

EVENTS STRATEGY



OUR VISION

DELIVERING **EVENTS**,
CREATING **EXPERIENCES**,
ATTRACTING **VISITORS**



Bridlington Kite Festival



Walking East Yorkshire Festival

The Visit East Yorkshire (VEY) Events Team sits within Visit East Yorkshire with the responsibility of delivering a number of flagship tourism events and projects which positively impact East Yorkshire's visitor economy.

Our showcase events and projects include:

- Beverley Festival of Christmas
- Made in East Yorkshire Christmas Market
- Bridlington Kite Festival
- Walking East Yorkshire Festival
- European Beach Open Fishing Championships
- Active Beacon' Photopost Project

In addition to these high-profile events, the team offers advice, support and guidance to over 40 external event providers and organisers on an annual basis who are committed to delivering prospective events within the East Yorkshire region.



Beverley Festival of Christmas

ECONOMIC DEVELOPMENT PRIORITIES

The VEY Events Team works within the framework of the East Riding of Yorkshire Council's Economic Development Directorate with the remit of stimulating the visitor economy through day visitors and overnight stays and by promoting tourism across the destination of East Yorkshire.

VISIT HULL & EAST YORKSHIRE TOURISM PARTNERSHIP (VHEY)

VHEY is a partnership between East Riding of Yorkshire Council, Hull City Council and local private sector businesses which leads and coordinates a range of activities with a strong focus on improving the visitor experience and increasing visitor spend. Working collectively as partnership provides greater opportunity to extend the existing event, festival and project portfolio across East Yorkshire and Hull.

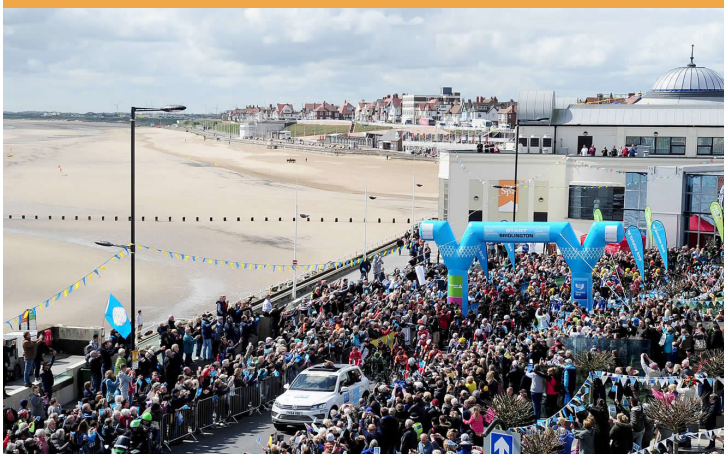


European Beach Open Fishing Championships

OUR OBJECTIVES

DELIVER:

Deliver flagship tourism events and projects for East Riding of Yorkshire Council, which stimulate the visitor economy



SUPPORT:

Facilitation of events and projects

Advice and guidance

Financial support

Marketing and promotional support

Sustainability of annual events

DEVELOP:

Identify opportunities for new tourism events

Responding to trends within the event industry

Proactively producing innovative and engaging opportunities for events



PROMOTE:

Ensuring and enabling quality tourism events across the geographical region, including rural, coastal and town events

Enabling maximum visibility of events and projects to raise the awareness of the destination to potential visitors

Attract new tourism events and projects to showcase the region

CONTACT US

For further information please
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VisitEastYorkshire.co.uk

Additional Websites

Beverley Festival of Christmas
www.beverleyfestivalofchristmas.co.uk

Walking East Yorkshire Festival
www.walkingeastyorkshirefestival.co.uk

Bridlington Kite Festival
www.bridlingtonkitefestival.co.uk

European Beach Open Championships
www.eobc.co.uk

