

May 2011

Welcome to Yorkshire launches new golf campaign

We are the county's official tourism agency and have gained a reputation as the leading tourism agency in the UK. We have an unrivalled track record in successfully raising Yorkshire's profile in the UK and overseas.

In just two years, Welcome to Yorkshire has driven up the value of tourism to the Yorkshire economy from £5.9 billion to £7 billion – and helped add an extra 4,000 jobs to the 250,000 already employed in the tourism industry.

Welcome to Yorkshire has been nominated as the Worlds' Leading Tourist Board as well as winning both Europe's and the World's Best Marketing Campaign at the World Travel Awards – all of which have helped raise the profile of Yorkshire on a national and international scale.

Our campaigns are strategic and well-conceived; they can help raise awareness of your business and boost both short-term and long-term sales. By working with us you can develop closer relationships with existing and potential customers, and showcase your products and services.

Yorkshire golf campaign

Following on from last year's successful golf campaign featuring 10 of the county's golf courses, the English Golf Union and the Yorkshire Union of Golf Clubs have given their support to this campaign for 2011.

This year we will be encouraging visitors from other parts of the UK and overseas to choose Yorkshire as their golfing destination, as well as encouraging local golfers to stay within the county, through the following initiatives:

- A dedicated golf section on the WTY website Yorkshire.com/golf
- A comprehensive online directory of every golf course in Yorkshire, with the ability to promote membership availability, visitor and stay and play packages
- A live tee time booking platform for golfers to search, book and pay for golf tee times or green fees online direct with the golf club
- An online and off line advertising campaign to promote the Yorkshire Golf brand
- PR and promotional activity dedicated to the WTY database of visitors including regular communication such as newsletters, competitions, promotions
- Data capture of local and inbound visiting golfers
- Opportunity to buy in to the printed version of the online directory

How you can get involved?

We are inviting you to join our member scheme and take part in our campaign to promote Golf across the county and to the UK and overseas, as the preferred destination for golfing breaks.

Whether you're an established or growing golf course, we can help you attract more visitors, cut costs, improve your operational efficiency, enhance quality and network with other businesses.

Benefits for every golf club

The campaign is unique in not only offering superb marketing opportunities but also direct business benefits to every golf club taking part:-

- A FREE online booking system for every golf club worth more than £1000. The system is being provided by one of the leading marketing and golf software companies Gemini Network Media and can also be used as the club's primary booking system for member bookings, online competition entry, visitor bookings from your own website and full reporting
 - Business support up to the value of £750 for golf clubs wishing to improve their own online presence with the development of a new website. WTY will be working with the country's leading golf club website provider, Golf Club Network (www.golfclubnetwork.co.uk) to deliver this service
 - Two marketing workshops staged throughout the county to educate and support golf clubs to take full advantage of the opportunities the campaign will offer, delivered in partnership with Golf Club Network
 - Support and advice from experts at Welcome to Yorkshire and Gemini Network Media including Account Managers dedicated to advising golf clubs on all the opportunities available
 - Preferential rates with WTY's merchant card scheme
 - Legal helpline – free consultation and discounted rates
 - Free access to extensive image library and media centre
- And many more...

How much does it cost?

Annual membership of Welcome to Yorkshire is £225.00 + VAT, this includes the above benefits.

Additional opportunities are available to purchase for enhanced marketing presence in printed materials and online advertising banner adverts.

Next steps

Please complete the enclosed registration form and return to Peter Dodd, Sales and Marketing Director, Welcome to Yorkshire, Dry Sand Foundry, Foundry Square, Holbeck, Leeds, LS11 5DL or email: pdodd@yorkshire.com

Yours sincerely



Peter Dodd

Sales and Marketing Director

Booking form to be completed and returned:

Name of Golf Club:

Address:

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Contact Name:

Tel No.: Email:

Membership of Welcome to Yorkshire:

I / We wish to sign up to be a member of Welcome to Yorkshire at £225 (+VAT).

Note: Invoicing will be undertaken on receipt of the returned form.

I / We wish to pay by Direct Debit to be a member of Welcome to Yorkshire at £225 (+VAT).

Direct Debit form enclosed.

Signature: (please sign here)

I / We wish to take up the offer of the tee time booking system

I / We wish to take advantage of the financial support for the development of our new website delivered by Golf Club Network.

(please tick as appropriate)

A representative from Gemini Network Media will contact you to discuss your needs.

We wish to send a representative to the WTY Golf Marketing workshops. Please send us details of dates and venues.

Return to: **Peter Dodd** , Sales and Marketing Director, Welcome to Yorkshire
Dry Sand Foundry, Foundry Square, Holbeck, Leeds, West Yorkshire, LS11 5DL
or email: pdodd@yorkshire.com