COVID-19
WELCOME TO YORKSHIRE’S
RECOVERY PLAN FOR
THE TOURISM SECTOR
EXECUTIVE SUMMARY

REOPEN
RECOVER
REBUILD
LEADING THE TOURISM RECOVERY

As the world prepares and readjusts to life after COVID-19, Welcome to Yorkshire will lead a marketing campaign to welcome tourists back to the county.

The main aim will be to give visitors and service providers trust and confidence that Yorkshire is re-opening and getting ready to welcome visitors. We will provide a loud voice for tourism across Yorkshire, working closely with regional DMOs, national parks, local authorities and partners of WTY with dedicated strategic resource to help provide the tools and support the industry and service providers need to allow them to reopen with confidence, to recover financially and to start to rebuild for the future.

1 FUTURE
- Retain and eventually grow the £9bn tourism economy and 225,000 tourism sector jobs.
- Preserve and promote business and capitalise on new opportunities.
- Maximise the staycation market and government push for domestic tourism.
- Ensure Yorkshire achieves market share through the growth in domestic holidays in the UK.

2 PLANS
- Promote Yorkshire as a trusted visitor destination through social platforms, digital campaigns and integrated media.
- Launch several new membership schemes, both new business and personal membership models that will promote greater engagement for the future.
- Introduce a Welcome to Yorkshire Gift Card to support the Yorkshire Economy.
- Launch the Song for Yorkshire project to help celebrate the civic pride in our county.
- Follow a phased approach in line with Government guidelines, supporting sectors as they re-open.

3 AIMS
Our Strategy aims to support businesses, attractions and the wider tourism sector as they reopen, recover and rebuild over the coming months and years.
- Instil confidence and trust in businesses to reopen by helping them prepare to be COVID secure.
- Inspire returning and first-time visitors, local and regional to visit Yorkshire for day trips, long weekends and eventually extended holidays by promoting Yorkshire in the right way, with the right insights at the right time to the right audiences.
- Be flexible to support all aspects of the tourism and hospitality sector across the whole region within Yorkshire.
- Continue to highlight and amplify industry messages to encourage Government to continue to provide financial support across the sector.
- Have a sustainable approach for 2020-2023 to capitalise and grow the domestic tourism expected trend in the UK based on industry projections.
A co-ordinated, cohesive approach across the industry, both locally, regionally and nationally as a loud voice representing tourism in Yorkshire. Welcome to Yorkshire will lead the county’s tourism recovery plan and nationwide campaign, working collaboratively and supporting local authorities, sub regional DMOs, national parks, businesses and attractions across Yorkshire as the county prepares to reopen, recover and rebuild for that ‘first day’, whenever legally safe to do so. With the ultimate goal being to ‘Welcome BACK to Yorkshire’ visitors from Yorkshire, the UK and eventually across the globe when the time is right.

This phase will be initiated to coincide with the reopening of some hospitality businesses in line with Government’s social distancing and travel restrictions. Welcome to Yorkshire will:

- Provide support and advice.
- Facilitate support and distribute the industry mark (via VisitBritain).
- Launch new initiatives to support the sector.
- Plan for a Welcome BACK marketing campaign.
- Continue to provide Promotion, Creative Direction and Destination Messages in line with response and government guidance.

This phase followed the immediate lockdown in the UK and for the period throughout the end of March, April and May. The focus was to support businesses that make up the tourism industry, specifically in their response whilst working towards future reopening and to deliver our lockdown campaign around ‘imagine now, visit later’ through our consumer platforms. This work was delivered in line with Government guidance whilst restrictions were in place. The aim being to continue to keep the Yorkshire brand front of mind whilst visitors have been unable to visit.

- Create business resources and engage with the industry - ongoing business support.
- Ongoing social updates through WTY industry and consumer channels social channel.
- Ongoing press and PR to communicate plans in Yorkshire.

To rebuild, businesses will need to introduce new plans and models for the ‘new normal’ as restrictions ease that are sustainable. Welcome to Yorkshire will continue to support and provide:

- Ongoing Industry support.
- Ongoing analysis of research and insights into visitor thoughts and likely behaviours – to influence appropriate messages (in line with visitor sentiment). Ongoing review of VB research into trends and expectations around travel.
- Continue to review existing audiences and potential new audiences to the region as the campaign evolves and visitor behaviour changes.

This will be initiated to coincide with the lifting of the Government’s social distancing and travel restrictions. Roll-out of a new Welcome BACK to Yorkshire campaign. The campaign will consider:

- Relevant product including rural outdoor space and the coast in the first instance.
- Promotion of activities including walking and cycling.
- Messages encouraging people to reconnect with tourism on their doorstep across all areas from rural, urban and coastal destinations to provide an immediate boost to the local visitor economy.

The campaign will consider:

- The impact on residents and overcrowding in beauty spots.
- Extending the reach of the campaign to audiences beyond the local audience when appropriate.
- Continue to work with and support VisitBritain on the pan-UK recovery campaign in Yorkshire and support the ongoing roll out of industry mark.
COLLABORATION

Our role as Welcome to Yorkshire, is to work with the industry, our members and partners to promote Yorkshire as the UK’s leading destination in a safe, responsible and effective way at the right time, with the right messages to the right audience.

To achieve our aims and objectives, we cannot do it alone. We need a #YorkshireTogether attitude from all our partners, bringing the very best of Yorkshire tourism expertise together to rebuild and recover for the future.

- Tourist trade associations and providers to share best practice.
- Business associations, such as FSB and Chambers to lead on entrepreneurship, legal advice and operational support.
- Trade associations to provide best practice guidance for your sector.
- Working within our campaign guidance together we can have a shared voice across all sub regions of the county, towns, cities, coastal destinations and national parks. We can celebrate the diversity of the county and the offer for the future.
- All businesses to share our common messages and make use of our digital assets and hashtags to provide a consistent message to the consumer.
- Local Authorities to develop trading standards advice, training for staff, grants, financial support and enforcement of guidelines.
- Local Enterprise Partnerships to lead on governmental support and further financial relief for the industry.
We look forward to welcoming everyone back to Yorkshire in a responsible way. We are focused on the opportunity to reconnect with local visitors now and look forward to the future potential of new visitors and visitors from further away to Yorkshire.

#YORKSHIRETOGETHER