



Visit Hull & East Yorkshire
Strategic Partner

Strategic Partner Programme



Visit Hull and East Yorkshire Strategic Partners are a powerful network of leaders who understand that success for our region will lead to success in business and a stronger more prosperous area for all.

Our Strategic Partners are an influential group who proactively and positively seek to develop connections, create synergies and influence the development and promotion of the region’s visitor economy, through commitment, involvement and a fresh way of thinking.

As a VHEY Strategic Partner, organisations champion and invest in activity to support the delivery of effective destination marketing and economic growth for the area, use their shared expertise to influence wider visitor economy investment, whilst supporting our local communities to thrive and experience a great quality of life.

Chris Blacksell
Chair, Visit Hull and East Yorkshire

Importance of the Visitor Economy to the Region

Source: TSE Cambridge Economic Impact model 2023



**12million
trips**



**Value of
£816million**



**21,263 Jobs in the region
supported by tourism**



“After six years in partnership with VHEY, our hotel’s visibility has increased, we’ve helped position Hull as an attractive and top business tourism destination, and we have celebrated success through the prestigious REYTAs awards.”

Sam Dunion
General Manager,
DoubleTree by Hilton, Hull

“It is easy sometimes for those of us who live and work in the region to forget what an amazing and diverse cultural offer Hull & East Yorkshire has to offer, and the massive benefit are visitors bring to the viability of are local economy! The Strategic Partner Programme is a great way to support VHEY in getting are region noticed!”

Jim Harris
Centre Manager,
St Stephens, Hull



We understand that businesses across the region want to have a more strategic, supportive and visible approach to working with Visit Hull and East Yorkshire. For those businesses, we have developed a Strategic Partner Benefits Package that will champion your business and highlight your commitment to supporting the region.

As a Strategic Partner you will benefit from VHEY’s flagship events and programmes, including:

Visit Hull & East Yorkshire Annual Tourism Awards – ‘REYTAs’ <ul style="list-style-type: none">• Aligned to Visit England awards and act as a Regional Feeder to the nationals• C500 in attendance	Opportunity <ul style="list-style-type: none">• Main headline sponsor of the awards, logo and recognition on all printed and digital collateral and information produced• Category sponsor – Present the award on the evening• Sponsor’s table of 10• Mentions in associated PR and media
Tourism Conference Sponsor <ul style="list-style-type: none">• Annual Tourism Conference aimed at Hull and East Yorkshire visitor economy businesses, c250 in attendance• Previous speakers include Simon Calder, Julia Bradbury, Chair of Visit England	Opportunity <ul style="list-style-type: none">• Headline sponsor of the conference, logo and recognition on all associated collateral• Invite to the pre conference supper event with conference speakers, VHEY Board, local authority senior management• Mentions in associated PR and media
HEY! Volunteering Partner Status <ul style="list-style-type: none">• Legacy Programme from Hull’s Year of Culture in 2017• C2400 Volunteers supporting events, culture and the visitor economy	Opportunity <ul style="list-style-type: none">• Logo and recognition on HEY! Volunteer website and through social media channels• Opportunity to present at and attend quarterly Volunteer update sessions
Local B2B Promotion <ul style="list-style-type: none">• Humber Business Week VHEY stand• The Hull Business Expo	Opportunity <ul style="list-style-type: none">• In association Logo recognition on exhibition stand graphics (where possible and relevant)• Promotional literature distributed• Opportunity to stand share with VHEY – exhibitor passes purchased separately
Recognition and Networking	Opportunity <ul style="list-style-type: none">• Section on VHEY B2B website focusing on strategic partners• Strategic Partner Logo for use on website and collateral• Exclusive Strategic Partner receptions & networking opportunities• PR & media opportunities

Cost
£15,000 per annum (1 year).
Bespoke Partner packages are available on application.

**For further information
and enquiries contact
advisoryboard@vhey.co.uk**



Visit Hull & East Yorkshire
Connecting. Supporting. Promoting.

Working in partnership and funded by:

