



# maximum exposure



JOIN  
Yorkshire  
Moors  
& Coast

AND

Welcome to  
Yorkshire

BECOME A TOURISM  
PARTNER TODAY!

# Why become a partner?

Join our partner scheme and work with the Yorkshire Moors & Coast and Welcome to Yorkshire to enjoy a range of benefits, support services and exclusive opportunities all designed to help your business grow.



Whether you're an established business or a start-up just entering the industry, we can help you attract more visitors, cut costs, improve your operational efficiency and enhance quality. By becoming a partner you will be supporting the Yorkshire Moors and Coast and Welcome to Yorkshire in promoting the area throughout the UK and overseas, as the preferred destination for leisure, group travel and business visitors.



## What are the partner benefits?



### Business advice and support

Our dedicated Business Engagement Team can provide a wide range of business advice, guidance, site visits and supporting letters (where appropriate) for tourism developments.

**Legislation and industry regulations** - the latest news, funding and grant opportunities, issues and legal compliance requirements for tourism businesses.

**Industry news** - keep you up to date on issues affecting individual businesses ranging from local, regional and national policy decisions and proposals.

**Marketing and PR** - guidance and support in developing your own marketing and pr materials.

**Sustainable tourism** - support and practical tips and new initiatives to improve business and environmental performance.

**Marketing intelligence** - local and regional updates, statistics, latest industry trends and case studies for best practice.

**Industry representation** - listen to your views, concerns and issues affecting your business, we play a lead role in representing the industry to local, regional and national government, influencing key decisions and future plans.

### Events and networking opportunities

- **Networking opportunities** that bring the industry together to have one voice, share best practice, cross selling and generate new business contacts.
- **Exclusive invitations** to a number of social and business networking events.
- **Signposting to training workshops** organised by Business Link on topics such as social media, business planning, marketing, sales skills etc.

### Marketing and PR opportunities

- **Entry on** [www.yorkshiremoorsandcoast.com](http://www.yorkshiremoorsandcoast.com) and opportunities to have entries on your local tourism association sites where applicable.
- **Preferential rates** on marketing opportunities with local tourism associations and the tourism partnership.
- **Involvement in different marketing campaigns** and initiatives aimed at the leisure, group travel and business market.
- **Priority and advance notice** of advertising and marketing opportunities.
- **Partners can provide products, offers and news stories** for inclusion in the partnerships and relevant tourism associations consumer, trade and business marketing activity.
- **Use of image library.**
- **Inclusion in press and trade familiarisation visits.**

[www.yorkshiremoorsandcoast.com](http://www.yorkshiremoorsandcoast.com)



Join Yorkshire Moors & Coast and Welcome to Yorkshire

# Welcome to Yorkshire

Benefit from the £30 million investment that is being made to promote Yorkshire as a leading visitor destination.



## New initiatives for 2010 include:

- Sponsorship of 'Who Wants to be a Millionaire' one of the biggest shows on television giving million of viewers a 'taste' of Yorkshire during prime time viewing and encouraging them to visit the region.
- Supporting a production of the Railway Children at Waterloo Station in London and having an exhibition area at the event to showcase the whole of Yorkshire to entice Londoners and tourists to visit Yorkshire.
- Yorkshire's very own garden at the Chelsea Flower Show to both promote Yorkshire and launch the new Yorkshire Gardens campaign.
- Branded Yorkshire trains in conjunction with Northern Rail.
- Welcome to Yorkshire Golf campaign new initiative to actively promote golf breaks in Yorkshire to attract both a national and international audience.
- E-newsletter updates from Welcome to Yorkshire.
- Plaque and window sticker to identify you are a partner of Welcome to Yorkshire and your local tourism partnership.
- Use of Welcome to Yorkshire logo on your marketing materials.
- Partners' diary.

### Enhanced web entry on Yorkshire.com

Exposure to a global market place with an enhanced entry on Welcome to Yorkshire's award-winning website, [www.yorkshire.com](http://www.yorkshire.com). This includes up to 4 images of your business, address, full contact details and direct web link to your website.

Visit England and Visit Britain collates partner information from Yorkshire.com to use in national marketing campaigns.

### Website entry on:

[www.enjoyengland.com](http://www.enjoyengland.com)  
[www.visitbritain.com](http://www.visitbritain.com)



## How to become a partner?

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[www.yorkshire.com](http://www.yorkshire.com)



Welcome  
to Yorkshire  
[yorkshire.com](http://yorkshire.com)

For further advice or information call 01845 523877

# How do I become a partner?

It's easy, please contact any of the Business Engagement Team or ring the Tourism Partnership Office for further details on 01845 523877.



## More partner benefits

### Online booking

- Accommodation bookings via partnership websites and Tourist Information Centres throughout Yorkshire\*

\*10% commission fee is payable

- Access to Overnighter Affiliates Scheme helping attractions and accommodation providers to work together to attract more visitors.

### Merchant Card Scheme

with Royal Bank of Scotland

- Preferential rate on the credit card scheme with Royal Bank of Scotland Worldpay (formerly Streamline).
- Transaction rates from as low as 1.2%.
- Discounted terminal rental fees.
- No set up fees (saving up to £250.00 + VAT).
- No minimum monthly service charge or authorisation fees.

### Legal Helpline

- Ware and Kay solicitors offer a free legal helpline and discounted rates to all tourism partners.
- Telephone advice - you will have access to a dedicated telephone number and a member of staff to deal with your enquiry.

- Face-to-face - you will have access to a free 30 minute consultation for enquiries that are too complex to be handled over the telephone. A discount of 10% is then given against further legal work undertaken.
- Employee discounts - 10% discount for all employees of your organisation for any personal work undertaken.
- Areas of work covered - Property Law, Commercial Law, Civil Litigation, Employment, Wills and Probate, Personal Injury, Family Law, Financial and Health and Safety.

### Supplier Benefits

- Preferential rates from local suppliers across a number of sectors.

### What is the cost of the partner scheme?

- The partner scheme is valid for 12 months with an annual subscription fee of just £150 + VAT - around £12 per month for all these benefits.
- The scheme runs from April to March.



## Business Engagement Team

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