

THE AIM

Harrogate Hospitality and Tourism Association is the association for the Hospitality and Tourism sector in Harrogate District. The association incorporates the full borough of Harrogate and welcomes hotels, venues, tourist attractions, bars and restaurants. The aim of the association is to provide support and knowledge for members; to encourage growth in business and leisure tourism for the region and to promote hospitality and tourism as a career of choice.

EVERYTHING DELIVERED BY THE ASSOCIATION WILL ADD VALUE THROUGH...



KNOWLEDGE



TEAM FOCUS



BUSINESS FOCUS

STRATEGY FOR 2020

MEMBERSHIP



IMPARTIALLY MANAGED

The association is managed by an impartial party. Bonner & Hindley are specialists in marketing, PR and consortia management specifically for the hospitality and tourism industry. The team manage the day to day activities and all decisions are made by the Exec Board, which consists of members covering all sectors of the industry throughout the borough.



GENERAL MANAGER MEETINGS

This is an opportunity to network with peers and discuss business levels and trends. We will secure a maximum of 2 business focused speakers per meeting.

Examples may include;
 • Hospitality Action • LNER • STR

4 MEETINGS PER ANNUM



SALES MANAGER MEETINGS

Sales Managers can network with their colleagues and discuss business levels and trends. Sales initiatives, events affecting the region and best practice will be discussed along with 1 sales focused speaker

Examples may include;
 • Wedding Dates • Expedia • Welcome to Yorkshire

4 MEETINGS PER ANNUM



HR MEETINGS

These meetings focus on Human Resource needs and are open to any employees who take responsibility for HR within the company.

Subjects discussed at the meetings include;
 • Recruitment • Legislation • Apprenticeships • Best Practice

2 MEETINGS PER ANNUM



NETWORKING

Membership gives you the chance to network with key stakeholders such as;

• Harrogate Borough Council • Welcome to Yorkshire • Harrogate BID
 • Harrogate Convention Centre



COST SAVING

Through the joint power of the association we look to source cost saving opportunities for the membership such as;

- Recycling
- Industry memberships
- Training courses



LOBBYING

The association provides a forum to lobby key opinions on subjects of concern to the membership

BUSINESS FOCUS

INDUSTRY UPDATES

Each month we will supply a business update on the region and industry as a whole

ONCE PER MONTH



INFORMATION GATHERING

We respond to the needs of the membership and collate information when required.
Examples may include;

- Investments in the market
- Pricing comparisons
- Salary survey



EXHIBITION / INDUSTRY EXPOSURE

The association will organise one exhibition per year to assist with industry and location awareness. Members will be able to pay an additional fee to partner on the stand, sharing the overall costs of attending such an event.
Examples may include;

- The Great Yorkshire Show
- Confex
- CHS

ONCE PER YEAR



FAMILIARISATION TRIP

The association will work with the Convention Centre and other key stakeholders to organise a Fam Trip for buyers.
This will give hotels a chance to host them and venues / tourist attractions a chance to network and showcase their properties.



REGIONAL SUPPORT

The association will act as a central contact to support large scale events coming to the region. This could be through; bed stock, venue facilities, experiences or endorsements to support tenders.



SOCIAL MEDIA

The association will put out various content through social media. Each quarter all members will be contacted to provide new information.
Blog content will be incorporated such as "10 hidden gems in Harrogate"



PUBLIC RELATIONS

The association will submit press releases where there is the opportunity for exposure for members. We will focus on local, regional and national press along with industry publications



REGIONAL INITIATIVES

The association will act as the driver for co-ordinating regional initiatives with other stakeholders such as;

• Harrogate BID • Harrogate Borough Council • Visit Harrogate • Harrogate Convention Centre



WEBSITE DEVELOPMENT

Overtime a new website for the association will be developed and will include;

• Member Directory • Member Login • Job Opportunities • And more



PEOPLE FOCUS



STAFF EVENTS

Staff events will be subsidised to attend. We offer a variety of events to appeal to as many team members as possible. Examples may include;

• Football Tournament • Tenpin Bowling • Quiz Night

MIN OF 2 EVENTS PER ANNUM



EDUCATION / TRAINING

The association will run several training and development courses during the year. These will either be free or a shared cost between participants.

We will respond to the overall requirements of the group and courses may include;

• Mental Health First Aid • Child Protection • LinkedIn training



EDUCATION PARTNERSHIPS

The association are committed to supporting the future talent in the Hospitality and Tourism industry. We will work with local schools, colleges (including Harrogate Catering college) and Universities to offer;

• Apprenticeship schemes • Mentor programmes • Student Placements • Career fairs



COMMUNITY ENGAGEMENT

The association will provide opportunities for the membership as a whole to engage with the local community. This may be through charity collaborations, sponsorship of local schools or clean up schemes.

MEMBERSHIP £995

PLUS VAT PER ANNUM. REDUCED MEMBERSHIP OF £595 PLUS VAT AVAILABLE FOR SMALL BUSINESSES EMPLOYING LESS THAN 30 PEOPLE

www.harrogatehospitality.co.uk info@harrogatehospitality.co.uk 0113 243 4713