



Product Audit Final Report

Scarlet Marketing & Events Ltd – May 26

Introduction and background

The South Yorkshire Local Visitor Economy Partnership (SYLVEP) brings together the South Yorkshire Mayoral Combined Authority (SYMCA), Sheffield City Council, City of Doncaster Council, Rotherham MBC, Barnsley MBC and the private sector.

Its purpose is to work in partnership on shared priorities to support the local visitor economy. Working closely with Visit England, and the LVEP network, enables us to collaborate, develop and grow the visitor economy across the region.

The SYLVEP Priorities include:

- Develop our product and places.
- Increase awareness of our destinations.
- Develop specific reasons to visit.
- Enhance our transport provision and connectivity.
- Manage our visitor economy effectively.
- Purpose/ Objective of the LVEP

Product Audit - The Brief

The brief for the Product Audit was simple – the partnership needed to better understand the product mix of visitor experiences across the South Yorkshire region in the first instance.

It also needed to identify the opportunities which come from collaborating with similar products, understand shared audiences and identify opportunities to present themed experiences in appropriate markets.

In order to achieve this five stages were identified for the audit which included:

- Stage 1 – Auditing
- Stage 2 – Evaluation of Current Marketing Activity
- Stage 3 – Developing product
- Stage 4 – Identifying marketing opportunities
- Stage 5 – Analysis and Intelligence

The outputs for the project we're left to the chosen consultancy to define but they needed to be a mix of product matrix, graphics, illustrations and reports with recommendations for the future.

Scarlet Marketing – a tourism, destination marketing specialist was appointed in September 2025 with the project being completed by Spring 2026.

Methodology

At the outset of the project, a structured framework was developed to guide the audit process. This involved identifying 16 core product categories, aligned with VisitEngland classification standards, ensuring consistency with recognised tourism industry practice.

The selected categories were considered representative of the South Yorkshire visitor economy and included:

- Accommodation
- Attractions
- Conference and Events Venues
- Destinations (including towns and villages)
- Events
- Experiences
- Famous People, Places and Product
- Food and Drink
- Health and Wellbeing
- Music & Nightlife
- Outdoor Tourism
- Transport
- Travel Trade
- TV & Film Tourism

In addition, data was gathered for accessibility, sustainable tourism. This categorisation provided a consistent basis for data collection, analysis, and comparison across the region.

A mixed-method approach was adopted for data collection, combining desk-based research with digital data gathering to ensure comprehensive coverage of the visitor offer.

Key data sources included:

- Official destination websites: Visit Barnsley, Visit Doncaster, Welcome to Sheffield, Rotherham Council
- Social media platforms and community groups
- Search engines (e.g. Google)
- Third-party platforms such as Booking.com and Airbnb
- AI-supported tools, including ChatGPT and Microsoft Copilot

This approach enabled the identification of both formally promoted and less visible tourism products across South Yorkshire.

Significant desk research was undertaken to identify and catalogue tourism products across all categories. The data was systematically recorded and organised within Excel spreadsheets, which are currently stored and managed via a shared Google Drive. Over 2,500 data entries were made throughout the process of data inputting.

A targeted review of destination-level activity was undertaken to understand current target markets, marketing priorities and routes to market. This included surveying destinations to assess existing marketing activity, identify any gaps in promotion or product coverage as well explore opportunities to maximise target markets e.g Travel Trade.

To support analysis and presentation of findings, the identified products were then mapped geographically where appropriate or organised into structured datasets or tables. This enabled clearer identification of the distribution of the tourism offer, clusters of activity and gaps in provision across the region.

The final stage involved the development of this report, bringing together all findings and analysis. The report has been designed to summarise the audit process, present key observations, identify strengths, gaps and opportunities as well as provide a clear plan for what happens next.

The Tourism Product – Summary

The tourism product in South Yorkshire is diverse and unique. It has a multi-layered offer that combines strong urban experiences, distinctive industrial heritage, accessible countryside and a high-profile growing events and cultural scene. There is so much to see and do across the region but at its core the product is shaped by a strong sense of place. Overall, South Yorkshire presents a destination defined by contrast and variety urban and rural, heritage and contemporary, industrial and creative offering a broad but still maturing tourism product with significant opportunity for further coordination and growth.

Accommodation

In accommodation terms the South Yorkshire region has a real mix of accommodation – ranging from well established brands (Hilton, Mecure, Novotel) to independents and budget to boutique. Whilst some destinations have lots of hotels to choose from others don't. Barnsley has identified in its Destination Management Plan the need for an additional hotel product in the town centre to strengthen its current offer. The region has several high-quality B&B's and a large Self Catering, Air B&B market which continues to grow. In addition, it has a substantial campaign, caravanning and glamping facilities across the region as well as Inns and Pubs with rooms for visitors to stay over.

Attractions

One of the region's biggest assets is its visitor attractions – it's not a single 'type' of destination but a mix of industrial heritage, countryside, family attractions and culture- led organisations. Industrial heritage is the backbone of the region with the likes of Magna Science Adventure Centre, Elsecar Heritage Centre and Kelham Island to name a few. It's castles, homes and halls can rival other well-known names – Wentworth Woodhouse has one of the longest facades of any country house, Cannon Hall in Barnsley was recently named one of the top 15 most popular free visitor attractions in England whilst Brodsworth Hall – a Victorian Country House is renowned for its authentic interiors. Some of our stately homes are also part of well-established heritage organisations such as English Heritage and National Trust.

The family and leisure attractions are also one of the region's biggest draws. Including Yorkshire Wildlife Park, Gulliver's Valley Resort, the Metrodome and Cannon Hall Farm in Barnsley

The region also boasts some niche visitor attractions with the likes of the National Videogame Museum and the National Emergency Services Museum in Sheffield. Both unique in their own right and national centres of excellence in their given fields. Doncaster also has the South Yorkshire Aircraft Museum whilst Rotherham houses Grimm & Co – a visitor attraction dedicated to inspiring children and young people through storytelling.

Culture is also at the heart of the region's visitor economy with a range of museums, collections, galleries and creative spaces on offer. From internationally significant collections and industrial heritage attractions to independent galleries, artist studios and cultural venues, the region offers a diverse range of experiences for residents and visitors alike. These assets celebrate

South Yorkshire's industrial past while providing platforms for contemporary visual arts, craft, design and innovation. Together, they attract visitors throughout the year, support local businesses and hospitality, and contribute to the region's identity as a place where heritage and creativity sit alongside one another.

The great outdoors

South Yorkshire benefits from a strong outdoor and nature-based offer, which complements its cultural, heritage and urban attractions. Sheffield is widely recognised as one of the UK's greenest cities, with extensive parks, woodlands and green spaces, and is uniquely positioned as the only major UK city located adjacent to the Peak District National Park. This provides immediate access to nationally significant landscapes and a wide range of outdoor activities, including walking, cycling, climbing, mountain biking and trail running. Across the wider region, country parks, nature reserves, waterways and river corridors further diversify the offer, supporting recreation, active travel and nature-based tourism. Collectively, these assets strengthen South Yorkshire's appeal to visitors seeking outdoor experiences and contribute to the region's identity as a destination that combines city, culture and countryside.

Business Tourism

The region also offers a broad range of business tourism facilities that can accommodate a wide range of events – conferences, exhibitions, product launches, training, away days, team building dinners and meetings. As mentioned above the region's hotel stock includes international brands, independent hotels, serviced apartments and budget accommodation, providing options for a variety of markets and price points. Conference centres, university venues, civic spaces and hotels with dedicated meeting facilities enable the region to host conferences, exhibitions, corporate events and business meetings of varying scales. Together, the accommodation and events infrastructure support year-round visitation, contributes to the visitor economy and provides opportunities to attract higher-value business events.

Destinations and Villages

Many villages across Barnsley, Rotherham, Doncaster and the rural edges of Sheffield benefit from historic character, conservation areas and proximity to natural landscapes, which help support local identity and visitor appeal. Their offer is often centred on independent businesses, local food and drink, and cultural or heritage interest, contributing to a sense of authenticity and place.

Collectively, destination villages help to distribute visitor activity across the region, supporting local economies, encouraging exploration beyond main urban centres and enhancing the diversity of South Yorkshire's overall visitor offer.

Experiences

South Yorkshire offers a varied mix of visitor attractions and experiential activities that span indoor entertainment, outdoor adventure and family-focused experiences. The region includes several major attractions alongside smaller independent sites, providing a broad offer for different audiences and market segments. Things like Sheffield Food Tours, chocolate making, feeding polar bears, walking with alpacas combined with outdoor adrenaline-based activities including climbing, water sports, mountain biking and adventure led-experiences in both built and natural environments. While individual operators do offer bookable experiences—such as food tours, brewery visits, distillery experiences, attraction add-ons and outdoor activities—

these are often fragmented and inconsistently packaged across the region. There is therefore an opportunity to better join up the existing offer, improve visibility within the visitor journey and develop a more coherent bookable product that spans the region's key strengths.

Famous People, Places & Products

South Yorkshire benefits from strong recognition linked to well-known people, places and products that contribute to its wider visitor identity and cultural profile. The region has produced and influenced a range of figures across music, sport, literature, industry and popular culture, many of whom are closely associated with Sheffield and the wider sub-region.

In addition, South Yorkshire is associated with several recognisable places and landmark destinations, from internationally known cultural venues and heritage sites to distinctive urban and natural landscapes. These include locations with strong cultural resonance as well as sites that feature in film, television and music.

The region also has a legacy of products and industries that are widely recognised, particularly linked to manufacturing, steel, engineering and innovation, which continue to shape its identity and storytelling potential.

Events

South Yorkshire also has a diverse and established events programme that contributes significantly to the region's visitor economy and destination profile. The portfolio spans internationally recognised cultural festivals, major sporting events, live music, food and drink festivals, business events and community celebrations, creating year-round reasons to visit. Flagship events such as Sheffield DocFest, Tramlines Festival, the World Snooker Championship, Barnsley Garden Party, Doncaster St Leger Festival and Rotherham Show attract regional, national and international audiences. Alongside these high-profile events, a strong programme of local festivals and seasonal events celebrates the region's heritage, creativity, food, sport and communities. Collectively, the events programme supports overnight stays, generates visitor spend, animates town and city centres and enhances South Yorkshire's reputation as a vibrant year-round destination.

Food & Drink

South Yorkshire has a strong and evolving food and drink offer, shaped by a mix of national operators, independent businesses and niche concepts. The region's hospitality sector is diverse, with a growing emphasis on independent restaurants, cafés, street food, breweries and speciality venues that contribute to a distinctive local identity. Alongside this, well-known national and international chains provide a consistent baseline offer across key urban centres and transport hubs.

Recent developments, including the introduction of new food hall concepts such as Cambridge Street Collective in Sheffield, alongside established landmark venues such as Cutlery Works, have further strengthened the region's food and drink proposition. These spaces contribute to a more curated and experience-led offer, bringing together multiple operators under single destinations and supporting increased dwell time and visitor spend.

Alongside this, there continues to be growth in niche and craft-led provision, including breweries, independent restaurants, street food operators and specialist venues, reinforcing a dynamic and changing hospitality landscape

Health & Wellness

The region has a small but established health and wellness offer across hotels, leisure centres and independent providers. While the offer is not extensive compared to some other UK destinations, it provides accessible wellness experiences across the four boroughs and contributes to the overall visitor economy and short-stay market.

Music and Entertainment

Without doubt South Yorkshire is a destination for music and entertainment. It boasts a vibrant and diverse offer, with Sheffield recognised nationally and internationally for its influential music heritage and contemporary live music scene. The region supports a broad spectrum of venues, from grassroots clubs, pubs and independent music venues to large-scale arenas and concert halls, providing opportunities for emerging artists and internationally acclaimed performers. Alongside live music, the evening economy includes theatres, comedy venues, cinemas, restaurants, bars and late-night entertainment, creating a varied offer for residents and visitors. Festivals such as Tramlines and a growing programme of live events reinforce South Yorkshire's reputation as a destination for music and entertainment. Together, the music and nightlife offer contributes to the visitor economy, supports the creative industries and enhances the region's appeal as a year-round destination.

Transport and Connectivity

The region benefits from strong strategic connectivity, with an extensive road and rail network providing easy access from across the UK. The region is served by the M1, A1(M), M18 and M62 corridors, while direct rail services connect Sheffield and Doncaster with London, Leeds, Manchester, Birmingham, Edinburgh and other major cities. Local public transport includes buses, Supertram and rail services, supporting travel between Sheffield, Barnsley, Doncaster and Rotherham and providing access to key visitor attractions and business destinations.

The region is entering a period of significant investment in transport infrastructure. In 2026, the South Yorkshire Mayoral Combined Authority launched the South Yorkshire People's Network, a new integrated transport vision that will bring buses, trams, local rail and active travel together under a single identity, with the aim of creating a simpler, more connected and more sustainable transport system. The programme includes bus franchising, investment in new electric buses, improvements to the Supertram network and enhanced walking and cycling infrastructure.

Looking ahead, the planned reopening of Doncaster Sheffield Airport represents a significant opportunity to strengthen the region's national and international connectivity. Backed by investment from the South Yorkshire Mayoral Combined Authority and City of Doncaster Council, the airport forms part of the wider South Yorkshire Airport City programme, with ambitions to support commercial aviation, freight, advanced manufacturing and inward investment. Once operational, the airport has the potential to improve accessibility for business and leisure visitors while enhancing South Yorkshire's competitiveness as a destination.

TV and Film Tourism

South Yorkshire has a growing profile as a filming location and screen tourism destination, supported by a range of urban, industrial and natural settings that can accommodate diverse production needs. The region's distinctive landscapes, historic buildings, former industrial sites and contemporary cityscapes provide a versatile backdrop for film and television production.

Overall, TV and film tourism represents a developing opportunity within the broader visitor economy, complementing the region's cultural, heritage and outdoor assets.

Accessibility and Sustainability

Accessibility and sustainability are increasingly recognised as important considerations across South Yorkshire's wider visitor economy offer, rather than being confined to specific products or sectors. Across accommodation, attractions, events, food and drink, and transport, there is a general direction of travel towards improving inclusivity, ease of access and environmental responsibility. However, the region does already have some great sustainable examples such as Holiday Inn Express Doncaster, Leonardo Hotel Sheffield and Home Farm Lodge in Doncaster all achieving Green Tourism Gold Certificates. In accessible terms many attractions and accommodation providers are consistently recognised in accessibility rankings. Businesses such as Yorkshire Wildlife Park, Magna Science Adventure centre, Cannon Hall Park & Gardens (Green Flag) and Cusworth Park (Green Flag). Hundreds of visitor economy businesses have also registered for an AccessAble Guide through the partnership to improve their accessibility credentials for potential visitors and to take advantage of the 'purple pound'

Over 2,500 data entries were made into spreadsheets as part of the audit. They will form the basis of activity for the audit moving forward – see Product Audit – The Opportunities for further information.

Travel Trade – Groups Market

As part of the audit the top 12 tour operators were considered. They included Leger Holidays, Shearings, National Holidays, Caledonian Travel, Leisuretime, Crusader Holidays, Harry Shaw Coaches, Johnson's Coaches, Alfa Travel/ Alfa Holidays, Majestic Tours, Edwards Coaches, Bakers Dolphin. Out of the 12 only three feature South Yorkshire on their itineraries. They were as follows:

Crusader Holidays

- Chatsworth and Peak District – visit to Kelham Island
- Fantastic Beasts and Seaside Treats – Stay/ visit Yorkshire Wildlife Park – New for 2026
- Trams, Tails and Trails – Stay at Mecure Barnsley – Visit Brodsworth Hall and Renishaw
- Winter on the Wildside – Stay/ visit Yorkshire Wildlife Park

Alfa Travel

- Derbyshire Dales and Chatsworth – Stay at Leonardo

Bakers Dolphin

- Chatsworth and Peaks – Stay at Kenwood Hall Hotel & Spa

There will be lots of smaller coach operators and group travel organisers who visit the region on a regular basis – Barnsley Market for instance has a strong coach tourism business but the vast majority of the big players use the region as a place to stay for the Peak District or to explore the wider Yorkshire region.

The Travel Trade opportunity

This presents a huge opportunity for South Yorkshire – we have lots of group market appropriate product which if promoted could be appealing to the travel trade market. These include:

Markets – Barnsley, Sheffield, Rotherham and Doncaster

Shopping – Boundary Mill, Lakeside Shopping Village, Glassworks (Barnsley Market), HEX at YWP

Gardens of South Yorkshire – we have a beautiful collection of curated gardens across South Yorkshire. There is 12 in total which include Wentworth Castle Gardens, Cannon Hall Park & Gardens, Wortley Hall Gardens, Beauchief Gardens, Sheffield Winter Gardens, Renishaw Hall & Gardens (Derbyshire), Wortley Hall Gardens, Botanical Gardens, Wentworth Woodhouse, Winthrop Gardens, Brodsworth Hall & Gardens and Dell Garden – Hexworth Park. You could also include Chatsworth if looking further afield.

Garden Centres – Wentworth Garden Centre, Cannon Hall Garden Centre, Markham Grange, Walkers Nurseries & Garden Centre, Sheffield Garden Centre

Castles, Homes and Halls – Wentworth Woodhouse, Brodsworth Hall, Cusworth Hall, Conisborough Castle, Cannon Hall and Wentworth Castle Garden

Industrial Heritage – Kelham Island, Abbeydale Industrial Hamley, Shepherd Wheel, Magna, Elsecar Heritage Centre, Worsborough Mill

Attractions – Yorkshire Wildlife Park, Magna, Gullivers, National Emergency Services Museum, National Videogame Museum, Cannon Hall Farm.

Tours – experiences

Sheffield Food Tours, Sheffield Football Tour, Loversall Vineyard, Kelham Beer Trail, Locksley Distillery

When promoting a destination to the travel trade/ groups market there are several things to consider. Trade buyers or group organisers want

- Bookable, packaged, low effort ideas
- Simple and group friendly experiences
- Good pricing and availability
- Memorable and authentic experiences
- Time -efficient experiences
- Flexibility and the ability to personalise

All of the above combined with our strong accommodation offer and location in the country make us the ideal destination for a stop off or 1–3-day visit.

Product Audit – Situation Analysis

As part of the audit, it was also essential to look at what marketing activity is already taking place at destination level and what organisations exist in the visitor economy space.

Budgets vary across all the destinations, but the following have been identified as key markets:

Barnsley – Day and Staying Visitor

Rotherham – Day Visitor, Friends and Family

Doncaster – Day Visitor, Staying Visitor and Business Tourism

Sheffield – City breaks, students, MICE, travel trade and major events

It's clear that the key opportunities are converting day visitors to the region into staying visitors and targeting the groups and travel trade market collectively as a wider destination. The STEAM data (see below) also supports this claim.

Yorkshire LVEP's

As part of being a Local Visitor Economy Partnership South Yorkshire has already made a commitment to work with the other LVEP's in the wider Yorkshire area on various projects. This is to avoid any duplication and ensure budgets can be stretched to get value for money working with colleagues at Visit Hull and East Yorkshire, West Yorkshire and York & North Yorkshire. Potential projects include widening the Insights and Learning Programme and delivering the TV and Film Tourism Project alongside Screen Yorkshire in South Yorkshire once the pilot has been completed in West Yorkshire.

Visit England

South Yorkshire is one of 37 LVEP's in England – all are set up and operate differently. They were set up to drive growth in the visitor economy landscape by sharing priorities, resources and targets. South Yorkshire work's very closely with our regional lead Paul Szomoru and engages with several teams within Visit England to ensure they make the most of any opportunities given. These include media visits and events, the latest stats and research, access to data. Several of the Visit England team have also contributed to the South Yorkshire Insights and Learning Programme by leading sessions (access and sustainable tourism) and this is something which will be built on moving forward.

Visitor Economy Organisations within South Yorkshire

As part of the SYLVEP network we have a Visitor Economy Group (VEG) which is made up of representatives from private sector businesses. It includes representatives from museums/ attractions/ retail/ accommodation/ leisure. This group has grown from strength to strength in the last year and now has over 40 members actively involved.

Across the region South Yorkshire also has a wide range of groups/ forums which represent the visitor economy sector. Each destination is different but here is a quick summary of what you will find.

Barnsley - recently relaunched as the Visitor Economy Forum. A mix of private sector and public sector businesses from the Visitor Economy across the town.

Doncaster - Visitor Economy Group meets quarterly to work collectively to share information and events taking place within the network. City Centre Events Co-ordination Group meets bi-monthly and leads the campaign activity outlined above.

Rotherham – several forums exist but non dedicated to the Visitor Economy.

Sheffield – Marketing Sheffield has a venues and hotel group which meet approximately three times a year.

Hospitality South Yorkshire – a membership organisation creating a unified voice for the hospitality industry in the South Yorkshire region. It has circa 24 members and is entirely private sector led. Sheffield has a good working relationship with the organisation.

STEAM Data

South Yorkshire's visitor economy is now growing. The 2024 STEAM data showed a strong increase in visitor numbers, economic impact, and employment. The region welcomed 36.3 million visits in 2024, a 4.7% increase on the previous year, generating a total of £3.7 billion for the local economy up 10% year-on-year. The sector now supports over 32,000 full-time equivalent jobs, underlining tourism's importance as a major economic driver in the region.

The visitor profile is heavily dominated by day trips, which account for 89% of all visits and around 80% of the economic impact. These day visitors generate the majority of spend (£2.9bn), while staying visitors though fewer in number (around 4 million) contribute £752 million and stay on average 2–3 nights. Growth has been particularly strong in non-serviced accommodation (e.g. self-catering), which has expanded significantly since 2022, while traditional serviced accommodation (hotels, B&Bs) has remained relatively flat.

In total, visitors generated around 42 million visitor days and nights, reflecting both increased volumes and slightly longer stays. Spending is concentrated in shopping (the largest category), followed by food & drink and transport, highlighting the importance of town centres, retail, and hospitality to the visitor economy. The data also shows that tourism supports a wide range of jobs, particularly in retail and food & drink, which together account for the largest share of employment.

Overall, the report shows a growing but day-visit-led visitor economy, with strong recovery and expansion since 2022. The key opportunity moving forward is clear: convert more day visitors into overnight stays, which would increase spend, length of stay, and overall economic impact.

Product Audit – The Opportunities

Several opportunities have emerged through the product audit which warrant further exploration. These relate to strengthening, better connecting and more effectively promoting elements of the existing visitor economy offer. Key opportunities are outlined below:

Thematic Marketing – While the LVEP was primarily established as a B2B organisation to support businesses within the local visitor economy, it also presents clear opportunities for targeted B2C marketing activity. As previously identified, the day visitor market across the region is strong; however, there is potential to convert a proportion of this demand into overnight stays through more effective packaging of products and experiences.

By developing and promoting clear thematic propositions, there is an opportunity to encourage greater dwell time and increase visitor spend, thereby contributing to overall visitor economy growth. This activity could be led at a destination level or by the private sector, although appropriate resource and investment would be required to support delivery at scale.

Several potential thematic approaches are outlined at the end of this report.

Travel Trade – At present, no single destination within the region proactively engages with the travel trade market in a coordinated or structured way. While some individual elements of the visitor economy—such as major hotel brands and key attractions—do engage with this sector independently, the wider destination offer remains largely untapped from a travel trade perspective.

The product audit has identified several strong thematic propositions that could be of interest to this market. With improved coordination and appropriate resource allocation, there is potential to develop a more cohesive destination-level offer targeted at travel trade buyers.

It should be noted that the travel trade operates on longer lead times, meaning benefits from engagement may not be immediate. However, sustained investment in this area could deliver longer-term gains in terms of domestic and international reach and growth in terms of overnight stays.

Useful Resource for training – The product audit provides a comprehensive overview of South Yorkshire’s visitor economy offer and serves as a valuable resource for training and development. It can support front-line and front-of-house teams, as well as wider visitor economy professionals, in building a stronger understanding of the destination, its key assets, and the breadth of experiences available to visitors.

South Yorkshire Passport – A scheme could be developed to enable staff and front-of-house teams to visit a range of attractions, experiences and visitor economy businesses across South Yorkshire, supporting improved destination knowledge and confidence in promoting the region. This could take the form of a dedicated staff access card, providing facilitated or discounted entry to participating venues, helping to encourage cross-destination familiarisation and stronger internal advocacy for the product.

The product audit should also be considered alongside other LVEP-led initiatives, including the South Yorkshire Visitor Economy Certificate and the wider South Yorkshire narrative project being delivered by SYMCA. The insights contained within the audit provide a valuable evidence base that can help inform and shape the content, messaging and development of these programmes, ensuring greater alignment across destination activity.

Product Audit – Next steps

At the time of writing, work is underway with the digital and data teams at SYMCA to integrate this resource within an enhanced SYLVEP webpage as part of the wider SYMCA website. This will improve visibility, usability and long-term accessibility for the partnership. The Product Audit will be given a dedicated section, ensuring the data and supporting information is readily accessible to all users who wish to access it.

Building on this, there is also an opportunity to further develop themed itineraries that draw on the findings of the audit, helping to translate the region's product strengths into more visitor-facing propositions.

Ongoing feedback from industry stakeholders will be important in ensuring the audit remains relevant, practical and reflective of real market conditions.

In addition, the audit highlights wider workstream opportunities that should be considered within future planning, including:

- Experience development, with a focus on increasing and improving bookable product across the region
- Tourism infrastructure, identifying where future investment and enhancement may be required to support growth
- Continued development work, ensuring these themes are embedded within ongoing plans and delivery frameworks moving forward

Finally, some points to consider

The product audit should be treated as a living resource rather than a one-off document. It will need to be updated on a regular basis to reflect changes in the visitor economy across the region, including new product development, business closures, and wider shifts in the offer. It should therefore be embedded within the ongoing working practices of the partnership to ensure it remains accurate, relevant and actively used.

It is also essential that the South Yorkshire LVEP team, alongside businesses and stakeholders across the region, can easily access and apply the audit to support their own marketing and development activity. To enable this, the supporting data, assets and associated documentation should be hosted on a central, user-friendly platform that is accessible to all relevant users.

This product audit has the potential to act as a long-term foundation for destination intelligence and product development across South Yorkshire. If maintained as a live resource and embedded within wider LVEP systems and digital infrastructure, it can support consistent destination knowledge, inform strategic decision-making, and strengthen the promotion and development of the visitor economy over time.

Glossary of terms

SYLVEP – South Yorkshire Local Visitor Economy Partnership

LVEP – Local Visitor Economy Partnership

SYMCA -South Yorkshire Mayoral Combined Authority

Product Themes & Itineraries

The below themes were identified as part of the product audit. The themes can be adapted to different markets. For the purpose of this report they take into consideration the day visitor, groups/ travel trade market as well as themed short breaks.

Castles, Homes and Halls

Doncaster: Conisborough Castle, Cusworth Hall, Brodsworth Hall and Gardens, Epworth Old Rectory

Rotherham: Wentworth Woodhouse, Boston Castle

Barnsley: Wentworth Castle Gardens (Stainborough Castle), Monk Bretton Priory, Cannon Hall

Sheffield: Renishaw Hall, Bishop's House, Chatsworth House in the Peak District.

South Yorkshire: Brodsworth Hall and Gardens, Wentworth Woodhouse, Cannon Hall and Renishaw Hall.

Industrial Heritage

Steel: Magna (Rotherham), Kelham Island (Sheffield) Abbeydale Industrial Hamlet (Sheffield)

Coal/ Mining: Elsecar Heritage Centre (Barnsley), Experience Barnsley (Barnsley), Clifton Park Museum (Rotherham Industrial Past)

Water powered heritage: Worsborough Mill (Barnsley), Wortley Top Forge (Barnsley), Shepherd Wheel (Sheffield), Abbeydale Industrial Hamlet (Sheffield)

Transport: South Yorkshire Trolley Bus Museum (Rotherham), Elsecar Heritage Railway (Barnsley), National Emergency Services Museum (Sheffield), South Yorkshire Aircraft Museum (Doncaster)

Heritage highlights: Magna, Kelham Island, Abbeydale Industrial Hamlet, Elsecar Heritage Centre

Animal Adventures

South Yorkshire: Yorkshire Wildlife Park (Doncaster), Tropical Butterfly House (Sheffield), Cannon Hall (Barnsley), Aston Springs (Rotherham)

On the farm: Boston Park Farm (Doncaster), Cannon Hall Farm/ Wigfield Farm (Barnsley) Whirlow Hall Farm, Heeley City Farm (Sheffield), Aston Springs Farm (Rotherham)

Arts and Culture

Museum Highlights – Clifton Park Museum (Rotherham), National Videogame Museum (Sheffield), National Emergency Services Museum (Sheffield), Kelham Island Museum (Sheffield) Cannon Hall Museum (Barnsley), Experience Barnsley (Barnsley) DANUM (Doncaster), Cusworth Hall Museum (Doncaster), South Yorkshire Aircraft Museum (Doncaster)

Galleries Galore – Cooper Gallery (Barnsley), Danum Gallery (Doncaster) The Point (Doncaster) Millennium Gallery (Sheffield), Graves Gallery (Sheffield), SITE Gallery (Sheffield), Gallery Town 9 Rotherham. On the outskirts – Yorkshire Sculpture Park.

Gardens of South Yorkshire

Barnsley: Wentworth Woodhouse, Wentworth Castle, Cannon Hall and Wortley Hall Gardens

Sheffield: Beauchief Gardens, Sheffield Botanical Gardens, Sheffield Winter Gardens, Renishaw Hall and Wortley Hall Gardens

Doncaster/ Rotherham: Wentworth Woodhouse, Winthrop Gardens, Brodsworth Hall & Gardens, Dell Garden – Hexworth Park

South Yorkshire: Sheffield Winter Garden, Sheffield Botanical Garden, Wentworth Woodhouse, Cannon Hall, Brodsworth Hall, Beauchief and Renishaw Hall.

Great Outdoors and Adventures

Adrenaline Junkies – The Abyss (Magna – Rotherham), Cable Water Ski/ Aqua Park (Sheffield/ Rotherham), DC Outdoors – Rock Climbing/ Mountain Biking

Taste of South Yorkshire

Food Halls of South Yorkshire – Cambridge Street Collective (Sheffield), Kapital (Sheffield), The Wool Market (Doncaster), Market Kitchen (Barnsley), Centenary Market Hall (Rotherham)

South Yorkshire Drinks Trail - Breweries – True North (Sheffield) Kelham Island Brewery (Sheffield), Wentworth Brewery (Rotherham), Nailmaker Brewing & Co (Barnsley), Doncaster Brewery

Made In South Yorkshire – Locksley Distilling Co (Sheffield), Bullion (Sheffield), Renishaw Hall Vineyard (Sheffield), Penistone Pies & Puddings (Barnsley), Loversall Vineyard (Doncaster),

Desert Lovers – Dolly's Desserts (Barnsley), The Old Ivy Shed Cheesecakeery (Barnsley) Joe's Ices (Sheffield), Our Cow Molly (Sheffield), The Glass Stawberry (Doncaster), Feastery @ Grimm & Co (Rotherham)

Quirky Cafes – Grimm & Co (Rotherham), Rhubarb Shed (Sheffield), Birdhouse Tea Bar (Sheffield) Builder's Brew Café (Sheffield), Back in time café (Doncaster), The Waterfront – Rother Valley Country Park (Rotherham), Old George (Barnsley), Twisted Teapot (Barnsley)

Film and TV Locations

Period Dramas – Wentworth Woodhouse (Downton, Gentleman Jack, Victoria, Wentworth Estate (Wuthering Heights)

TV – Woman of Substance – Barnsley Town Hall & Brodsworth Hall (Doncaster). Open All Hours (Balby – Doncaster), Dr Who (Sheffield)

South Yorkshire – Wentworth Woodhouse, Brodsworth Hall, Barnsley Town Hall, Cannon Hall Farm.

Family Adventures

Magna Science Adventure Centre (Rotherham), Grimm & Co (Rotherham), Yorkshire Wildlife Park (Doncaster), Gulliver's (Rotherham/ Sheffield), National Videogame Museum (Sheffield), National Emergency Services Museum (Sheffield)