

**VisitYork**

**International Trade Marketing Programme**  
2019/2020

## International opportunity Full campaign across all markets



Visit York strives to raise the profile of York internationally and is now in year 6 of the overseas campaign with a number of key successes across the chosen target markets. Our work continues to be augmented by substantial investment from the Discover England Fund.

According to the latest IPS figures Scotland and Yorkshire were the only regions to report growth in inbound visits in 2018. Our chosen markets below are based on their growth, spend and current visitor numbers generated to York and the ability for us to reach and grow these markets.

### Target Markets

1. USA
2. China
3. Australia & New Zealand
4. Germany
5. Netherlands

#### Highlights and successes from our 2018/19 campaign:

- Creation of the OTT Online travel training platform for Visit York and York Pass.
- New trade pages developed with dedicated Mandarin and German sections: [www.visit-york.org/trade](http://www.visit-york.org/trade)
- Tutu Zhu Visit in May 2019 VB Chinese KOL (56 million audience).
- Massive growth in Chinese social media numbers to 232,000 on Weibo regularly ranked in the top 20 for DMOs worldwide on Wechat.
- Coach operator workshop in Feb 2019 saw 26 coach companies attend.
- VisitBritain fam trips from China, Russia, India, Brazil and Australia.
- Dutch operator fam trip with P&O Ferries and House of Britain in March 2019 x 12 operators.
- Shortlisted for White Rose Awards international campaign 2019.

- By getting involved in our next international marketing campaign, you will be promoted across all key markets. See final page for price information.

#### Working with key industry bodies:

- York continues to be part of the England's Historic Cities group.
- We are also members of ETOA (European Tour Operators Association) & UKInbound and will be targeting their members with bespoke e-newsletters.
- Working closely with VisitBritain / VisitEngland to maximise York's profile and attending key trade shows and sales missions, including VIBE, Global European Marketplace and Explore GB.
- Aiming to join European Cities network.

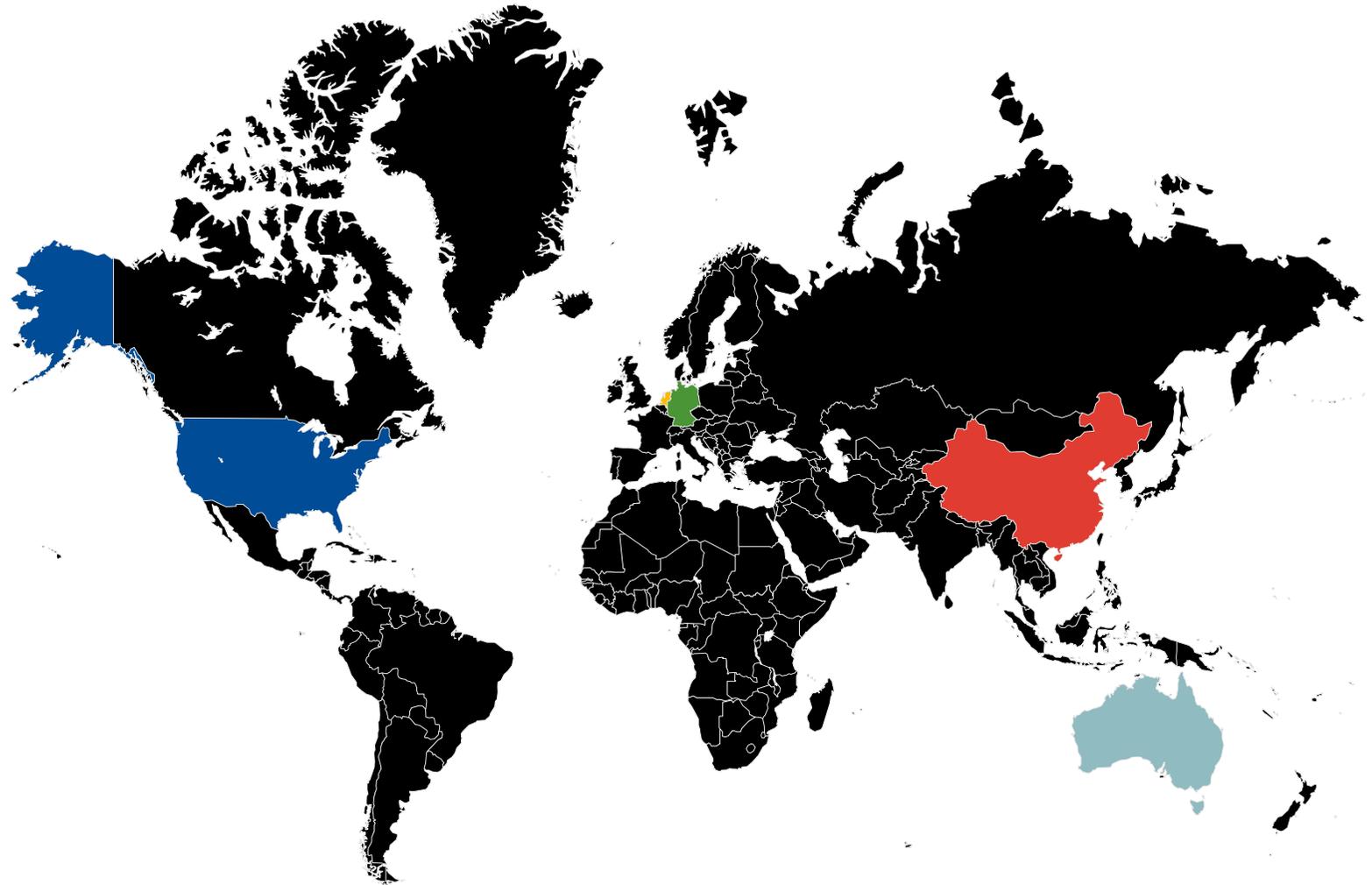
#### In addition to the above and NEW for 2020:

- York to London showcase event. We are aiming to curate a bespoke travel trade event in London, inviting key operators and DMCs to attend.
- Taking York to the World workshops. Looking to take the recent VB workshop to the next level to make sure we are a trade ready city! We'll be looking to run a series of workshops with key guest speakers from across the industry and to work on the latest insights into markets and how we need to develop our product accordingly.
- Joining European Cities and City Cards network to engage and grow our knowledge through their expert working groups and events.
- New Chinese photography and video.
- Continue to investigate new and emerging markets and opportunities – potential Destination Britain India event in the planning with VisitBritain/Marketing Manchester for Jan 2020.

# Visit York's Key Markets

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- USA
- China
- Australia
- Germany
- Netherlands



## Full campaign International opportunity – full campaign across all markets (Be part of this far reaching campaign for less than £230 per calendar month)

**£2,750 +VAT**

Your venue will be featured in the following ways across all market activity. Please note that activities may be added and ammended, as the campaign expands and new opportunities arise. You will also have a place on the Overseas Steering Group.

### **UK based events and activity:**

#### **Global European Market Place (GEM) (London November 2019)**

York will have a place at GEM organised by ETOA in London with one 2 one appointments to make sure the trade are kept up to date with all our news.

#### **VisitBritain - Explore GB (2020)**

York will attend this event (venue TBC) with 200 international trade buyers from 30 countries and be involved in pre and post fam trips.

### **NEW for 2020**

#### **York to London showcase travel trade event**

In Spring 2020 we will run a hosted event for key travel trade and DMCs in London – taking York to them! Full details to follow.

**VisitBritain:** Trade & PR engagement. The opportunity to be promoted via VB to their international markets, be part of their campaigns including e-newsletter content to the trade.

### **OTT - online training programme:**

Continuation of York's very own online travel training programme. Now live in 3 markets, US, Australia and Germany.

Circulated to OTT database of agents: USA: 9,110, Australia: 5,683, Germany: 3,746

**Visit York's e-news programme:** We continue to target our markets via English, German and Mandarin newsletters. Your content will be featured.

## United States of America



- ▶ The USA is Britain's largest source market for both visits and spend
- ▶ The USA is York's top source market and has been for more than 10 years (15% of all overseas visitors)
- ▶ Almost six out of ten American holiday makers are making a repeat trip to Britain
- ▶ New York and California are the States that generate the most visits to Britain, representing over a third of all visits from the US to the UK.
- ▶ Americans rate Britain highly for vibrant city life as well as contemporary culture and historic buildings
- ▶ Museums is the cultural product that is most strongly associated with Britain among Americans
- ▶ Americans will want to stay in a 3-star plus property in a good/central location
- ▶ Average length of stay in the UK is 7.5 nights

## Australia and New Zealand



- ▶ Australia is Britain's 10th largest source market for visits (5th for spend)
- ▶ Australia is estimated to be York's 3rd largest market (11%) and has been in the top 5 for the last 10 years)
- ▶ 62% of holiday visitors are making a repeat trip to Britain (within the past 10 years)
- ▶ 17% of visits from Australia are by British nationals
- ▶ 46% of Australian trips to the UK are VFR
- ▶ Buzzseekers are a key leisure travellers' group targeted by VisitBritain in Australia.
- ▶ 85% of staying holiday visitors from Australia are 'extremely' likely to recommend Britain as a holiday destination
- ▶ A third of the visits from all Australian states to Britain are made by visitors that reside in New South Wales
- ▶ Top holiday 'wants' include 'good value for money' and 'having fun and laughter'
- ▶ Meeting the locals is a key part of an Australian's holiday: Australians love to chat with the locals and find out about the history of the area, recommended pubs and markets and find out about local stories
- ▶ All types of accommodation appeal to the Australian market
- ▶ British pubs provide a unique experience, not really found in Australia
- ▶ Australians tend to book a long time in advance, mostly flexible packages, or semi-packaged holidays

## USA

We are currently investigating options for targeting the US travel trade including information on a new VB virtual trade event.

### Discover England Fund (DEF)

Work continues on two of the major DEF projects we've been involved in whilst we wait for news on any new DEF 2 monies going forward.

- England Originals
- Manchester International Gateway to the North

### Editorial/ trade content

- Reach the trade and agents through your venue being featured in a series of e-newsletters written by Paull Tickner who has 30+ years proven track record of reaching the North American market. You will have the opportunity to supply copy direct to Paull for inclusion:
- Weekly "Inside Track" newsletter to 2,900 hand-picked, very experienced travel agents. The Unique Opening Rate on the current list is just over 20%.
- 12 editorials from the "Inside Track" will be added to the Ensemble Travel Group's extranet which means it will be available to 6,500 high quality US travel agents.

- June and October York exclusive Britain Insider columns in the 75,000 circulation Travel Pulse
- Ensuring that York is the lead destination in Virgin Atlantic's Manchester Gateway promotion. York's inclusion in the Travel Report, Travel Research Online (90,000) Travel Agent Professional and other trade e-publications.

### Wheel of Fortune USA filming in York this September

Wheel of Fortune (WOF) is the hit US game show (enjoyed every week by 40 Million Plus viewers) where participants can win money, gifts and foreign holidays. The aim of the promotional trailers, sponsored by the travel company Collette (Collette is a global leader of world travel and escorted tours [www.gocollette.com](http://www.gocollette.com)), is to promote Wheel of Fortune, Collette and the United Kingdom as a beautiful, culturally rich and historic holiday destination.

In the scenes we see the shows presenters (Vanna White and Pat Sajak) standing in the foreground talking about York at key locations.



### VisitBritain trade e-newsletters:

- VB has regular trade e-newsletters. Make sure your content is being pushed to the right operators. We will be feeding through stories and articles on a regular basis.
- VY's own English speaking database now stands at 423 contacts and we will be delivering 2 x dedicated e-newsletters per annum (current open rate 23%). 323 of those contacts are from North American.

Keep us posted with  
your trade news

China



海南航空  
HAINAN AIRLINES

- ▶ China is Britain's 22nd source market for visits (10th for spend)
- ▶ Estimated to be York's 2nd largest overseas market, after entering the top 5 years ago.
- ▶ Our fastest growing market in terms of volume (11% including Hong Kong)
- ▶ Almost all holiday visitors from China are Chinese nationals China is the most valuable market for international tourism expenditure, with a worldwide spend of US\$277bn in 2018
- ▶ Direct route from Beijing to Manchester with Hainan Airlines
- ▶ Sister city agreement with Nanjing for tourism, education and business activity
- ▶ Buzzseekers and Culture Buffs are VisitBritain's priority segments in the Chinese market
- ▶ Chinese visitors tend to be younger than the average visitor to the UK: about 46% of visits from China were made by people aged 16-34 years old in 2018
- ▶ Those visiting Britain from China are more likely than average to be making their first visit
- ▶ 73% of departing staying holidaymakers from China were 'extremely likely' to recommend Britain for a holiday or short-break in 2017
- ▶ The Chinese associate Britain highly with 'museums', and also films and sports
- ▶ Visitors appreciate 'support' in the form of Chinese language facilities (signage, Mandarin-speaking staff, Chinese TV channels, for example)

# China

## Destination partner for VisitBritain/ Marketing Manchester's Chinese campaign

Working with Hainan Airlines. Includes a page in their A5 Mandarin guide, placement on Chinese microsite and posts in Manchester's Chinese social channels. Representation at key events as part of this programme.

2 x fam trips – trade and press as part of this campaign

## New partnerships for 2019/20 will include working with CAISSA, Ctrip and HCG (ETI)

Part of the Great China Welcome Charter which has currently been awarded to around 300 UK businesses. Having the Charter mark allows York to tap into a whole host of opportunities.

Attending the annual China Travel Outbound and COTRI dinner in November 2019.

**Assets:** 6th edition Chinese Visitor Guide (35,000 copies produced in July 2019) and distributed via incoming airlines from China, stocked at UK airport lounges and key hotels in London, Manchester, Leeds and York.

**Video/photography:** We will be producing a new Mandarin video and commissioning new photography for our partners with Chinese models.

Continuing to build our Chinese database of operators (77 contacts to date).

VY e-news will go out 2 x per annum featuring your content in Mandarin. (Open rate 14.5 %)

CAISSA, U-tour, GZL, Guangdong Nanhu Int, China Bamboo Garden, CHR, Q Travel, CITS and China Holidays are now featuring York in their regular programmes.

OTAs – featuring York and York Pass include Ctrip, Linktour and Tuniu.

Re-invigorating links with both Universities to maximise our connections with their Chinese students and their parents

CTO/LNER Chinese operator familiarisation trip and workshop Oct 2019

Welcome training course for York members to participate in

N.	Organization Name	WeChat ID	N. of Posts	Total Views	Average Views per Post	N. Views Top Post	Total Likes
1	Hong Kong Tourism Board	hktbwx	3	46,961	15,654	26,174	338
2	Dubai Department of Tourism & Commerce Marketing	dtecmchina	8	26,093	3,262	4,778	288
3	Los Angeles Tourism & Convention Board	helloLA_cn	5	18,088	3,618	5,450	83
4	South Australian Tourism Commission	South_Australia	3	13,966	4,655	9,655	7330
5	Macao Government Tourism Office	MGTOweixin	10	12,237	1,224	2,040	92
6	Tourism Vancouver	Tourism-Vancouver	2	7,539	3,770	3,874	40
7	Queensland Australia	visitqueensland	3	7,301	2,434	4,576	50
8	Travel South USA	TSUSA123	2	5,638	2,819	3,857	69
9	Tourism Western Australia	Tourism_WA	2	4,851	2,426	3,915	46
10	visit_york	visit_york	10	4,690	469	3,646	35
11	Hawaii Tourism Authority	hawaiiourism	2	4,189	2,095	2,196	10
12	Texas Tourism	texastourism	3	4,108	1,369	1,499	31
13	Banff National Park	BanffNationalPark	1	3,394	3,394	3,394	32
14	Bavaria Tourismus Marketing GmbH	Bavaria_Tourism	3	3,159	1,053	1,183	9
15	visit_florida	visit_florida	2	3,028	1,514	1,631	17
16	British Columbia	DestinationBC	1	2,942	2,942	2,942	14
17	North Carolina	gh_084dfccc39fd	1	2,832	2,832	2,832	26
18	NYC	NYCgoOfficial	4	2,648	662	826	7
19	This is Edinburgh	EdinburghOfficial	2	2,594	1,297	1,430	47
20	SeeMonterey	SeeMonterey	1	2,502	2,502	2,502	9

## Discover England Fund - Horseracing Sport of Kings

Currently working to introduce the project to high end Chinese operators with a bespoke campaign with China Holidays. delivering 2 x dedicated e-newsletters per annum.

Keep us posted with your trade news



## On territory activity:

### Destination Britain China & North East Asia (Xi'an 25-27 November 2019):

- ▶ Visit York will be attending the VisitBritain sales mission taking place in Xi'an in November 2019 to meet approx 90 buyers.
- ▶ Bolt on North of England event in Beijing to showcase York & partners
- ▶ NEW Chinese itinerary will be produced in Mandarin for forthcoming trade mission. Your key partner flyer will be included and loaded up onto the Chinese version of the toolkit and given out on USB sticks at the show)

See current Chinese toolkit here:

<https://www.visitYork.org/general-and-tourist-info/travel-trade-groups/chinese-trade-toolkit>

## Online/Social

- ▶ Social media – VY has accounts on Weibo (over 232,000 followers) and WeChat (over 10,012) which are the preferred methods of communication with the Chinese audience with half a billion users signed up to these channels. Keep us updated with your news and OE Media will post out on your behalf
- ▶ The opportunities for 2 bespoke interview sessions with OE Media (Will and Jean Zhuang and Shuai.) to create content for new stories on Weibo and WeChat.
- ▶ Ongoing KOL (Key opinion leader) programme with social media influencers being invited and hosted by the city, generating content for key platforms such as Mafengwo, CTrip and Qyer.
- ▶ Rated in top 20 global destinations on WeChat.

## Europe - Germany and Netherlands

Germany



- ▶ Germany is Britain's 3rd most important market for visits (2nd for spend)
- ▶ It is York's 4th largest international market (9%), featuring in the top 5 over the last 10 years
- ▶ More than three in five of German holiday visitors are making a repeat visit to Britain
- ▶ Virtually all holiday and business visitors are German, but 17% of those visiting friends and relations (VFR) visits are British nationals living in Germany.
- ▶ The priority segments for VisitBritain in Germany are Buzzseekers and Explorers
- ▶ More than three in five of holiday visitors are making a repeat visit to Britain
- ▶ 96% of departing Germans are either 'likely' or 'extremely' likely to recommend a visit to Britain
- ▶ German visitors are likely to have planned their itinerary in some detail, but younger visitors may be more spontaneous, but all will welcome local recommendations for things to do and see
- ▶ Germans often try to find accommodation that has 'character'
- ▶ Germans rate Britain highly for cultural and built heritage, contemporary culture, vibrant cities and sports, but less so for scenic natural beauty and welcome, rated 29th and 25th out of fifty nations respectively on these two attributes in 2018
- ▶ Areas of strength for Britain include being somewhere to see 'famous sites' and for 'lots of history', while very few consider Britain is the 'best place' for 'food and drink'

## Netherlands



- ▶ The Netherlands is Britain's 6th most important market for visits (8th for spend)
- ▶ It is York's 5th largest international market, (9%), entering the top five for the first time in number of years. Traditionally has features in the lower half of the top 10
- ▶ 12% of Dutch visits were bought as part of a package or an all-inclusive tour, twice the all-market average. More than three quarters of visitors are making a repeat trip to Britain, with two thirds flying into the UK and a quarter crossing the channel (by sea or tunnel)
- ▶ 87% of visitors in general are Dutch while 20% of those visiting friends or relatives are British Expats.
- ▶ Most visitors live in Noord Holland (capital Amsterdam), Zuid Holland (capital The Hague, and also where Rotterdam is located) and Utrecht, contributing 79% of all visitors to the UK between the three regions.
- ▶ Buzzseekers and Explorers are VisitBritain's priority segments
- ▶ The top influences in a visiting Britain are word of mouth, information on search engines and accommodation providers' own websites, with the top motivations being cultural attractions and vibrant cities
- ▶ The Dutch rate Britain highly for 'contemporary culture', 'sport', 'historic buildings' and 'cultural heritage' out of 50 countries in 2018
- ▶ There is an overall preference for small-scale (family run) hotels with character and traditional decoration and furniture, preferably in a nice countryside village
- ▶ British gastropubs are a good option for the Dutch as they enjoy the atmosphere of a traditional pub and food is good value for money
- ▶ Having a traditional afternoon tea is often high on the wish list while visiting Britain
- ▶ Many Dutch holiday visitors tend to start thinking about their trip early with about one in three doing this as early as half a year or more in advance, but more than half of Dutch bookings happened within two months before the trip

## Germany

### Print and on territory:

We will be issuing a new version of the A5 brochure translated into German. Your venue details will be included.

Distribution of the new brochure will be to a select number of key trade accounts in Germany and using VB trade channels and e-newsletters.

**RDA Cologne** – our A5 guide will be distributed at the dedicated coach and groups event held annually in Cologne each July.

**Explorer's Road** – we are part of the Discover England Fund, Explorer's Road which is targeting German cultural explorers to venture onto the new 300 mile route spanning from London to Northumberland. Working with Hotels & More and key operators in Germany.

### Online:

Ongoing work on our dedicated trade section in German. Your key partner sheet is included and translated.

<https://www.visit-york.org/general-and-tourist-info/travel-trade-groups/german-trade>

**OTT** - German version of the training course also available

### E-news:

We now have a German travel trade database of 206 contacts. (open rate of 24%)

Video with German subtitles.

## Netherlands

### Print:

Partner content will be featured in a Dutch version of the A5 travel trade guide.

These are to be distributed at Vakantiebeurs via House of Britain.

### Fam trips:

Joint fam trip for coach and tour operators in partnership with House of Britain and P&O Ferries.

### Working with carriers:

P&O Ferries – Continued campaign with P&O Ferries to ensure York is front of mind.

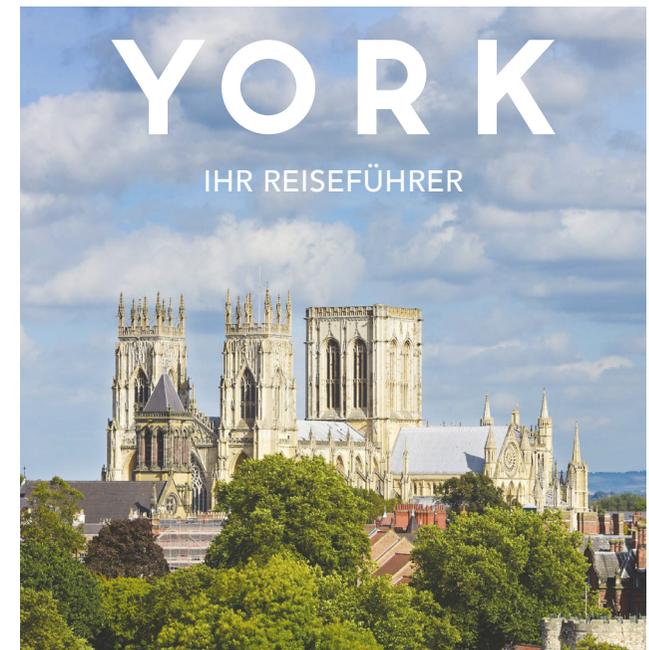
Ongoing Leeds Bradford International airport / Jet2 liaison for campaign activity in key Dutch cities.

### Online:

Feeding through to VB Dutch trade e-news and ongoing VY e-news x 2 per annum.

VB are now promoting a dedicate York and Leeds itinerary to their travel trade contacts.

Keep us posted with your trade news



## Full campaign:

Please sign me up to the full international campaign

£2,750 +VAT

Name:

Signature:

Venue:

Date:

PO No:

To find out more contact Michelle Brown 01904 554456 or Elaine Moss 01904 554471.

**Please complete and return the form for participation by 15 September 2019 and email back to Michelle Brown [michelle.brown@makeityork.com](mailto:michelle.brown@makeityork.com)**

This activity is all subject to a minimum take up from members to facilitate the overseas work.