles Green 2011
Successes

Our History

VHEY was created in 2007 as a Destination Management Organisation (DMO) to deliver the sub-regional outputs of the Yorkshire Forward Strategic Framework for the Visitor Economy.

With the abolition of Yorkshire Forward the partnership now working alongside LEPs will continue to lead and coordinate the development of the visitor economy with a strong focus on improving the visitor experience and increasing visitor spend through the development and promotion of the visitor economy sector. VHEY has had considerable success and developed a reputation for delivery.

Freedom Festival

VHEY created this pilot and delivered the festival between 2008 and 2011.

Remarkable East Yorkshire Tourism Awards [REYTAs]

This annual awards ceremony, now in its sixth year, recognises and celebrates quality within the industry.

Yorkshire Passion

An innovative customer care and product knowledge training programme which has already been delivered to over 3,000 people.

Yorkshire Wolds

Brand development, created the Yorkshire Wolds Cycle Route, ongoing delivery of the Yorkshire Wolds Walking & Outdoor Festival and developed the Wander project – Art on The Yorkshire Wolds Way.

Award Winning Marketing Campaigns

In business and leisure tourism markets which have achieved national recognition.

Working in Partnership

Forged successful partnership arrangements with Visit England, Visit York, Welcome to Yorkshire, Carriers, Tour Operators and at local level with Ryedale District Council and Scarborough Borough Council.

Key Objectives

The partnership will have three overarching objectives:

- To focus on quality tourism development and marketing which maximises the impact of the visitor economy on the wider economy of Hull & East Yorkshire.
- To develop and market innovative and quality tourism products in partnership with visitor economy businesses for new and existing visitors to experience and enjoy.
- In line with the aspirations of Visit England and local strategic plans, VHEY has a target of increasing the visitor economy by £200 million by 2017-18.
Our Destination Brands

VHEY’s promotion of the tourism offer has been designed to align product strengths with key market segments and target those potential customers that offer growth opportunities. The tourism offer will be based around the following destination brands:

Key Campaigns

Resources will continue to be focused on high quality digital marketing campaigns to priority and emerging markets.

The Key Campaigns will be:

- Overseas Visitors
- Domestic Leisure Visitors
- Business Tourism
- Travel Trade and Group Visits

The tourism offer across the destination brands is complimentary and provides an opportunity to cross sell the destination to both new and existing visitors.
Outcomes

Partnership
Be a key player and a beacon for the visitor economy

Key actions are:
- that the partnership provides leadership and innovation and responds to regional and national opportunities.
- to ensure that the VHEY visitor economy is represented at the LEP level.
- to ensure that the VHEY visitor economy is represented in relevant regional, national and international relevant tourism forums.
- to ensure that the VHEY visitor economy is represented within relevant local industry groups and organisations.

People
Develop customer service and raise the quality of the visitor offer

Key actions are:
- to maintain and further develop the Yorkshire Passion visitor welcome programme.
- to encourage and promote quality upgrade and standards to meet the expectations of tomorrow’s visitor.
- to provide a contemporary Visitor Information Service which meets the needs of tomorrow’s visitor.
- to support and develop industry partners so they can actively engage with their customers and potential customers and improve on-line and social media activity.

Product
Create experiences and support businesses

Key actions are:
- to support and encourage visitor economy businesses to develop new products and packages to stimulate additional visits and bookings.
- to develop a range of new unique and distinctive experiences to include food and drink, events and festivals, arts and culture, history and heritage and outdoor activities.
- to provide relevant visitor economy data and intelligence to ensure businesses are better informed and support private sector investment.
- to create a framework of dedicated local industry groups within Hull and the East Riding which are based around key product themes or business development opportunities.

Promotion
Promote a positive image of the area to inspire visitors

Key actions are:
- to produce an annual marketing and communications plan for VHEY.
- to identify and provide clarity around target market segments and potential visitors.
- to develop VHEY online communications to meet the needs of the visitor.
- to rationalise and reduce the amount of printed materials.
- to maintain strong visual consistency so images and text content reflect brand messages.
Top 10 Priority Projects

Partnership
- To develop an industry communications network to support visitor economy businesses
- To work in partnership with and support the City of Culture 2017 programme

People
- To review and develop the Yorkshire Passion customer care and product knowledge programme
- To produce visitor welcome packs and develop a digital welcome initiative

Product
- To develop overnight packages in partnership with visitor economy businesses
- To create a visitor passport programme
- To develop and promote themed itineraries in partnership with visitor economy businesses
- To support the development of new events and festivals across Hull & East Yorkshire

Promotion
- To review and develop the VHEY website
- To produce an annual destination marketing plan to grow market share

3 Year Action Plan

The outcomes in this tourism strategy will be delivered over the next three years using the framework actions. The framework will be applied to all of the key outcomes. The actions will be based around six themes.

Understanding the visitor journey
Understand the key influences and decisions that the visitor will take when choosing where to visit.

Engage with visitors
Deliver high quality visitor information

Respond to trends
Understand the external influences and current trends

Deliver with destination partners
Deliver high quality electronic marketing and promotional activity

Communicate with industry partners
Ensure that our visitor economy businesses understand what VHEY is doing

Framework Actions

Developing experience and packages
Link together the experiences and interactions

A detailed action plan 2015-2018 will identify specific actions, partners, timescales and outputs. The VHEY Advisory Group will oversee the development of the action plan and monitor its implementation. The group is made up of representatives from both authorities and the private and voluntary sector.
This strategy was developed in consultation with the VHEY Advisory Group which is made up of both public and private sector partners.

Contacts Us

Andy Gray, VHEY Tourism Manager [East Riding]
01482 391526 – andy.gray@vhey.co.uk

Or

Anthony Yates, VHEY Tourism Manager [Hull]
01482 391530 – anthony.yates@vhey.co.uk

Visit Hull and East Yorkshire

Promoting tourism in partnership with