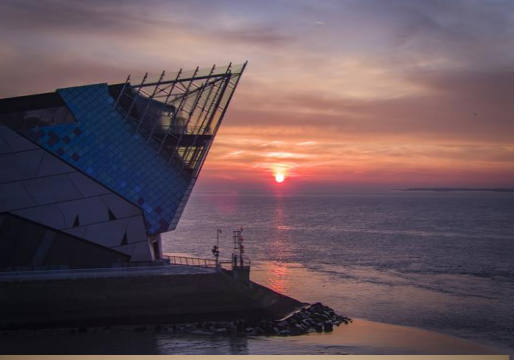


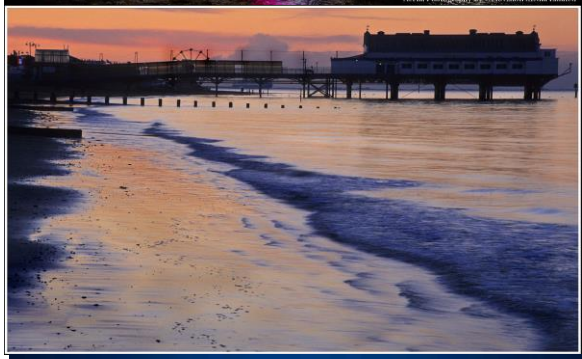
HEYHA

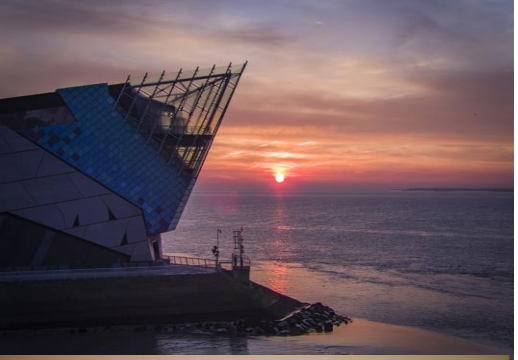
Hull Humber & East Yorkshire

Hospitality Association

Welcome to HEYHA

The Hull Humber & East Yorkshire Hospitality Association (HEYHA) is dedicated to improving the business of hospitality in the Hull City and North Lincolnshire regions.





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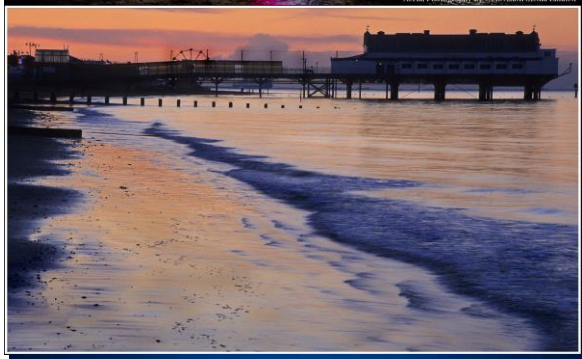


Agenda for HEYHA Meeting Thursday 23rd September 2021

10.30am -Welcome from David Cooke General Manager Mercure Grange Park Hotel

Introduction and welcome from Nigel Dibb Chairman of HEYHA

Agenda for HEYHA Meeting Thursday 23rd September 2021

Guest Speakers-

- Welcome to Yorkshire -Rachel Underwood Memberships Manager & Paul Vinsen Ambassador for Welcome to Yorkshire
- Meredith Trowsdale of Visitor Destination Visit Hull & East Riding
- Christine Brown Growth Hub Business Advisor (Visitor Economy)
- Charlotte Goy Chief Executive Officer & Laura Freer Head of Marketing for Visit Lincoln

Agenda for HEYHA Meeting Thursday 23rd September 2021 continued

Sam Cook – Driving Sales within the Region update

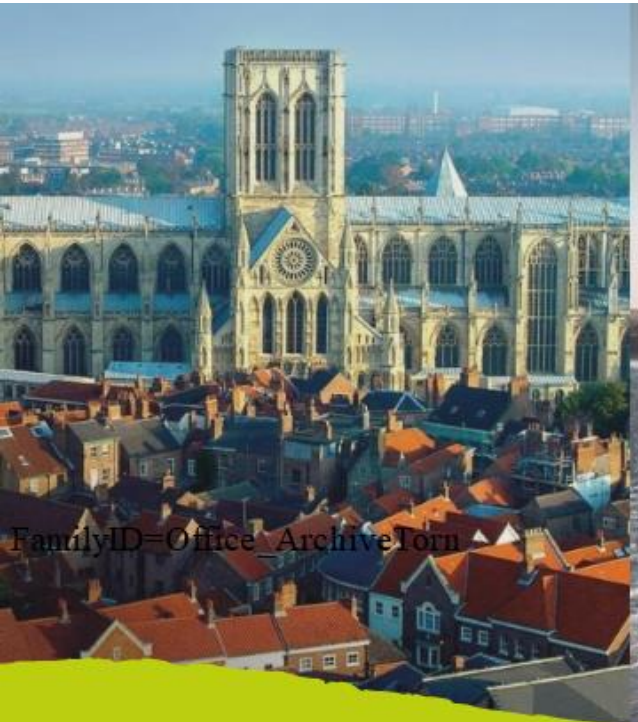
Maurizio De Martino – Financial update & Memberships

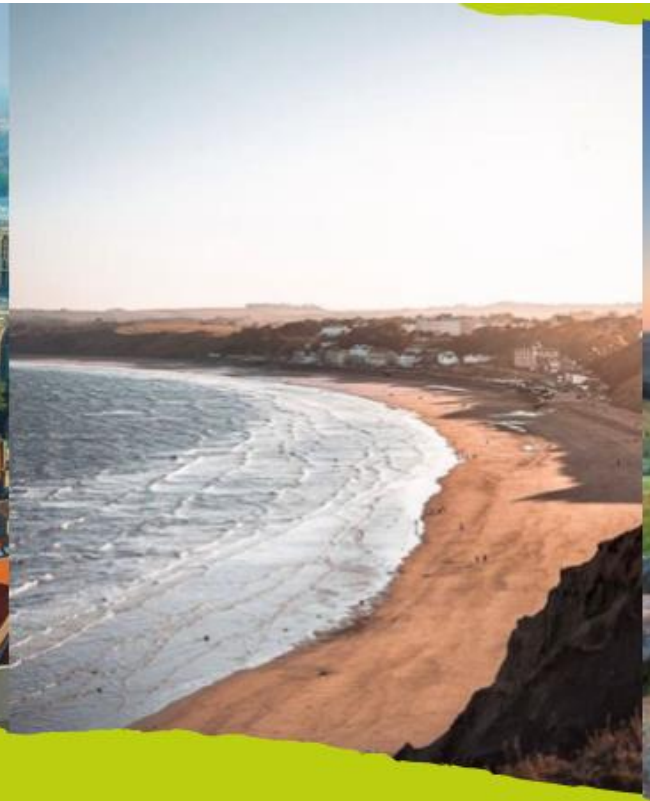
Market Report – Including new business to the area , key events planned throughout all regions.

Open Forum – All Members

Any other business

Welcome to Yorkshire





HEYHA Meeting

Rachel Underwood – Membership Manager for Hull & East Yorkshire

Paul Vinsen – Welcome to Yorkshire Ambassador

HEYHA Hull Humber & East Yorkshire Hospitality Association

Welcome to Yorkshire
yorkshire.com

Welcome to Yorkshire
yorkshire.com

- Welcome to Yorkshire is the premier DMO for the Yorkshire region.
- Uniquely positioned to leverage the diversity, beauty and cultural heritage of Yorkshire's outstanding offering, Welcome to Yorkshire provides a platform for its members, communities and residents to amplify the message that
- *'Yorkshire is a great place to Visit, Live, Work and Study'.*

- Working collaboratively with partners spanning the sector, Welcome to Yorkshire aims to raise the profile of the region, influence key policy and strategy and facilitate a network of corporate engagements designed to elevate and grow its member's economic value and social impact opportunities.

Welcome to Yorkshire
yorkshire.com

Our Strategic Objectives

- Showcase Yorkshire as a great place to Visit, Live, Work, Study on a local, national and global stage
- Provide a voice for Yorkshire to amplify business views and messages
- To be the leading Destination Management Organisation; setting an example nationally
- Act as a regional body for proactive change and positive influence in national and global markets
- Facilitate opportunity for business growth and development

#YorkshireTogether

ANNUAL PARTNER MEMBERSHIP OFFER FOR HEYHA MEMBERS:-

£950.00 + VAT (reduced from £1500+VAT)
Includes:-

- Unlimited listings on Yorkshire.com – this includes up to 10 enhanced listings on Yorkshire.com
- Guaranteed inclusion in WTY content (subject to editorial approval)
- Free entry into the White Rose Awards
- Press trip opportunities
- VIP invitations to our events such as the White Rose Awards, Great Yorkshire Show, Ebor Races. We are currently looking at our events planner for the rest of the year and 2022 so we can get our in-person events back up and running, along with digital webinars etc.
- PR and Comms support - we have great in house expertise to assist with any support you need.
- Official partner badge and plaque
- 5 social media posts on the Welcome to Yorkshire channels (subject to editorial approval) – choose from FB, Instagram or Twitter
- Access to Welcome to Yorkshire members portal to allow self-upload of events (these would appear on our 'things to do' page which gets 65,000 views a month), offers, job listings, press releases and seasonal promotions. The members portal will also include access to online webinars and digital training to support your staff. This is open to all employees.

Our Offer

Collaboration and Influence

B2B network

There are 1,000s of WTY members all of which need goods, services and support. We like to keep things in our club and build a community that supports

High Level Networking

Our regular events and sharing sessions bring together business leaders from the whole region opening up important conversations for your business

Digital Engagement

Social Media

Our social media reach is wide and impactful with a multiplatform focus. We run successful campaigns with multinational brands and deliver great ROI. These cover all sectors of the region

PR/Press/Media

Our dedicated media team has access to some of the most famous faces and impactful media channels

Sponsorship and Advertising

Sponsorship

Sponsorship opportunities are vast and offer significant opportunity for return. Ranging from large corporate sponsorship of events such as Tour de Yorkshire through to smaller campaigns and activities throughout the year

Advertising

Utilising our powerful digital platforms to amplify our partners message and our core purpose adds value through lead generation and sales

Being a Welcome to Yorkshire member means you become part of a community of businesses with one thing in mind – promoting Yorkshire.

Partners benefit from our voice within the industry, lobbying our local authority partners and the government to make sure that the Yorkshire is represented through Local authorities, National government and institutions

Digital Engagement

Harnessing the power of the Welcome to Yorkshire brand, we offer a platform to elevate our members. Utilising authentic content, advertisements, competitions, social networks and a significant data base, our mission is to position Yorkshire as *THE* destination to Visit, Live, work and Study.

700,000 followers across all platforms

11 million website hits annually (and growing)

Facebook – 1.2 million engagements, 30.5 million impressions,

4.2% annual follower growth

Twitter – 900,000 engagement, 17.3 million impressions,

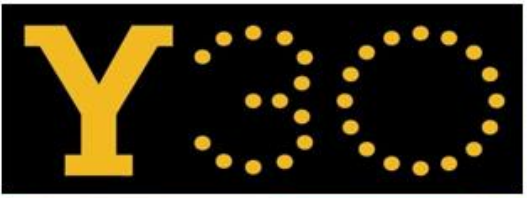
1.1%annual follower growth

Instagram – 350,000 engagements, 6.5million impressions,

27.4% annual follower growth

Annual Statistics 2020
Projected growth in 2021

York
EBOR COMMUNITY HEROES
WHO'S YOUR HERO?


Y30

South Yorkshire stories
Cat's South Yorkshire Story

TOG24
yorkshire cancer research
WALK OF THE DAY
RIPON TO FOUNTAINS ABBEY
DISTANCE 9 MILES
LEVEL MODERATE

YORKSHIRE'S
FAVOURITE PUB 2021
TOP 30
DELICIOUS

ESCAPE
THE EVERYDAY
responsibly

THE BIG YORKSHIRE PHOTO SHOOT

The Ambassadors from all areas of Yorkshire will support a range of different sectors within the wider economy as the region continues its post -Covid recovery.

Philip Bolson – owner Mr B Hospitality former Manager the Grand York

Nicky Chance -Thompson DL- CEO Piece Hall Trust

Richard Stubbs- CEO Yorkshire & Humber Academic Health Science Network

Abbi Ollive – Head of Marketing & Sales Castle Howard

Dr Amir Khan – GP & TV Presenter

Hannah Cockcroft MBE DL -Paralympian ,multiple-winning gold medallist

Paul Vinsen Hotel & Tourism Advisor

Debbie Dobson- Director of Sales Dakota Leeds

Fiona Gardam- owner Bed & Breakfast The House Of Hawes

James Mackenzie Chef Patron Pipe & Glass

Gunther Peeters MD FC Eindhoven

- To represent all corners of the County North, South, East & West
- To promote the region as a place to Visit, Live, Work & Study
- The group will act as thought leaders in their respective sectors
- To represent Yorkshire &Welcome to Yorkshire at Events
- To give feedback on their sector to Welcome to Yorkshire
- To give feedback on WTY activities and ideas for future activities
- To actively support WTY on Social Networks
- To encourage membership of WTY

To bang the drum for Hull, Humber & East Yorkshire

Great Yorkshire Show

Ebor Races

Thank You..

Any Questions?

HEYHA

Visit Hull and East Yorkshire

Guest Speakers

Meredith Trowsdale Visitor Destination Visit Hull & East Riding

Christine Brown

Growth Hub Business Advisor (Visitor Economy)

Meredith Trowsdale
Tourism Officer
Visit Hull

Leisure campaign update
2021/ 22

It Must Be Hull campaign

- Launched May 2020
- Focused on what is unique and special to Hull
- Encouraged visitors and residents to visit Hull and experience it for themselves.

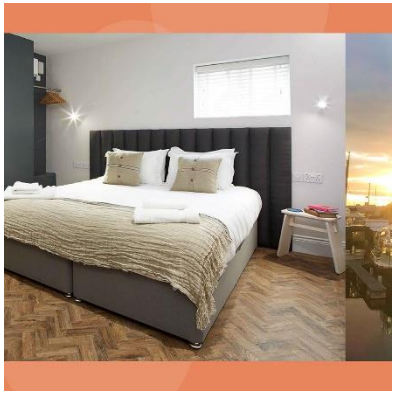
#MustBeHull

6 lead straplines and images-

- For the best night's sleep…It Must Be Hull
- For the warmest welcome…It Must Be Hull
- For turtles and trails…It Must Be Hull
- For a change of scenery…It Must Be Hull
- For great days out…It Must Be Hull
- For food and friends…It Must Be Hull

Campaign content – May to September

- Digital advertising on local news sites
- Digital advertising on A63
- Radio advertising on Heart FM
- Paid social media advertising
- Joint media campaign with Welcome to Yorkshire



Campaign content – May to September

- Digital frames distributed to local businesses
- 8 page A5 insert into Yorkshire Post and Mail on Sunday

Campaign content – May to September

- Launch of Visit Hull youtube channel and youtube advertising campaign
- Advert currently received 37k views.

https://www.youtube.com/watch?v=0UDVQCrBzUU

Looking forward - October to March 2022

- Creation of Autumn/ Winter assets – straplines/ images
- Paid social media advertising
- Digital advertising on A63
- Radio advertising on Heart FM
- Continued Youtube advertising campaign
- 8 page A5 insert into Mail on Sunday

Looking forward - October to March 2022

- QR codes distributed to hotels
- Development of the Big Welcome Back – launch end of October
- Creation of a Destination Charter

How can you get involved?

- Share your positive news stories with us
- Send us high quality images
- Use the brand assets – digital frame/ hashtag/ QR code
- Talk to us - meredith.trowsdale@vhey.co.uk

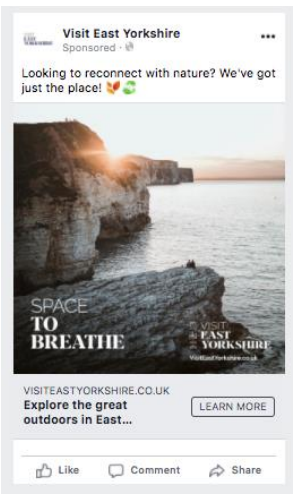
FREE AND EASY MINI BREAKERS L 180,000 AUDIENCE

- 18-39
- Singles, Engaged, Civil Partnerships
- Young professionals, Degree education

- Nightlife
- Shopping
- Food and Drink, Restaurants, Fine dining
- Outdoor activities, Nature walks / cycling

- Focus on those within Yorkshire – 80km
- Those who live over 200km away but regularly travel to Yorkshire (either for work or pleasure) and know the area

- Range of activities
- Local food and drink produce
- Restaurant
- Key towns i.e., Beverley
- Coastline / walks



ASPIRATIONAL FAMILIES L 1,700,000 AUDIENCE

- 20 - 50
- Parents – split by ages to promote a relevant itinerary
- Professionals, Engaged, Newlyweds, Civil Partnership

- Glamping
- Cultural experiences – Museums, Galleries, Theatre
- Sporting activities
- Arts and craft events
- Family days out

- Focus on those within Yorkshire – 80km
- Increased focus across London and SE England

- Range of activities
- Family days out
- Outdoor activities
- Beaches
- Exploration

ADVENTURE SEEKERS / ECO-CONSCIOUS L

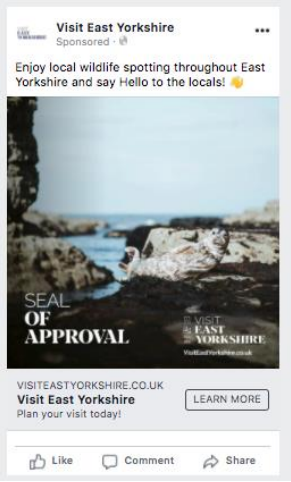
1,200,000 AUDIENCE

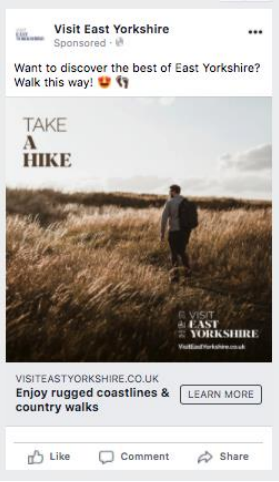
- 18 - 39
- Couples, Singles
- Professionals, Degree Educated, High disposable income

- Focus on those within Yorkshire – 80km
- Users across the UK in key city locations

- Glamping
- Ecotourism, Wildlife
- Spas
- Adventure holidays
- Walking / Biking enthusiasts

- Adventure
- Fun outdoor activities
- Getting back to nature
- Relaxing





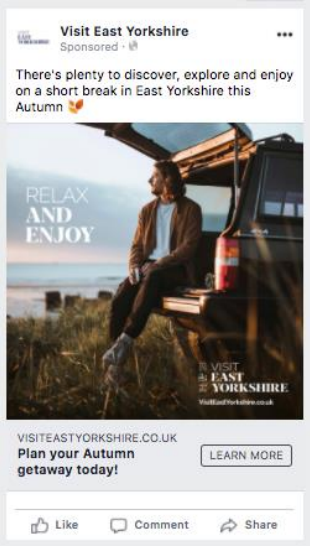
YORKSHIRE AMBASSADORS L 6,500,000 AUDIENCE, UK WIDE

- 35 - 54
- Living in Yorkshire, Recently visited Yorkshire

- East Yorkshire places i.e., Beverley
- Yorkshire places i.e., Leeds, York

- People across the UK with an affinity to the region

- Nature
- Exploration
- Outdoor activities
- Cultural highlights
- Food and drink



NEW AUDIENCE – RETIRED EASY GOING L

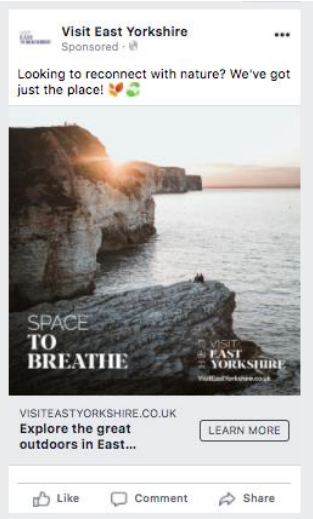
5,300,000 AUDIENCE UK WIDE

- 60+
- Professionals, Couples, Married, Children Left Home
- Retired

- Across the UK
- Areas with higher volume of retired demographics

- Cultural activities
- Shopping
- Food and drink
- Nature
- Walking routes
- Cycling routes

- Relax
- Range of activities
- Slow pace
- Getting back to nature
- Get outside



Guest Speaker

Charlotte Goy CEO of Visit Lincoln

Laura Freer Head of Marketing Visit Lincoln

Hampton by HILTON

nightel

ENDSLEIGH PARK
HOMES & LIVING SPACES

Sales Up Date

Sam Cook Sales Manager for the Hampton by Hilton Humberside Airport, Nightel Hotels , Endsleigh Park & ASG Estates.

HEYHA

ASHADEGREENER
FINANCE LIMITED

Finance

Finance update

Market Report

Including new business to the area , key events planned throughout the region.

HEYHA

Chairman Announcement

Aimbridge HOSPITALITY

INTERSTATE HOTELS | RESORTS

Dates for your diary 2021

Next Meeting dates

Thursday 28th October 2021

Provisonal

Saltmarshe Hall

Saltmarshe

Howden

DN14 7RX

COVID-19 Government Guidelines will be fully adhered to at all meetings.