



**Visit Hull and East Yorkshire**

# Destination Management Strategy 2024-2029



**Visit Hull & East Yorkshire**  
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**Visit Hull and East Yorkshire (VHEY) is a business to business destination management partnership supported by the Hull and East Riding Council's working collaboratively across the visitor economy within the Hull and East Yorkshire area.**

In response to the findings and recommendations of the 'De Bois Review', Visit Britain is leading the initiative to level up the national tourism landscape.

As part of this initiative, VHEY is committed to transforming its long-standing partnership into a nationally accredited Local Visitor Economy Partnership. This strategic move aims to maximise the potential of the visitor economy in the Hull and East Yorkshire region through supporting business, promoting place and connecting people.

Within this strategy we have identified 4 over-arching priorities with a key focus on supporting the visitor economy to achieve its maximum potential. A destination management action plan will be developed to detail the activity required to achieve the following strategic priorities.

### Priority 1 – Grow Value

Support continuous growth of the Visitor Economy across Hull and East Yorkshire growing it to be £1 billion+ by 2028.

### Priority 2 – Quality Locations

Develop and present a destination of distinctiveness through animation, pride of place, accessibility and sustainability.

### Priority 3 – Support Productivity

Deliver a targeted business support package that will offer a range of tailored activity to ensure our local businesses maximise on opportunity and develop resilience to adapt and grow within an ever changing economic climate.

### Priority 4 – Embracing a New Landscape

In partnership with local private and public sector stakeholders, develop a Local Visitor Economy Partnership (LVEP) that will achieve Government accreditation and be at the forefront of Yorkshire's visitor economy strategic structure.





# Priority 1 – Grow Value

## Build a £1Billion+ Visitor Economy across Hull and East Yorkshire by 2028

Through stepping up our domestic and overseas marketing activity, we will address the rebuilding of the region's visitor economy sector in a post covid environment by encouraging more leisure visitors to the area and by identifying, bidding and winning more business conferences and events for the region.

We will focus on re-presenting the Hull and East Yorkshire distinctive proposition through a new targeted and integrated marketing action plan, that is both innovative and effective, with a clear focus on our destination brands.

Fundamentally we will be ambitious and uncompromising to accelerate the region's competitiveness in both domestic and overseas visitor markets by articulating and amplifying the distinctiveness and awareness of the Hull and East Yorkshire visitor economy offer.

## What We'll Do

- Promote and amplify place distinctiveness and complementarity, that drives more domestic leisure short breaks and day visitors to the region
- Drive additionality to achieve a 'push-pull' effect, through key themes and well-defined target markets
- Raise the region's profile at a national and international level through targeted consumer marketing and PR
- Continue to grow the group and travel trade markets both in the UK & near Europe
- Work with partners and stakeholders to extend the main leisure season to grow the value of the sector
- Increase the region's visibility in the meeting incentives conference and events, (MICE) sector & operate a proactive conference, events and associations bidding model that increases the value of region's MICE activity and spend
- Increase our digital footprint across all activity, work with affiliates to present online packaged bookable products and maximise the distribution of targeted content
- Drive, support and maximise the region's opportunities around the film and tv production sector.





# Priority 2 – Quality Locations

## Present and Develop a Destination of Distinctiveness through Animation, Pride of Place and Sustainability

Economic competitiveness is increasingly being driven by the quality of place, VHEY must capitalise on this to positively contribute to sustainable economic growth and build a welcoming, distinctive and quality destination of choice, that not only attracts visitors but also strengthens a sense of local pride and belonging.

To develop resilient places across the region with the conditions for visitor economy growth, the VHEY approach to quality place development is to recognise that each location across the region has individual opportunities and needs, VHEY will respond to these by leading on and partnering destination shaping projects, that support a rich, diverse and distinctive visitor offer, which is enhanced by the quality of our natural, heritage and cultural assets.



## What We'll Do

- HEY! Volunteering Programme will grow the number of enrichment and volunteering opportunities and grow the existing volunteer base, with a particular focus on inclusivity and harder to reach communities
- With stakeholders, we will develop, deliver and support visitor economy initiatives to achieve carbon neutrality, supporting the region's ambition to be a more sustainable and green area to live, learn, play and work
- Support capital place shaping investment projects across both private and public sectors, such as HYMC, Heritage Action Zones and private investment to improve the quality and range of hotels, restaurants, attractions, conference, exhibition and cultural venues
- Partner with culture, heritage and visitor economy stakeholders to animate, curate and amplify place based initiatives that inspire visitations and strengthen our sense of local pride and belonging
- Position Hull and East Yorkshire as a first choice events destination by attracting, hosting and delivering new events
- Work towards being recognised as the UK's most welcoming and friendly visitor destination through a new contemporary welcome and visitor information programme
- Develop the destination by leading on, encouraging and supporting new distinctive physical, digital and bookable quality place enhancing products.



# Priority 3 – Support Productivity

## Through a New and Connected Business Support Package

Rebuilding our wider visitor economy offer will be a key contributor to the region's economic recovery and enhancing our local communities and the lives of those within them. The current productivity environment across the hospitality and leisure sector has severely diminished, impacted by recent macro-economic factors, culminating in shortages across the hospitality workforce and the development of relevant skills. Whilst this is not localised to the Hull and East Yorkshire region, VHEY must respond to support our visitor economy businesses enabling them to attract, sustain and grow productivity through creating the conditions for employment opportunities across front line service providers and their supply chains.

Business support will be key to building back productivity, VHEY will deliver a new extensive engagement programme with key strategic partners to ensure we are able to take advantage of all opportunities for the sector. The new VHEY LVEP Advisory Group will play a critical role in driving productivity forward.

## What We'll Do

- With national and local partners/ stakeholders we will ensure the business support offer remains relevant and progressive using up to date market intelligence to adapt interventions
- Help our businesses to create an environment where the Visitor Economy becomes an aspirational career choice
- Promote and arrange networking and collaboration, through interventions that bring together businesses and partners within and across sectors to share knowledge, expertise and resources, and stimulate innovation and growth
- Strengthen regional visitor economy research, evidence, intelligence and insights to allow businesses to make well informed decisions around investment and activity.





# Priority 4 – Embracing a New Landscape

**In partnership with local private and public sector stakeholders, create a Local Visitor Economic Partnership (LVEP) which will meet the Government performance indicators to achieve accreditation and be at the forefront of Yorkshire's visitor economy strategic structure.**

With the current changes to the national and regional visitor economy landscape it is imperative that VHEY is at the forefront of change by leading the region's response. Following the Government's response to the de Bois Review, which broadly sought to bring a coherence to England's DMO landscape using an accreditation process to create a national portfolio of DMOs, now known as Local Visitor Economy Partnerships (LVEPs).

Priority must be given initially for VHEY to achieve Local Visitor Economic Partnership (LVEP) status and meet the conditions as set out by Visit England. Achieving LVEP status would strengthen the current strategic relationship with Visit England and Department for Culture Media and Sport and provide opportunity in the development and delivery of England's sustainable visitor economy strategy, consumer brand proposition and eventually lead to potential pipeline funding.

To realise the Destination Plan outcomes and LVEP status, long term public and private sector resource and support commitment to VHEY is essential, this will provide stability and continuity for the partnership, give the sector confidence, as well as the Hull and East Yorkshire region strategic representation at the national and regional table.



## What We'll Do

- Set out our commitment to private sector engagement by establishing a new sector led Advisory Group
- Drive new income streams through a VHEY LVEP commercial strategy, identify and apply for relevant funding streams
- Develop and launch a reinvented VHEY Partnership Package
- Support and partner national and regional strategic visitor economy priorities and initiatives
- Demonstrate commitment from local authorities that VHEY is the lead visitor economy partnership for the area
- Commit to structuring resource and capacity appropriately to achieve LVEP status and outcomes to the Destination Plan
- Align and commit to supporting the governments tourism recovery plan.





All queries and comments to be sent to [info@vhey.co.uk](mailto:info@vhey.co.uk)



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