North York Moors National Park

VisitEngland

North York Moors Section 106 International Marketing

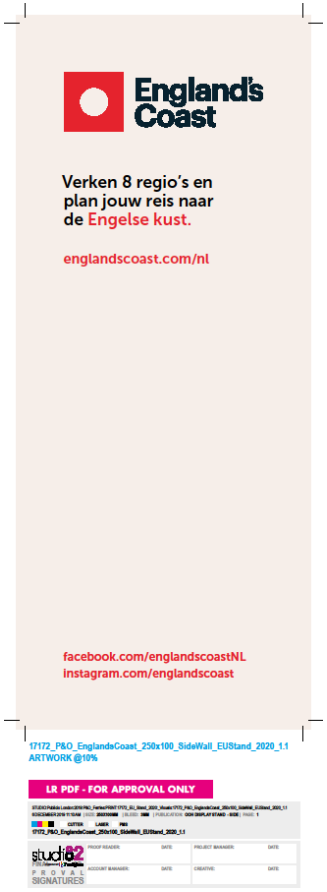
Vakantiebeurs 2020

1 Vakantiebeurs

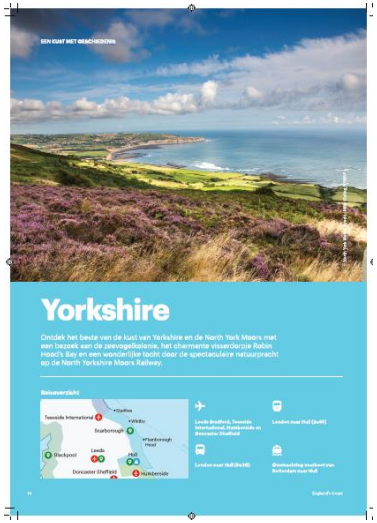
- Participation in Vakantiebeurs 15-19 January 2020 in Utrecht, NL – trade and consumer travel show welcoming over 100,000 visitors.

- Up weighting North York Moors' presence with:
  - Inclusion in the display (back wall and podium)
  - North York Moors video plays on the loop
  - Editorial dps in England's Coast brochure - distributed at the show (also at ITB Berlin and translated into German, Dutch and French and distributed at P&O terminals)
  - North York Moors prize and access to email addresses for direct mailing
  - Distribution of NYM print (included in 600 bags given out)
  - Attendance at the show (1 trade day + 4 consumer days)
  - Media to reception.

Display stand and podium

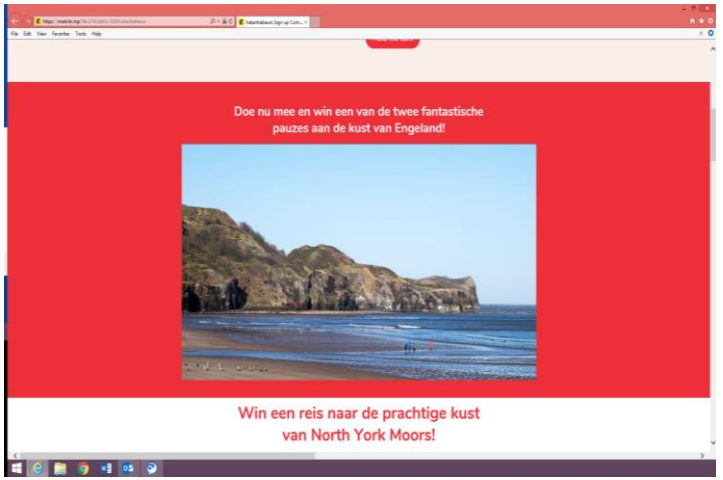


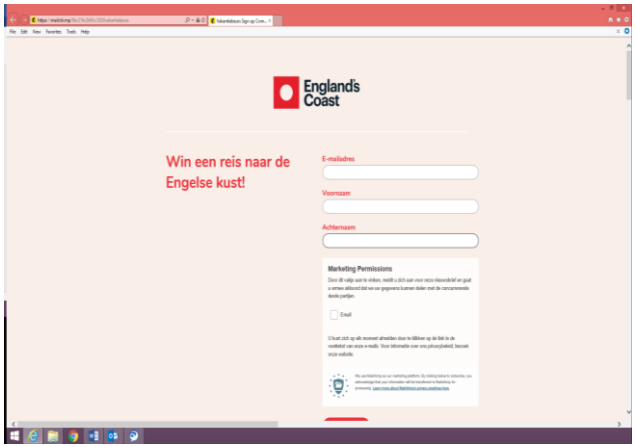
- **High-level visual presence on back wall of main P&O / England's Coast Project stand**
- **Spot-light on North York Moors coast on podium where the NYM is the competition prize**

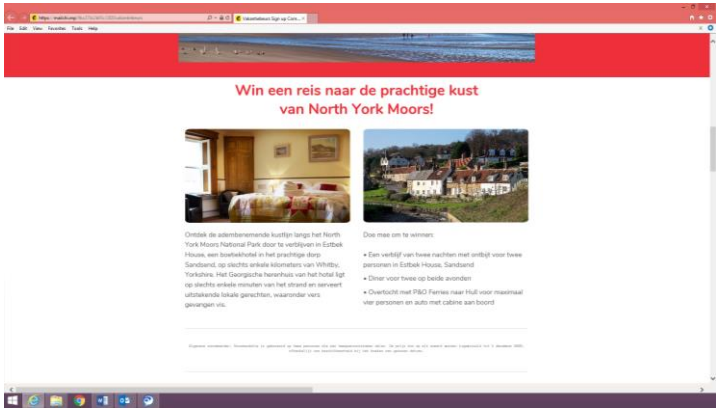


Double page spread in England's Coast brochure, editorial feature on the NYM coast – the Cleveland Way through the eye's of Malcom Hodgson

Vakantiebeurs Competition







Features prize of 2 nights dinner, bed and breakfast at Estbek House in Sandsend.

Access to the competition entry email addresses.

Outputs from the show

- Exposure of the North York Moors brand to 100,000 people at the show
- Generated c490 competition entries and emails for contact
- Brochure translated to Dutch, German and French and distributed at Vakantiebeurs, ITB, at P&O ferry terminals and to British and International press
- North York Moors print (Cleveland Way leaflet and NYM postcards) distributed in 600 cotton bags
- Invited our preferred media to reception

- Met several:
  - media
  - travel trade
  - partners

Typical questions from visitors to the stand:

- How far is it from the ferry?
- What kind of accommodation can I get?
- Can I cycle and hire a bike?
- How long is the Cleveland Way
- Can you recommend any camper van sites?
- Where can we walk?
- How long does it take to drive across the National Park?

Photos from the show

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Hull
RONDLEIDEN

STONE
GROUP

WIN EEN REIS NAAR DE ENGELSE KUST

Reflection for future attendance:

- Worth pursuing any future opportunity to attend the show
- Having new images available for inclusion in the display, brochure etc
- Having a new piece of print – suggest a fold-out map with icons, attractions, distances, accommodation, walking and cycle route, web address etc
- Staff available for the full show.

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