

Why become a partner?

Join our partner scheme to enjoy a range of benefits, support services and exclusive opportunities all designed to help your tourism business grow.

Whether you're an established, growing business or a start-up just entering the industry, we can help you attract more visitors, cut costs, improve your operational efficiency and enhance quality.

By becoming a partner you will be supporting the Partnership and Welcome to Yorkshire in promoting the area throughout the UK and overseas, as the preferred destination for leisure, group travel and business visitors.

What are the partner benefits?

Welcome to Yorkshire

- A plaque and window sticker to identify you are a partner of Welcome to Yorkshire
- Use of the Welcome to Yorkshire logo on your marketing materials
- E-newsletter updates from Welcome to Yorkshire
- Benefit from the substantial investment that is being made to promote Yorkshire as a leading visitor destination
- Members diary

Enhanced web entry on Yorkshire.com

- Exposure to a global market place with an enhanced entry on Welcome to Yorkshire's award-winning website, www.yorkshire.com. This includes up to 4 images of your business, address, full contact details and direct web link to your website
- 2.2 million unique users, 161 million hits since April 2009

Merchant Card Scheme with Royal Bank of Scotland

- Preferential rate on the credit card scheme with Royal Bank of Scotland Worldpay (formerly Streamline)

A few of the stand-out points are:

Transaction rates from as low as 1.2%
Discounted terminal rental fees
No setup fees (saving up to £250.00 + VAT)
No minimum monthly service charge
No authorisation call fees

Legal helpline

Ware & Kay solicitors offer a free legal helpline and discounted rates to all tourism partners.

- Telephone advice – you will have access to a dedicated telephone number and a member of staff to deal with your enquiry
- Face-to-face – you will have access to a free 30 minute consultation for enquiries that are too complex to be handled over the telephone. A discount of 10% is then given against further legal work undertaken.
- Employee discounts – 10% discount for all employees of your organisation for any personal work undertaken

Areas of work covered: Property Law, Commercial Law, Civil Litigation, Employment Law, Wills and Probate, Personal Injury, Family Law, Financial and Health and Safety

Online booking

- Accommodation bookings via the partnerships websites and Tourist Information Centres throughout Yorkshire*
(*10% commission fee is payable)

Marketing & PR opportunities

- Get involved in different marketing campaigns and initiatives aimed at the leisure, group travel and business market
- Partners receive advance notice of advertising and pr opportunities
- Partners can provide products, offers and news stories for priority inclusion in the partnerships consumer, trade and business marketing activity
- Access to the image library for free
- Priority inclusion in press familiarisation visits

Events, networking and training opportunities

- Meet the Chief Executive event
- Networking opportunities that bring the industry together to have one voice, share best practice, cross selling and generate new business contacts
- Exclusive invitations to a number of social and business networking events
- Reduced rate or free access to training workshops

Tourism Awards

- Guidance for completing White Rose Tourism Award application forms

Market Intelligence

- Access to industry research and trade information on www.yorkshiretouristboard.net and www.enjoyengland.com

Business advice and support

Our dedicated Tourism Officers across the Partnership can provide a wide range of business advice and practical support in the following areas:

- Business support, planning and policy: - practical advice, guidance, site visits and supporting letters (where appropriate) for tourism developments
- Legislation and industry regulations: - the latest news, funding and grant opportunities, issues and legal compliance requirements for tourism businesses.
- Industry news: - keep you up to date on issues affecting individual businesses ranging from local, regional and national policy decisions and proposals
- Marketing and PR: - Guidance and support in developing your own marketing and pr materials.
- Sustainable tourism: - support, practical tips and new initiatives to improve business and environmental performance
- Market intelligence: - local and regional updates, statistics, latest industry trends and case studies for best practice.
- Industry representation: - listen to your views, concerns and issues affecting your business, we play a lead role in representing the industry to local, regional and national government, influencing key decisions and future plans.

What is the cost of the partnership scheme?

The partnership scheme is valid for 12 months with an annual subscription fee of £150 excluding VAT. The scheme runs from 1 April to 31 March.

How do I become a partner?

Please contact Tracy Commons on tcommons@yorkshire.com or telephone 0113 322 3570.