

Survey of Businesses about the Grand Depart - preliminary analysis

September 2014

Purpose of this report

1. The purpose of this report is to highlight some of the initial results from a survey of tourism businesses, undertaken over a 5 week period, in July/August 2014.

Introduction

2. The survey was initiated to gain understanding of tourism businesses views following the Tour de France Grand Depart (TDF). It was conducted between 14 July and 18 August 2014 using SurveyMonkey, an on-line survey package. The questions asked are shown in **Appendix 1**.
3. The YDNPA sends out a regular e-newsletter to over 400 Dales Tourism businesses. Through this newsletter they were invited to complete the questionnaire and share their business experience of the Grand Depart, including their hopes for the future. Richmondshire and Craven District Councils also sent the link out to their business contacts and the link was advertised via twitter on the @distinctlydales account.
4. The total number of questionnaires completed was 157. As the survey was aimed at established tourism businesses, responses from others such as Network Rail, vets, or temporary campsites etc., have been removed from the analysis. This resulted in 125 business responses being used for the purposes of this report. Only 109 of those responses supplied a postcode so their location in relation to the National Park or AONB could be ascertained.
5. From analysis of the information provided 54% of businesses were located in the Yorkshire Dales National Park, with only 2% in Nidderdale AONB. The remainder were from the surrounding Yorkshire Dales area. Breakdown in terms of district council areas was 67% (83 respondents) in Craven and 31% (38 respondents) in Richmondshire with 2% (3 respondents) within other districts.
6. Of the businesses that responded about half were accommodation: serviced accommodation 35% (43 respondents) and self catering accommodation 11% (13 respondents), bunk barn 2% with pubs/café accounting for 26% (32 respondents). The other category was mostly businesses who described themselves as more than one of the categories e.g. serviced accommodation and self catering or farm shop and café.
7. It should be noted that as this was an on-line self completion questionnaire the actual number of responses for each question varies. As some respondents choose to answer some questions and not others. To see the actual number of respondents for each individual question see the base number in the tables below.

Findings

Preparation prior to the event

- All respondents were aware that the Tour de France Grand Depart was taking place in their area (question 5); with 48% saying they undertook some specific marketing work in preparation (question 6). The word cloud **Figure 1** below shows the form this took, which was mostly website, or social media (ie facebook, twitter and other social media combined).

Figure 1 Word cloud showing amount of marketing activity by type prior to the event



Revenue over the weekend

- Respondents were asked to give their views of the effect of the TDF on their business, both in the short-term, and in the longer term.
- Just over half of businesses (56%) expected their sales to increase over the Grand Depart weekend, while 14% expected to have a decrease in sales. Of those expecting an increase, 39% (27 respondents) actually had sales lower than expected with 42% (29 respondents) having sales as expected. A breakdown of business expectations against the actual effect of the Grand Depart weekend is shown in **Table 1**.

Table 1: The effect on business of TDF over the Grand Depart weekend

		Were your expectations met? (Question 8)				
		Higher than expected	Lower than expected	As expected	Don't know	
Base		124	17 13.7%	42 33.9%	61 49.2%	4 3.2%
What effect did you expect the TDF to have on your business (Question 7)	Decreased Sales	18 14.5%	1 0.8%	8 6.5%	8 6.5%	1 0.8%
	No effect	23 17.7%	2 1.6%	2 1.6%	16 12.9%	2 1.6%
	Don't Know	15 12.1%	1 0.8%	5 4.0%	8 6.5%	1 0.8%
	Increased Sales	69 55.6%	13 10.5%	27 21.8%	29 23.4%	- -

Table 2: How the weekend compared to a typical sunny July weekend

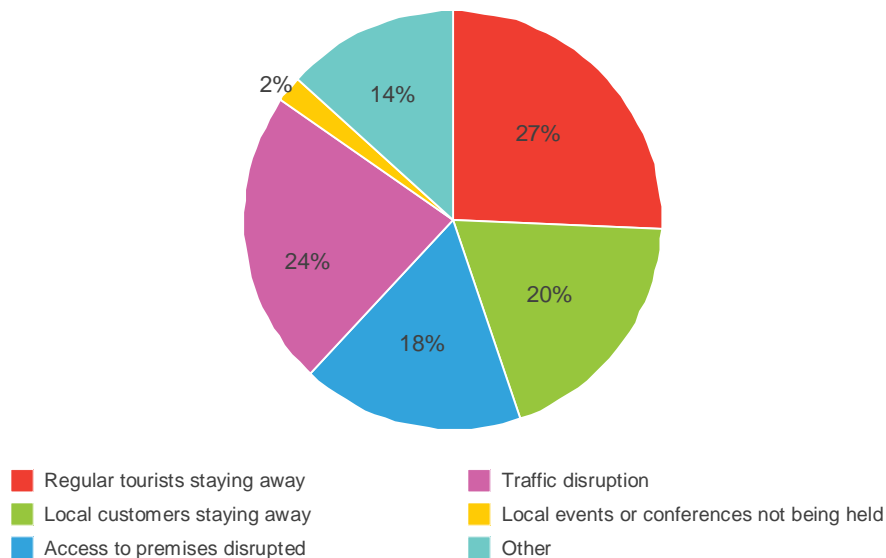
		How did the weekend compare to a typical sunny July weekend? (Question 9)				
		Busier than usual	Quieter than usual	Same	Don't Know	
Base		125	39 31.2%	44 35.2%	41 32.8%	1 0.8%
What effect did you expect the TDF to have on your business (Question 7)	Decreased Sales	18 14.5%	- -	17 13.6%	1 0.8%	- -
	No effect	23 17.7%	3 2.4%	3 2.4%	17 13.6%	- -
	Don't Know	15 12.1%	5 4.0%	7 5.6%	3 2.4%	- -
	Increased Sales	69 55.6%	31 24.8%	17 13.6%	20 16.0%	1 0.8%

11. Businesses were asked to say how they thought the weekend compared to a normal sunny July weekend (Question 9) see **Table 2** above. Businesses were fairly evenly split with approximately a third saying it was either busier (31%) quieter (35%) or the same as normal (33%). The detail of these results suggests that approximately a

quarter thought that even though they would usually be busy on a sunny weekend in July, the Grand Depart weekend was busier than this.

12. Those respondents (35%) who said it was quieter than they would usually have expected on a sunny July weekend were asked to say what they thought may have contributed to this (question 10). Most respondents gave more than one reason; these are shown in **Figure 2** below.

Figure 2 What do you think may have contributed to your business being quieter than usual?



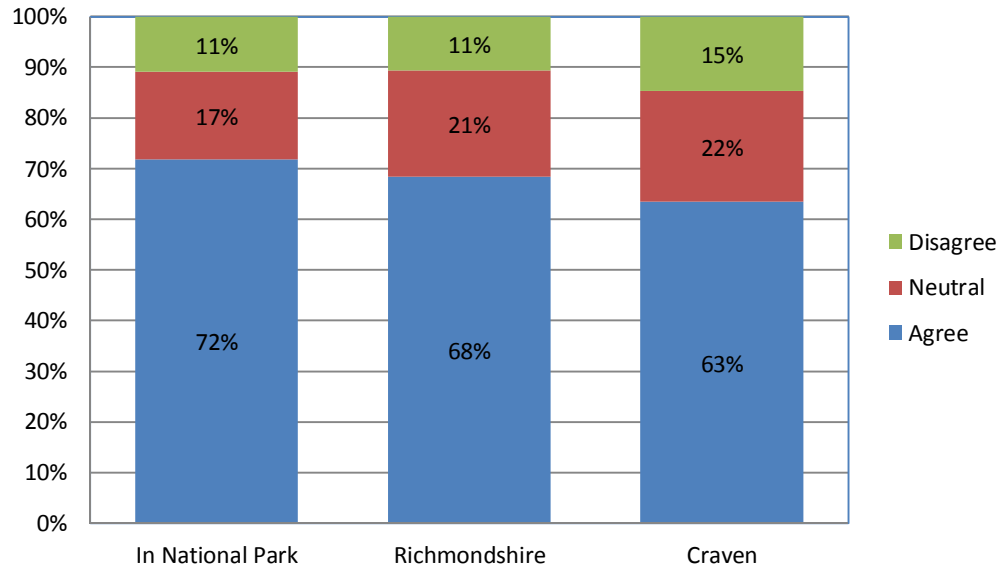
13. The other category breakdown for question 10 (14% shown in pie chart above) is: people watching race . 7, road closures . 4, other events on . 1, excessive crowd estimates . 1, pop up shops . 1, events not on . 1.

Looking to the future

14. Businesses were then asked to say if they agreed, disagreed or were neutral on a series of statements (question 12).

15. The first statement was *having the Tour de France in this area will have a long term positive impact on my business*. **Figure 3** below shows, 72% (46 respondents) of businesses within the National Park agreed with this statement. There was less agreement from those businesses located outside the National Park but still the majority 59% agreed (32 respondents).

Figure 3 Views of respondents, by location to the statement ‘having the TDF in this area will have a long-term positive effect on my business’



NB Craven and Richmondshire include businesses also in the National Park

Table 3 Views on whether the TDF will have a long-term positive effect on respondent’s business, shown by business type

Having the TDF in this area will have a long-term positive effect on my business				
	Base	Agree	Neutral	Disagree
	123	82	25	16
Serviced Accommodation	42	29 69.0%	9 21.4%	4 9.5%
Self Catering	13	9 69.2%	3 23.1%	1 7.7%
Camping / Caravan / Bunk Barn	3	3 100.0%	-	-
Pub / Cafe	32	21 65.6%	9 28.1%	2 6.3%
Shop	5	3 60.0%	1 20.0%	1 20.0%
Visitor Attraction	10	5 50.0%	2 20.0%	3 30.00%
Restaurant	2	-	1 50.0%	1 50.0%
Other	16	12 75.0%	-	4 25.0%

16. The second statement considered was *Local authorities should seek to host more events of this type*. Overall 67% (82) businesses were in favour of more such events and only 11% (14) were not, while 27 (22%) neutral on the issue. There was general agreement in views between business types; however visitor attractions were less in agreement, with only 50% that responded supporting this statement (5 out of the 10 visitor attractions).
17. The highest level of agreement with this statement was in Richmondshire where 74% of those who responded agreed, compared to 63% in Craven and 69% of businesses located in the National Park.
18. The third statement considered was *The publicity generated by the Tour de France will bring more tourists to the Yorkshire Dales in future*. Most respondents (84%) agreed with this statement. There was generally agreement in views between business types. Level of agreement were also consistent by locations (**Table 4**). However, slightly more businesses (87%) located outside the National Park agreed with this statement compared to 81% within the National Park. The level of agreement in Richmondshire was 79% compared to 86% for Craven.

Table 4 Views on whether ‘the publicity generated by the Tour de France will bring more tourists to the Yorkshire Dales in future’ by location

	Total	National Park		Total	District Council		
		No	Yes		Richmond	Craven	Other
Base	119	55	64	124	38	83	3
Agree	100 84.03%	48 87.27%	52 81.25%	104 83.87%	30 78.95%	71 85.54%	3 100.00%
Neutral	14 11.76%	4 7.27%	10 15.63%	15 12.10%	7 18.42%	8 9.64%	- -
Disagree	5 4.20%	3 5.45%	2 3.13%	5 4.03%	1 2.63%	4 4.82%	- -

19. The fourth statement considered was *the Tour de France event has led to greater consumer awareness of my business*. This question has not been analysed because businesses struggled to answer this question.

Support or guidance received

20. Respondents were asked whether they received any support or guidance about the Tour de France (question 14). If yes, they were asked who from and what guidance they received (question 15). Overall 84% of businesses had received some support or guidance in relation to the Tour de France. This had come from a variety of sources. 64% from Welcome to Yorkshire, 62% from District Councils and 40% of businesses within the Yorkshire Dales National Park from the National Park Authority. The details are shown in **Table 5** below.

Suggestions for the future

22. Respondents were asked a series of open ended questions, asking what we should do next:

- What do you think we should do to get the best out of any short term benefits for the Yorkshire Dales? (question 16)
- What do you think we should do to get the best out of the long term legacy for the Yorkshire Dales? (question 17)
- Any comments or suggestions? (question 18)

23. The responses given are shown in full in **Appendix 2, 3 and 4** respectively. In summary there was a general feeling that the images generated by the Tour de France should be used to promote the area . directly or indirectly. The reach of the TV coverage meant that a new audience was aware of the area and they have seen what it has to offer . the landscape and the welcome. It was felt this needed to be capitalised on although the means suggested for doing this were varied. More specifically, there was an appetite amongst many . although by no means all . of the businesses for the legacy to take the form of further events and better facilities for cycling.

24. In terms of further events, both those of a professional nature, such as a Tour of Yorkshire, and those for wider participation were highlighted. Suggestions for the latter were largely for events of an active nature, particularly cycling and walking. Some suggested better cycling facilities. Of those who suggested better cycling facilities they largely wanted to see the development of off-road, safe routes to be enjoyed by a rather different market to the serious cyclist who might follow the Tour route or take part in road races. In essence, they wanted to see family-friendly cycle routes.

Conclusion

25. In conclusion, the Tour de France Grand Depart has been received positively by tourism businesses in the Yorkshire Dales. Most believe that it will have had a long term positive effect on their business. There is an opportunity to build on the work of recent years to further promote cycling in the Dales. A number of family friendly cycle routes are also in development.

Tracey Lambert

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Yorkshire Dales National Park Authority

APPENDIX 1 - Questionnaire

Tour De France Business Questionnaire

This is a short survey to collect your views on the impact of the Tour De France on your business.

1. Name of Business (optional)

2. Please provide your postcode (optional)

3. Where is your business located?

4. What type of business do you operate?

- Serviced Accommodation
- Self Catering
- Camping / Caravan / Bunk Barn
- Pub / Cafe
- Shop
- Visitor Attraction
- Temporary Car Park / Campsite just for event
- Other (please specify)

PRIOR to the Tour De France Event on the 5 / 6 July

5. Were you aware that that the Tour de France was going to be taking place in your local area?

- Yes
- No

6. Did you business do any specific marketing or promotional work?

- No
- Yes, please provide details

7. What effect did you expect the Tour de France to have on your business?

- Increase sales
- Decrease sales
- No effect
- Didn't know what to expect

8. Were your expectations met?

- Higher than expected
- Lower than expected
- As expected
- Don't know

9. In relation to your business, How did the race weekend compare to a typical sunny July weekend?

- Busier than usual
- Quieter than usual
- The same
- don't know

10. What do you think might have contributed to you being quieter than usual?

- Regular tourists staying away
- Local customers staying away
- Access to premises disrupted
- Traffic disruption
- Local events or conferences not being held
- Other

Other (please specify)

11. Do you attribute the Increase/Decrease in sales to the Tour De France, or some other reason?

- Yes
- No
- Don't know
- Other (please specify)

12. Let us know if you agree or disagree with the following statements

	Agree	Neutral	Disagree
Having the Tour de France in this area will have a long term positive impact on my business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local authorities should seek to host more events of this type	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Tour de France event has led to greater consumer awareness of my business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The publicity generated by the Tour de France will bring more tourists to the Yorkshire Dales in future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Now that the Tour De France is over, how optimistic are you about future benefits to your business in the ...

	Not optimistic at all	2	3	4	5	Very Optimistic
Short Term (July - October)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Medium Term (2015/2016)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Long Term (2017/2020)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Did you receive any support or guidance about the Tour de France from ... (tick all that apply)

- Your local council
- Welcome to Yorkshire
- Yorkshire Dales National Park Authority
- None
- Don't know
- Other (please specify)

15. What guidance did you receive?

16. What do you think we should do to get the best out of any short term benefits for the Yorkshire Dales?

17. What do you think we should do to get the best out of the long term legacy for the Yorkshire Dales?

18. Please let us know any other comments or suggestions

19. Would you mind us using the information you've given to produce a case study, illustrating how the Tour de France has affected your business?

- Yes
 No

If yes, please supply contact details

APPENDIX 2 - The full answers to Question 16.

What do you think we should do to get the best out of any short term benefits for the Yorkshire Dales?

Bunting and decoration etc [7]

I think we should have left the big white bike on stags fell for the summer!!

Keeping the TDF banners, yellow bicycles and advertising hoardings up will keep peoples interest alive in the short term - even if they weren't here for the event they will be aware that it was here and may do some research to see what happened.

Keep momentum going to keep sense of pride in town appearance.

For the route to remain decorated yet most bunting has been taken down.

Free car parking at weekends and bank Holidays

Keep the yellow bicycles!

Keep the bunting up for the summer!

Promotion and marketing [59]

Continue to promote associated tourism.

Get your arses in gear and capitalise on the reception that was the great "Yorkshire" welcome displayed by the general public and use it to attract some other "prestige" events to our region!!! It should be a lot easier sell next time!

Build on the success with a national campaign to "visit Yorkshire".

Promote the Yorkshire Dales at the hub for Outdoor Activities and family Fun.

On-going promotion so people keep the dales in their minds.

Publicise the success of the event. Yorkshire was shown in all its glory on TV, people need to be reminded or best efforts will be forgotten. Most people will have booked or taken summer holidays now, promotions to attract people during the autumn.

Do 'short stories' of the communities that worked hard to make their town/hamlet/village look good and engaged like the chap in Bainbridge who made wooden bikes whilst raising money for Yorkshire Air Ambulance and Hawes who had volunteers doing whole town.

Concerted joint marketing blitz throughout UK and Europe to cyclists walkers campers caravaners etc.

More Marketing.

Promote Yorkshire dales towns as a shopping destinations, cyclists often just cycle into the area , perhaps stopping for tea , often bringing their own food and drink ... no real retail benefit to local shops, they spend very little as they are on bike.

I think short term looks after itself with tremendous worldwide publicity.

Use the filming if able to promote The Yorkshire Dales use it as a reminder on TV.

Enjoy the moment and celebrate such a fantastic event coming so close.

How beautiful the Dales are, how cyclist friendly the businesses are. How accessible it all is.

National advertising.

Ensure the visitor experience is as good as it can be. Signage, cleanliness, public toilets, access to information: Where can I leave my bike, Is the route available on the obvious local authority and visitor web sites.

Hold celebratory events such as organised cycle rides around parts of the course.

Maintain the profile of North Yorks.

Produce publications/visitor guide about the area including family friendly cycling routes, a drive through the dales, a simple listing of accommodations, attractions, places of interest, where to eat, what's on, shopping and connect to the tour event.

Keep Yorkshire in the news, follow-up stories etc.

Keep on promoting.

Businesses need to be cycle-friendly and promote themselves as such.

Updating tourist portal websites such as cyclethedaes and MTBthedaes, fresh images, update the content. Make sure those websites are well linked to the Le Tour Yorkshire websites etc.

Encourage people to come & stay & explore, not just pass through on the TDF route.

A guide on what is to be seen along the fringes of the route, eg, within 10 minutes ride. This could help pull customers off the route, instead of them just riding past.

Push advertising now for the dales whilst it is still in peoples minds.

Follow Up with a TV Campaign - i.e BBC's One Show, Country File or a simple advertisement.

Continue mentioning it in literature/ marketing. Contact with cycling groups who may wish to do the route.

Have TDF route maps readily available in all TICs. Launch a competition the prize being a good quality bike, the winner having to proof that they spent 4 days in the Dales area.

Create dedicated Tour de France cycle routes - and market/promote them as such. Offer guided Tour de France cycle routes for less able cyclists. Plan amateur competitive cycling events on the route.

Advertise the Dales.

Viral marketing on TdF helicopter footage of the Dales and news items eg yellow sheep - many people I know have commented that they had NO IDEA how stunning the Dales are. Availability of dales cycleway maps and extend network AVOIDING the main TdF route.

Keep the name out there.

Advertise that you welcome bikes have secured locked facilities for them for over night.

Media attention.

Push for an annual bike race.

I think that more coverage of the Yorkshire Dales in different programs can only highlight the area.

For Richmond keep advertising – the people may stay next time.

Try to sell Swaledale to best abilities and maybe having leaflets to hand out, maybe a tour route guide that includes everyone that was involved.

Better signage to Yorkshire Dales from major road networks. Marketing campaign in Euro cycling countries eg France, Holland.

Use the Tour's camera footage, which I believe has been shared with W2Y, to produce DVDs / YouTube content showing the Dales looking sensational from the air.

Don't let the legacy fade. Keep it in the forefront of publicity to remind people how the dales and the whole of Yorkshire welcomed Le Tour and embraced the event.

Be careful not to over-publicise Tour de France at the expense of the things that the Dales are renowned for.

Make a huge celebration of the legacy: the focus on our glorious space of the Dales, and all things produced here. Visitors need to know specifically about what there is to look at and visit. Like a 'Lonely Planet' Guide for the Dales. Follow up with huge...

Locally based PR and advertising

Promote the beauty/ landscape of area

I doubt if more can be done. Its all out there. Just need people to come along.

Organise more smaller scale cycling event to attract tourist coming back.

Encourage more outdoor activities, with hiking and cycling routes. Encourage more camping sites for the younger generations to enjoy the dales. (An affordable option).

Good TV and media advertising

Keep promoting it as a great place to stay with lots of activities and things to see and do.

Keep the dales on the TV etc

Promote the images from the event and promote the course that passed through the Yorkshire Dales

Encourage cyclists into the dales and provide facilities.

Try to keep up the momentum of the spotlight being thrown on the area

Continue in the same positive manner.

Keep showing footage about how beautiful Yorkshire looked.

Continue the positive attitude to cyclists as a viable tourist contribution to the area.

Contact foreign travel agencies and forge partnerships with them.

Social media [1]

Strong QUALITY Social media presence – keep on it. Utilize any database we have combined and targeted.

Roads/ car parking/ public transport/organisation [9]

Keep the roads safe for cyclists and also cars. As there are many still cycling part of the course and also cars are following the route. Make it well sign posted.

Make cyclists aware of cars on the road and be courteous.

Lower car park charges!

Provide better public transport.

More bus routes in the Dales.

Local Authorities need to work together!

The only short and medium term 'benefits' that we can see are that there will more groups of amateur cyclists on the roads. This will cause traffic problems and contribute little to businesses because cyclists tend to spend very little or nothing at all.

Mend potholes in the roads

increase major road signage on A1 and M6

Other [10]

The TDF in the short run was a bit of a flop, as we didn't get the numbers we were advised of staying in our area, a lot of businesses took a hit on this. However what it did do was inspire and motivate local businesses to invest and improve their appearance.

Make people welcome.

Don't do it again or anything similar.

Increase the rates on second and third homes that are left empty.

Stop focussing on cycling.

Hosting the Tour de France stage one has hugely increased a positive feel good factor for the Dales. Local communities such as Hawes have taken pride and put a great deal of effort into how they present themselves hopefully this will continue.

Just carry on as usual.

Hard to say when the actual race did not come to Richmond but we supported those families that could not travel to the race.

Have a single coordinated structured body which avoids the thoroughly confusing multi partner arrangements which plagued the Grand Depart.

More information would be a good idea we didn't get much help and the roads were closed too soon.

APPENDIX 3 - The full answers to Question 17.

What do you think we should do to get the best out of any long term benefits for the Yorkshire Dales?

Events – cycling [10]

Hold similar events.

Hold Annual events focused on outdoor activities – Cycling.

Promotion of other cycling and sporting events in the area.

Cycle Friendly destination - maybe an Annual Tour de Dales event with rolling closed roads.

Regularly schedule events that cover all areas of the Dales, either cycling, walking etc that makes the most of our lovely area.

More events along the lines of the Tour De France.

As I believe in future there is going to be a Yorkshire Cycle race just to keep everyone informed.

Use the TDF legacy as a way of encouraging sponsorship of future events.

Push for tour de Yorks bike race.

Cycle Friendly destination - maybe an Annual Tour de Dales event with rolling closed roads.

Events – general [9]

Create a centrepiece / event that will act as a legacy attraction.

Promote all sports, have a festival of sport.

Set goals for further events asap.

Promote at least an annual event to keep people coming back to re-live the TDF. The Tour of Yorkshire is a brilliant idea but something more localised could be done too.

Promotion of other cycling and sporting events in the area.

Regularly schedule events that cover all areas of the Dales, either cycling, walking etc that makes the most of our lovely area.

Promote future cycle event running walking etc what the area is already none for and good at.

Hold Annual events focused on outdoor activities – Cycling.

Empower availability of mobile telephony throughout Dales support continuation of some of the more successful 100 events on an annual basis to create interest in off-peak eg 'may'd int' dale' festival. Develop all weather attractions.

Promotion of cycling (excluding events) [12]

Continue to promote cycling in the dales and ensure safe to do so.

How about a mountain bike course in and around one of our forests like there is at Dalby. I believe there is already talk of a tour of Yorkshire so that's a good start. Train all "locals" to (politely) engage with the tourists and make them feel welcome.

Introduce cycle events and cycle paths. Assess the dangers of cycling on the roads and promote safe cycling in the dales. Open disused railway track beds as cycle paths, a forerunner to the return of the railway from Redmire to Garsdale perhaps.

Make the area cycle friendly, extra parking spaces, bike security, Make routes very very clear, develop circular routes, think along the lines of the Mary Townley route, a range of circular routes of differing length and difficulty from hubs that can host.

Specifically promote the Yorkshire Dales as an exciting, colourful, scenic, friendly place to cycle. Work with key local businesses to be pro active in attracting visitors from overseas and from around the UK. Help with promotional material, usable images.

More cycle routes.

Invest in cycling in Yorkshire for eg, there are not enough cycle lanes in and around Skipton. Convert the tow path from Kildwick to Skipton into a cycle path. Add this stretch to the NCN route that goes from Silsden to Leeds.

Promote cycling as one of Yorkshire Dales attraction. To creat cycling route and map.

Develop network of cycle tracks to reduce cycle traffic on public roads

Have the tour mapped out with stop off points of interest on the actual route such as our cafe in Killinghall.

A strategy to use disused railway line from Redmire to Hawes as a cycle way that families will be able to access with young people and also those nervous to go on the roads and not yet able to take the challenges of the hills.

Long term make videos available, locate and promote cycle routes and events stressing bunk barn economy accomodation available. Active, aggressive selling of the area for future events of this ilk whilst the success of the GRAND DEPART is still fresh in people's minds.

Cars/parking/road infrastructure [6]

Free car parking all winter.

Lower car parking charges.

Maintain good road standards & signage.

Create Road signs clearly showing the TDF route – directions, distance.

Roads closed too soon so customers couldn't get here.

Increase major road signage on A1 and M6.

Public transport [3]

Improve public transport.

More bus routes in Dales.

Better cycle capacity on trains to the area. Buses able to carry bikes.

Promotion of Yorkshire (as a whole) as a destination [7]

The key things that I thought came across from the TV coverage was the warm friendly welcome, local enthusiasm to welcome visitors plus the stunning locations. I believe promotion of Yorkshire should continue to pick up these themes.

Pricing for accommodation NOW, social media , offers., Just keep doing what were doing and support Welcome to Yorkshire as they have the platform to really advertise. Get something on TV I.E made in Yorkshire ... National Media.

Not being into bike riding difficult to consider. A good PR company via Welcome To Yorkshire would be good.

Keep talking about how great Yorkshire is. Maybe even celebrate Yorkshire Day more (1st August). Make sure when the people come it still looks as good and we offer good quality good value service.

Run adverts (all media) reminding the country what a great place Yorkshire is...using footage from the tour.

Keep promoting Yorkshire on the back of the tour.

Spend money nationally promoting the Yorkshire country side for holidays.

Promotion of Yorkshire Dales as a destination [9]

The Yorkshire Dales is now on the map. Information about what facilities we have needs to be readily available to people wanting to visit, and not in drips and drabs all over the place, in a unified hub of information.

Promote as a tourist destination. Open more camp sites. Relax planning rules for farmers to make cottages from barns.

Ensure food businesses & pubs don't put their prices up over the event. It discourages people feeling being treated fairly and leaves a bad taste about places.

Promote Yorkshire dales towns as a shopping destinations, cyclists often just cycle into the area , perhaps stopping for tea , often bringing their own food and drink ..no real retail benefit to local shops, they spend very little as they are on bikes.

Pay more attention to the promotion of the culture and heritage of the area. The Dales are not just for outdoor tourists.

Keep reminding people how beautiful the Dales are, what activities are available & how friendly the people are. On Mock the Week, Dara seemed quite surprised at how happy Yorkshire folk were ! :)

Advertise the dales.

Use the internet to advertise the dales, all agencies to work together.

Perhaps use images of the Tour de France in some future marketing, but not at the expense of what the Yorkshire Dales are really about and what has, and continues, to attract people to come here.

Other [26]

Improve the quality of what we offer above 3 star.

More Marketing.

These people only came to the dales for the cycle race and not for the Yorkshire Dales.

Work closely with the accommodation providers. If they stay, they'll spend for longer.

Include references to Le Tour 2014 in advertising literature and posters.

Use experts, don't meddle in things you do not understand.

Keep plodding on and hope the dales recovers from the last five years , at the moment it seems to be improving which is partly down to the weather. Starbotton now is made up of elderly people, second and third homes and far to many holiday lets.

Take any opportunities to showcase the area to a wider audience.

Use TV footage of TdF to jog peoples memories.

The Grand Depart will quickly become 'last year's thing', so we doubt there will be any long-term legacy. We should all just move on.

Honestly don't know as most of the guests I have had since didn't watch any of the coverage or know that it came to Yorkshire!!! This is really sad as so much effort was put in by so many people and the locals and crowds were amazing.

Ensure there is broad appeal.

Just good promotion on accepting bike at River House.

Media attention.

It would be great to build on the success - it was a huge undertaking and carried off brilliantly.

We DO NOT want to ruin the Dales by making it a cycling centre. The infrastructure is not right for such. A one off such as the Tour is good, but we are all busy enough, and that weekend was SO SUCH hard work for not an enormous extra amount of money.

More coverage on TV.

By making sure we have plenty of facilities etc. to manage demand and keep them up to a high standard.

Use footage / stills / feedback (we have lots) for tourism-focused advertising in future years.

Make more of the opportunity for the arts around Le Tour. 100 days was too long, and not specific enough. A month of arts events (maybe 2 weeks prior and 2 weeks after Le Tour), heavily supported with a 'Arts Trail'-like guide, and a PR and radio / TV.

More high- profile advertising and PR campaigns.

Create opportunities for young people to work and live in the dales, helping the landscape- even if short term voluntary. To help the natural environment for the recreational visitors

Refer to it in marketing literature.

Continue to promote the area for recreation.

As above whilst trying to attract even more high profile events to the area.

Contact foreign travel agencies and forge partnerships with them

APPENDIX 4 - The full answers to Question 18.

Please let us know any other comments or suggestions?

Positive comments [14]

The common event theme brought a cohesiveness of thought and message. Businesses large and small seemed very creative as to how they were going to apply the event to their business. For example I picked up a lot of printing work from businesses along the route and elsewhere wanting signs, leaflets and banners to promote their cafe / camping / parking.

We have only been in the Yorkshire Dales for 1 year and were actually unaware that the TDF was coming when we bought our business. We are thoroughly impressed though with the organisation from all sectors and the pride that North Yorkshire has had in itself and showcasing what there is to offer here.

The whole thing was very well organised - well done everyone involved!

Wonderful exposure and marketing. Keep going!!

Great to see the effect that the Tour had on local communities who embraced the event and celebrated it so wholeheartedly.

We are not dependent upon our small B&B but without doubt the Tour must impact on the dale, even now I believe I see more overseas visitors.

Our bookings were up immediately the TDF was broadcast.

Just more weekend like that please had a wonderful weekend with friend and guest staying

Loved the event - thank you Welcome to Yorkshire for winning the Grand Depart!

Enjoyed the experience. Once in a life time.

Getting the tour in Yorkshire was wonderful, we need more of the same..... along with other positive programs about the area.....

The Tour was a fantastic weekend and I think everyone worked well as a whole, which came across to others we have had over 200 e-mails to say how well-organised things were and that they will be coming back. We manage to sell the Dales well.

Visitor numbers to our attraction went into decline on the Monday prior to the weekend of the Tour de France (Monday 30 June) and didn't start to recover until Sunday 13 July, but we are still running at lower visitor numbers than last year. Prior to 30 June, our visitor numbers were mainly up on last year. I live in Richmond and was shocked to see how quiet the market square was on Saturday 5 July, and on neither Friday or Saturday was there any congestion in the town. I have a holiday cottage in Richmond. This didn't book until about 3 weeks prior to the Tour, and was booked by people from Switzerland who were not here for the Tour, but were returning to places they had visited when they were students. Locally I have not heard any positive comments about an increase in business because of the Tour.

Our business is very specialised and customers a niche market so I don't really think the tour coming will have a direct impact on our customer base. However we are / were massive supporters of the tour coming to the Dales. I am most optimistic that the legacy will improve and increase tourism generally and this in turn is then recognised and valued as a sustainable contribution to the local economy.

Neutral or mixed comments [10]

I have ticked busier than usual on Q9 as the Friday and Sunday were busier, however on the race day we took less than a normal Saturday due to the road closures

I think with hindsight the road closures were on the severe side . This being said it was the first time such a spectacle had been attracted to Yorkshire and to land the fish I accept you may have had to display your commitment/pander to the powers that be. After the reception TDF received you will be more in the driving seat next time ! How about a "shop Yorkshire" campaign? As a member of the public please on my thanks to all involved with the tour from the tourmakers to the road workers, police etc but most of all the enthusiastic supporters out in their thousands making me proud to be a Yorkshireman. VIVE LA YORKSHIRE!!!

The TDF fell on the weekend that Ingleton has its 1940s weekend, so we were already fully booked. We had about 4-5 enquiries for the TDF but people only wanted 1 night stays which we would not take on busy weekends in the summer months.

I think the tour was a great success for Yorkshire, but on the day, the restrictions on movement and the talk of thousands of people put a lot of people off coming because they thought, as we were told we would be heaving, so if it came again be more lenient with the restrictions. Give us more public transport not none. Big screens seemed to be another draw for people.

Taking Buckden as an example, most regular eatery businesses, temporary 'burger bar' vans and 'have a go' entrepreneurial things like camp sites and car parks either just broke even or lost money or wasted time. The main exceptions seem to have been that bed and breakfast accommodation was fully booked and pubs did well on wet sales, although probably not food.

I would hate to see places hanging on to past glories - it was wonderful but lets hope the yellow bikes and polka dots aren't around in 6 months time.

It did have a negative effect on the sales for the weekend of the tour which we predicted but we had a fabulous time on the Saturday, its about what you make it not moaning about it and I see the bigger picture of what the publicity will do and already is doing for Yorkshire.

I attended the event - it was great. A shame so many people, locals and visitors stayed away because they thought it would be too busy.

We expect to be fully booked for weekends in July so events such as this cannot provide any further business on the day. Benefits may be more long term in encouraging visitors to the area. Suspect that it is those providing pop-up camp sites etc that have benefited immediately from the event.

Only place benefit was actual village tour went through. B&B and pub restaurant did well but not shops.

Negative comments [14]

We deliberately closed both Hawes and Leyburn offices as we were not expecting to do profitable business.

Traffic situation needs to be re looked at. The disruption for road closures all day had a significant effect. I believe in France they operate a rolling road block type of closure rather than a blanket all day. This would enable people to access the area up to the time of the race passing, minimise effects of other businesses and ultimately bring more people into the area. The overall public attendance numbers were substantially overestimated and many businesses lost money as a result.

Kick the nat prk up their backsides to embrace tourism.

No additional trains or carriages were laid on from North or West to Settle, 9.30 (at Settle) train from Carlisle was full when it reached Appleby...despite all the hype, including advertising on the M6 south from Scotland advising of traffic disruption, Settle had no Saturday bus service to Skipton . yet the huge amounts of road traffic did not materialise and Settle was a like ghost town all weekend..

This was a total waste of money!

It was disappointing to note that some businesses increased their charges for the week-end which does not reflect well on the area.

Lack of joint working on the TDF between Craven and Richmond was appalling. far far more could and should have been done with public transport with District Council's taking the lead. Far far too much was route-centred and in particular Skipton-centred.

Road closures do not need to be as early.

I was disappointed that leaflets and bunting all seemed to run out days before the Tour de France. Businesses and visitors were hungry for information and I don't think you were proactive enough in getting the businesses Tour de France-ready.

The focus on cycling is in my opinion misguided. Cyclists are not profitable tourists, and indeed not only do they not spend large amounts of money, the sheer number of them descending on the area is putting other tourists off.

We think the numbers attending in the Richmond area were over estimated. Most businesses in Richmond must have suffered over the weekend. Very quiet indeed as even locals stayed away on the Saturday. Other areas where the tour ran through probably had a very busy day/weekend. Remote areas probably not.

Waste of time & money.

The thousands of visitors we were told to expect did not arrive and road closures meant we actually lost business that weekend. We were asked to be a parking hub, yet no cars arrived to park in the fields that farmers had specially prepared and opened.

In the run-up to the event, on the Thursday and Friday, we were busy. However, the weekend itself was a complete and utter disaster - everyone certainly heeded the message to avoid the A65. But looking ahead, we are sure that the event will ultimately bring benefits to the area as a whole. In this instance, we have to hope that we will benefit from 'the bigger picture'.

Other [22]

The local councils and National Park Authority need to work closer with local business (not just tourism) to support and create jobs and opportunities for younger people and families.

Advertising in National press of what the Dales have to offer in line with TdF legacies.

Continued hosting of events is good short term advertising for the area. Investment in local amenities such as toilets, information centres, museum. Unified information source for visitors website/ leaflet. Marketing TV, Magazines etc.. Continued support for local business from Council and YDNPA.

More information on road closures. Less people trying to rip off visitors. A number of pubs increased their prices for the day.

Don't just focus on the "Honey Pot" areas of the Dales, it is all wonderful.

There is nothing as big as the tour, but sportage / etapes would work well, make the events weekenders with small ride on one day getting visitors to stay over, try and move the starts to benefit the wider Craven, they already start one from Grassington, Settle, Ingleton or Gargrave could host a start. Encourage Broughton Hall events to benefit the wide area not just Broughton Hall.

Perhaps encourage TV stations to do a follow up documentary with interviews and anecdotes

Important to promote the range of activities on offer for different types/ages of visitor and the existence of wet-weather attractions.

Produce a dvd or down load of Craven and Yorkshire Dales like the DVD on sale in Skipton Tourist Information Centre featuring the towns, villages, attraction, shops, restaurants, walks, festivals, please of natural beauty and footage of the tour if the TV companies allow you to use it.

Yorkshire needs to be advertised more without any gimmicks or reliance on sporting events. The natural beauty of the Yorkshire Dales should be enough to entice tourists to the area.

I cannot really help you as the same weekend it was Ingleton's 1940 weekend and I had been fully booked for 12 months and am already full for that weekend in 2015. We had asked the organisers to move this so that we could benefit from the Tour de France but they would not.

Just COOL OFF, and watch what happens. As I said above, people will not come here if we become too commercialised. I am manically busy anyway, which is good, but I do not want to have people complaining about too many people in the Dales. Local people did NOT make a lot of money over the Tour. Many bought a lot of food to make on the roadside, and still have it. I personally haven't heard of one person making a huge difference to their profit. I made a small extra, but haven't had the bill from the insurance company for having 2 caravans in my field. It will probably wipe away all the caravan money. It was a "One Off", good fun, and let's leave it at that. Sit back and see what happens....We do not want the place covered in lycra for the next 10 years.

As this was a pop-up site and not our main business the above questions are not always relevant. We have a secluded riverside site to kill for but red tape and planning prevents us from going ahead with any development.

Cyclists need to ride with respect for other road users. Single file and pull over when large number of cars held up

We have already seen a huge rise in cycling events / races coming through Swaledale from Cumbria. This is great but unfortunately there is a safety issue raising its ugly head. A visitor (63 year old gentleman with minor learning & minor physical difficulties) was knocked down by a cyclist in Reeth and had to go to A&E by ambulance. He hadn't heard the cyclist (who was one of 400 cyclists racing from Whitehaven to Scarborough) coming. Unlike a motor vehicle they are silent. It would be a great shame if the good work of TdF was over shadowed by further accidents / incidents of this nature. I hope it will be addressed soon before something tragic happens.

I think on a whole more information could have been forthcoming ie road closures time tables etc.

There should be some controls for safety on these roads with the increased number of cyclists who ride in large groups making travel through the dales dangerous at times, I feel this is potentially going to put off some of the general public who want to visit the area for other leisure pursuits. Having said that the majority of cyclist who come to experience the beauty of the dales are considerate but groups of 10 or more should have to inform highways if they are going to all ride together in one group as the roads are not safe for this and cars

Get more signage.

Advertise the dales as multi-sports, walking, biking, horse riding etc so the whole family can do there thing .

Tour de Yorkshire in 2015?

We are already aware that there are more annual cycling events in Yorkshire, it would be nice see other events promoted in the same high profile manner.

The B6265 now has too many cyclists on it. When Lafarge Tarmac apply to extend the quarry at Cracoe again this should be turned down and the train track from Skipton should be tarmacked over so that it becomes a safe track for families with children to cycle into the Dales. See <http://www.francevelotourisme.com/contenus/preparation-et-conseils/voie-verte-ou-veloroute> This would be a lasting legacy from the Tour De France if disused railway lines were turned into cycle paths.