Our Strategy for 2019-2024

The ambitious five year tourism strategy for 2019-2024 establishes a clear vision and a set of priorities that both councils and their partners will work together towards.

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 and significant events such as the Tour de Yorkshire provides a unique legacy 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 five year action plan 2019-2024 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.

Digital Destination

- Create a world class destination website.
- Create and distribute digital content responding to trends.
- To deliver a range of bespoke digital advice/support solutions for visitor economy businesses.

Employment & Skills

- To raise the profile of jobs within the visitor economy.
- To invest in and develop a VHEY ambassador programme.
- To deliver bespoke training initiatives on specific sector needs in partnership with training providers.

Visit Hull and East Yorkshire is a partnership between the East Riding of Yorkshire Council, 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.
2 Business Growth

- Ensure that VHEY is represented in relevant regional, national and international tourism forums.
- To identify funding opportunities to ensure that VHEY continues to be sustainable.
- To deliver relevant support and advice for businesses who operate within the visitor economy.
- To engage and partner with a range of local industry groups to deliver and support VHEY priorities.
- To encourage and support private sector investment in the visitor economy.
- To maximise Visit England opportunities around major regional funding.

4 Quality Destination

- To extend the existing event and festival portfolio across Hull & East Yorkshire.
- To invest in and develop a VHEY ambassador programme.
- To implement targeted marketing campaigns to build linked city, coast and wolds destination awareness.
- Repositioning of existing city conference offer.
- To link the visitor economy with the place shaping local authority role.
- To identify, develop and communicate key marketing and positioning messages.
Contact Us

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Hull City Council and East Riding of Yorkshire Council working together to promote tourism in the region