



Cycle England

Welcome
to Yorkshire
yorkshire.com



Visit Lincoln

Marketing Opportunities



About Cycle England

Welcome to Yorkshire has secured £1 million of funding for a project which will create new bookable cycling packages in Yorkshire and Lincolnshire, targeting Dutch and German leisure cyclists. The initiative forms part of the Discover England Fund, led by Visit England.





Unforgettable cycling experiences

- We will work with German and Dutch tour operators to offer new bookable cycling holidays in both counties, focusing on some of Yorkshire and Lincolnshire's most iconic long-distance cycle routes – including the Yorkshire Dales Cycle Way, Way of the Roses and the Yorkshire Wolds Cycle Route.
- Packages will include accommodation, attractions, transport, bike hire and other elements which contribute to a cycling holiday.
- We will support this with a high-profile marketing campaign in these countries, including a website, consumer brochure, press and PR activity and attendance at trade and consumer shows.
- The project will also feature in Visit Britain's 'I travel for



The Opportunity

Our research shows us that the Dutch and German tourist is looking for iconic English landscapes and attractions to visit for a truly unique holiday experience. We will combine our stunning landscapes, history & heritage and food & drink with cycling to showcase both counties to the German and Dutch market.

We are offering a number of exciting opportunities for businesses who would like to be part of the project and promote themselves to a German and Dutch audience.



Cycle England Guide

The Cycle England Guide will inspire the German and Dutch market to visit Yorkshire and Lincolnshire on a cycling break and will raise awareness of our amazing landscapes and everything there is to see and do on a cycling break including our countryside, wildlife, world class attractions, National Parks and Areas of Outstanding Beauty.

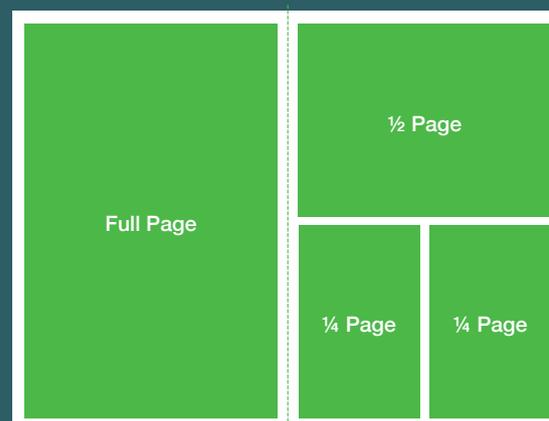
We will provide a flavour of some of our best cycling routes and packages including food and drink and accommodation.

The A5 guide will be distributed at consumer and trade shows in Germany and Holland including Vakantiebeurs, CMT Stuttgart, Abf Reisen & Urlaub Hannover, Reisen Hamburg, F.R.E.E. Munich, Fiets en Wandelbeurs and ITB Berlin with a reach of over 1 million people. A PDF version will be available on www.cycle-england.co.uk

12,000 copies of the guides will be produced and translated into Dutch and German.

Advertisement	Price
Full page	£1,500 +VAT
½ page	£750 +VAT
¼ page	£400 +VAT

Booking deadline: 1st November 2018



Example Ad space

Cycle England Website

A brand-new Cycle England website will be launched in September to showcase the great cycling offer here in Yorkshire and Lincolnshire and to provide detailed information on cycling packages and routes available.

The website will be promoted across all Cycle England marketing activity and will be available in English, Dutch and German.

Feature your business on our Cycle England website in one or more of the following ways:

Advertisement

Header banner advert on top level pages

Price

£150 +VAT per month

Side/ tile banner

£150 +VAT per month

Advertisement

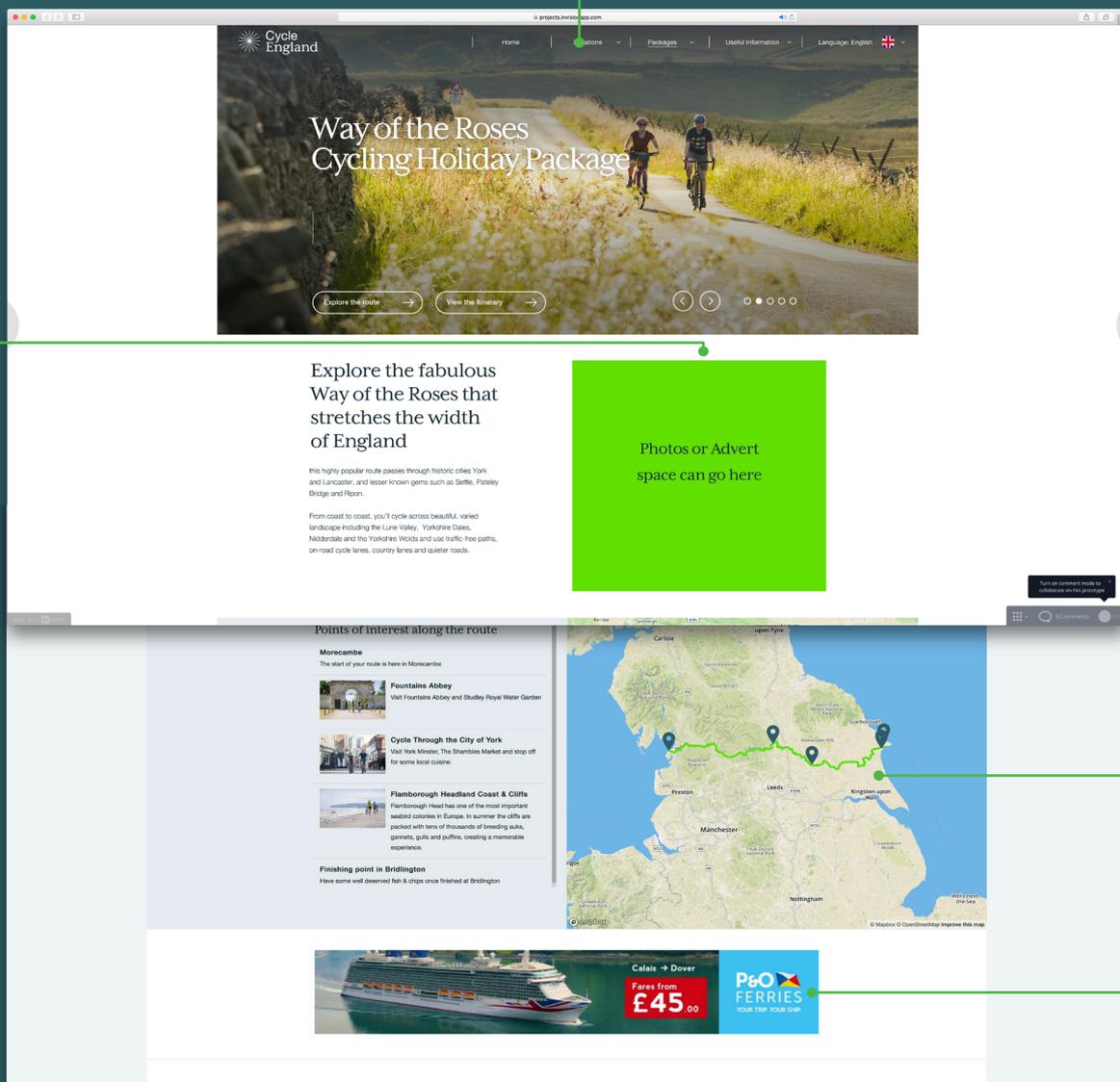
Attraction/business as a point of interest along the route maps

Price

£100 +VAT per year

Small mid page banner

£100 +VAT per month



Cycle England

Stand Share at Exhibitions & Consumer Shows

Stand share opportunities at the following international travel exhibitions and consumer shows:

1 Vakantiebeurs (Netherlands) 9-13 Jan 2019

Vakantiebeurs is one of the biggest travel shows in the Netherlands. In 2018 the show welcomed 105,369 visitors. Visitors to this exhibition spend on average €3,200 on holidays per person per year, €2,000 more than the average Dutch citizen.

Opportunity

Stand share

Price

£3,000 +VAT

2 CMT Stuttgart (Germany) 12-20 Jan 2019

This 9 day event is the worlds largest consumer show for tourism and leisure. 265,000 visitors and 1,500 accredited journalists attend each year.

Opportunity

Stand share

Price

£3,000 +VAT

3 Fiets en Wandelbeurs (Netherlands) 1-3 March 2019

This show attracts 45,000 visitors and is the world's largest exhibition for consumers in the field of cycling and walking.

Opportunity

Stand share

Price

£3,000 +VAT

4 ITB (Germany) 6-10 March 2019

5-day travel trade and consumer facing exhibition. In 2018, ITB saw 110,000 visitors attend. 2019 stand cost of €5,000. Experience the whole world of travel at ITB Berlin – all in one location: Countries, cities and regions, tour operators, online booking portals and hotels, and many other service providers from over 180 countries present their products and services.

Opportunity

Stand share

Price

£3,000 +VAT

Booking deadline: 1st November 2018





For further information and
to book an opportunity,
please contact

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