

# HARROGATE DISTRICT TOURISM

Undertaken by Marketing & Sales, Harrogate International Centre, Kings Road, Harrogate,  
North Yorkshire, HG1 5LA, Tel: 01423 500500 Fax: 01423 537270

[www.harrogate.gov.uk/tourism](http://www.harrogate.gov.uk/tourism)

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## THE TOURISM MESSAGE GOES GLOBAL

Hosting travel writers and journalists from home and abroad on familiarisation visits is a great way to emphasise what a fantastic holiday destination the Harrogate District is.

Recent familiarisation visits to the area have included a journalist from 'The Lady' magazine. She sampled what Harrogate has to offer for the perfect, luxurious and relaxing weekend away, taking advantage of the complementary therapies at the Turkish Baths as well as exploring the Royal Pump Room Museum, Mercer Gallery, Valley Gardens, RHS Garden Harlow Carr and trying out Betty's Cookery School.

Two American journalists from the San Diego Union Tribune have also taken in the highlights of the District including Betty's, RHS Garden Harlow Carr, Ripley Castle, Ripon and Newby Hall in a familiarisation visit organised by England's North Country.

"VisitBritain brought a group of Italian journalists on a whirlwind tour of some of the District's wonderful gardens in Ripon, Ripley and Harrogate before exploring the rest of Yorkshire. The journalists were really impressed and amazed at the world-class gardens in the area. This year is particularly special as Harrogate and Darley are representing Britain in Entente Florale – the European Olympics for flowers!" said Hayley Jones, Tourism Promotion Manager.

This coming weekend a group of Japanese journalists visiting on a 'Gardens of North England' trip also arranged by VisitBritain will be guided around Harrogate by local historian Malcolm Neesam before visiting the rest of the area including Fountains Abbey & Studley Royal with our very own Blue Badge Guide, Joan Thompson.

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Further information from:

Hayley Jones, Tourism Promotion Manager, Harrogate International Centre, Kings Road,  
Harrogate, HG1 5LA, Tel: 01423 500500 Fax: 01423 537270

E-mail: [hayley.jones@harrogate.gov.uk](mailto:hayley.jones@harrogate.gov.uk) Web: [www.harrogate.gov.uk/tourism](http://www.harrogate.gov.uk/tourism)