



# MARKETING PLANNING FOR 2024

## FREE ONE-DAY TRAINING

FOR TOURISM BUSINESSES ACROSS NORTH YORKSHIRE

Would you or a member of your team like to attend a free one-day training seminar (10am - 4pm including light lunch) this Autumn to help you plan your marketing for 2024?

If so, choose one of the dates below and sign up via York & North Yorkshire Growth Hub's website at <https://www.ynygrowthhub.com/events/tourism-marketing-planning-2024/>

Each free training day will involve a maximum of 12 businesses from your district, and will be led by former Marketing Director of Yorkshire Tourist Board, Martin Evans. As "Tourism Business Booster" sessions, they will be lively and full of marketing and promotional ideas to put into practice in your business.

We already know that with interest rates rising fast, utility bills hitting new heights, and staff wages and food costs increasing by double digits, it's going to be a hard winter and a tough 2024. This new, free workshop from the Growth Hub, is just what you need in order to hit the ground running with sharpened and cost-effective marketing for the challenging times ahead.



## Tell me more

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This fully funded programme, free to hotels, B&Bs, self-catering operators, wedding venues, restaurants, spas, visitor attractions and events organisers, is delivered by Martin Evans of The Tourism Business, the York-based marketing consultancy which has worked with leading hotels, attractions and other tourism operators for the last 25 years.

## Dates and Venues

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### Thursday 2nd November

#### Crown Spa Hotel, Scarborough

10am to 4pm with a light lunch and refreshments provided

### Wednesday 15th November

#### Harrogate Co-Lab (next to the Convention Centre)

10am to 4pm with a light lunch and refreshments provided

### Wednesday 22nd November

#### The King's Head Hotel, Richmond

10am to 4pm with a light lunch and refreshments provided

## About Martin

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Martin Evans has considerable experience in delivering business advice, coaching, mentoring and training to hundreds of SMEs, including being joint Lead UK Coach on the DTI's "Profit through Productivity" benchmarking and best practice scheme for tourism businesses. As a former Marketing Director of Yorkshire Tourist Board and of Consort Hotels group, and founder/organiser of national marketing conferences for hotels, attractions, spas and wedding venues, he is well positioned to add real value to your marketing in just one day.

## Feedback from previous attendees

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*"Martin has been really helpful and given straightforward, easy to implement advice."  
"Spending time with Martin has been invaluable, for many different reasons, but as someone who works alone, to have the input and expertise of someone who is so experienced in this area, has offered great support for the business, and almost more importantly, a real coaching and mentoring opportunity for me"*

## Further Details

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This fully funded programme is only available to SME businesses or charities trading or registered in North Yorkshire. Places are limited (and only one to each business) so please register your interest early to avoid disappointment.

Complete the simple joining form at <https://www.ynygrowthhub.com/events/tourism-marketing-planning-2024/>. We'll be straight back in touch to confirm your place.



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