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HEYHA Meeting

Rachel Underwood – Membership Manager for Hull & East Yorkshire
Paul Vinsen – Welcome to Yorkshire Ambassador



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.

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



RECENT
CAMPAIGNS

Welcome
to **Yorkshire**
yorkshire.com

Welcome to Yorkshire Ambassador Programme

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.

List of Ambassadors

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

The Ambassador Role

- 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?