

Free, fully funded
Business Advice &
Support for Tourism
& Hospitality
businesses in
Harrogate district

From Martin Evans

Managing Director of The Tourism Business

on behalf of

York & North Yorkshire Business Growth Hub



THE
TOURISM BUSINESS

STRATEGIC MARKETING CONSULTANCY

What's it all about?

Simply, as we work hard to get over Covid and its devastating effect on our sector, this is a fully funded opportunity for 6 hospitality or tourism businesses based in Harrogate Borough Council district to receive free business and marketing advice and support from sector specialist and former Marketing Director of Yorkshire Tourist Board, Martin Evans of *The Tourism Business*.

Over the years, *The Tourism Business* has worked for some of the UK's leading hotels, self-catering operators, attractions, restaurants, spas and leisure companies

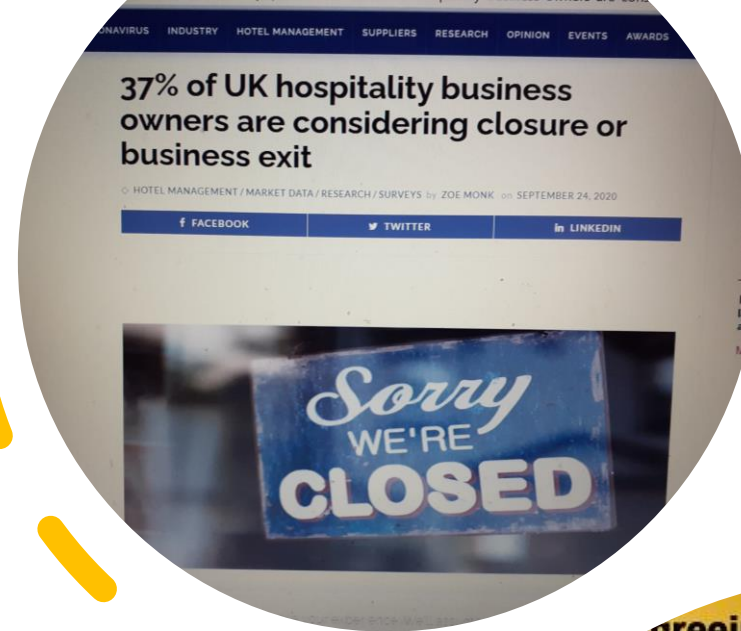
Why not read on and see if this free programme could be of support to you over the next 3 months...



Who is this free programme for?

Any of the following, trading within the Harrogate Borough, and wanting to recover their business and improve their profits, can apply to take part:

- Hotels
- B&Bs
- Self-Catering Operators
- Wedding Venues
- Restaurants
- Spas
- Visitor Attractions
- Travel Agents
- Event Organisers



How does it all work?

Between the end of January, and Easter...

The six participating businesses will participate in an opening 5-hour group session of six businesses, followed by four two-hour individual sessions for 1:1 ongoing support.

These flexible individual sessions will focus particularly on marketing support, looking at relationship marketing in the borough, staycation marketing, off-peak marketing and promotions which can be applied *pre-Easter*.



Covid recovery
Marketing
Planning & future
Trends



The right Target
Markets and how
to attract new
ones



A winning Brand,
Market
Positioning and
your Corporate
Identity



Pricing/Revenue
Management for
all market
segments



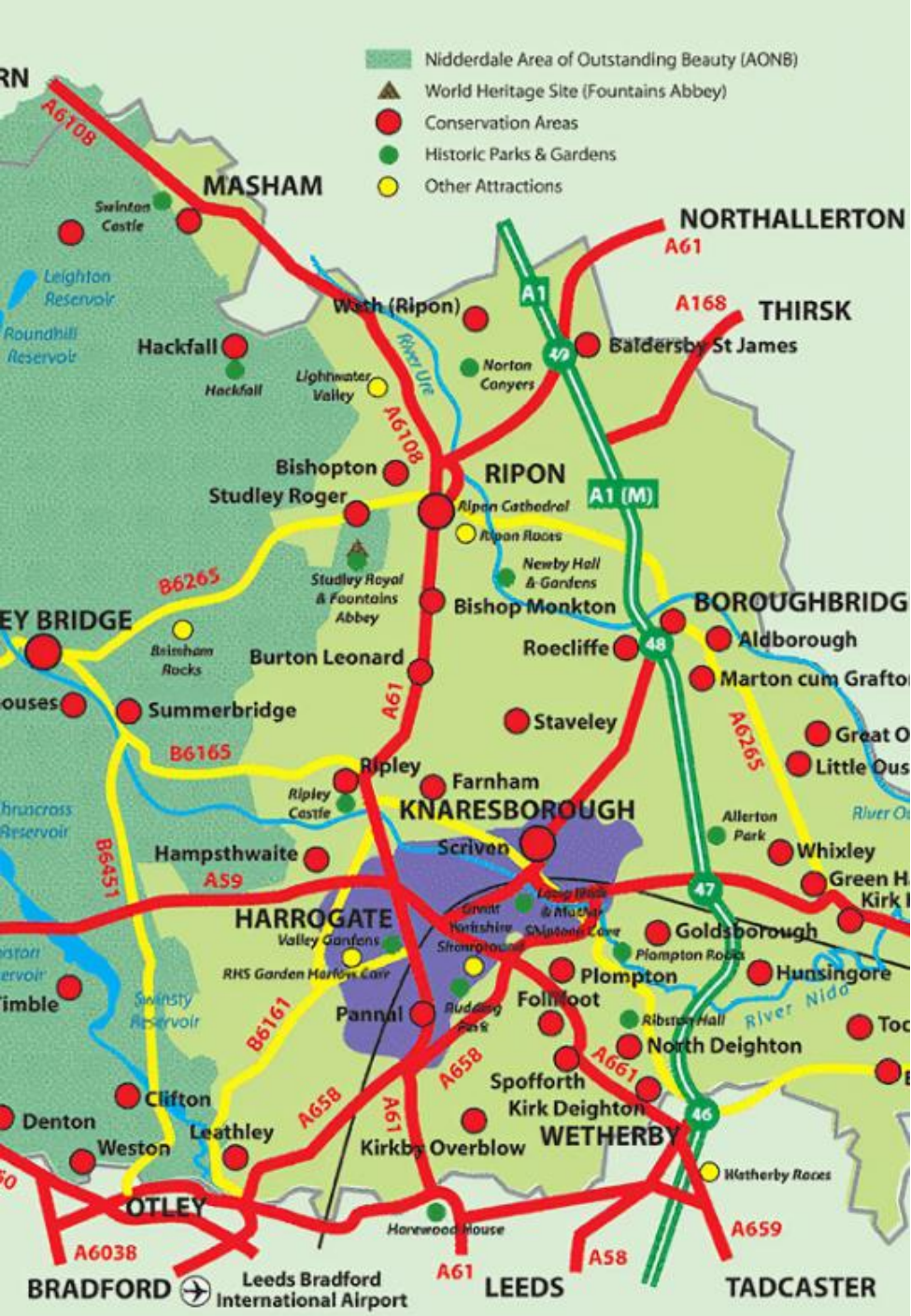
Off-Peak
Marketing
Strategies to
combat
seasonality



Creative ways to
generate short
lead-time
business



Better Marketing
Evaluation so you
get a great RoI
and don't waste
your marketing £s



Your next steps...

This free, fully funded programme is only available to SME businesses or charities within the Harrogate Borough Council area – that is, including Knaresborough, Boroughbridge, Ripon, Pateley Bridge, Ripley and other areas within the district.

Places are limited, so please register your interest early to avoid disappointment. If you are interested in participating, please fill in the form at

<https://www.ynygrowthhub.com/resources/hbc-tourism-business-booster/>

If you would like to know more first, please contact either Martin Evans on tel. 07702 912938 / martin@thetourismbusiness.com or email the Growth Hub - joseph.midgley@ynygrowthhub.com

This programme is delivered in partnership between the York & North Yorkshire Growth Hub, Harrogate Borough Council, & The Tourism Business.

