



HARROGATE INTERNATIONAL CENTRE

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Tourism Team Uncover Delights Harrogate & the Yorkshire Dales

The new look Harrogate & Yorkshire Dales Visitor Guide for 2005 has arrived! It features everything that makes the Harrogate District so appealing to visitors from far and wide – including hidden treasures, bags of stylish shopping, simply delicious food and drink, history, heritage and breathtaking countryside.

“We feel the new name and new style of the guide really shows the area at its best!” says Paul Lewis, Director, Harrogate International Centre.

Hayley Gray, Harrogate District’s Tourism Promotion Manager adds “This District is home to a fantastic variety of attractions, special events and places to stay and we use the visitor guide to successfully attract thousands of staying visitors each year. We are very proud of what this area has to offer, particularly with Harrogate and Darley winning Gold Awards in the Entente Florale (Europe in Bloom) competition.”

Much of the photography used in the brochure is by Nidderdale photographer Paul Harris, who was commissioned to capture the area’s assets on film during 2004. The tourism team work hard throughout the year promoting the District nationally and internationally through brochures, advertising and exhibitions. Latest figures show that over £234m was spent in the area in 2003 (17% increase on the previous year) by holiday and business visitors. Total tourist numbers were up by some 10% to 3.5m (from 3.16m in 2002). Resultant total tourist days were up by some 10% to 6.2m (from 5.5m) whilst day visitors increased by 12% to 2.4m (from 2.14m).

For ideas about exploring the area at the weekend or inspiration for entertaining visiting friends and family pick up a free copy of the Visitor Guide from your local Tourist Information Centre.

Ends/284 words.

Further information from: Paul Lewis, Director, Harrogate International Centre, Kings Road, Harrogate, North Yorkshire, HG1 5LA, UK, Tel: 01423 500500 Fax: 01423 537270 E-mail: sales@harrogateinternationalcentre.co.uk



The Tourism Team at Harrogate's Turkish Baths & Health Spa. Left to right: Viv Graham, Advertising & Sales Officer; Hayley Gray, Tourism Promotion Manager and Gill Cale, Publicity & Marketing Assistant.



The Tourism Team at Newton House Hotel, Knaresborough. Left to right: Hayley Gray, Tourism Promotion Manager, Kevin Earl (Newton House), Gill Cale, Publicity & Marketing Assistant, Sara Earl (Newton House) and Viv Graham, Advertising & Sales Officer.



The Tourism Team outside the Yorke Arms, Restaurant with Rooms, Ramsgill in Nidderdale, toasting the new brochure. Left to right: Frances Atkins and John Tullett from the Yorke Arms, Gill Cale, Publicity & Marketing Assistant, Viv Graham, Advertising & Sales Officer and Hayley Gray, Tourism Promotion Manager.



The Tourism Team outside Ripon Cathedral with the Ripon Hornblower – George Pickles.

Note to Editors:

Harrogate & Yorkshire Dales Visitor Guide 2005

50,000 copies have been produced and are currently being distributed nationwide.

It promotes:

- ♦ Over 100 local hotels, B&B's, caravan/camping facilities and self catering accommodation.
- ♦ Over 60 attractions to visit.
- ♦ Over 60 events in the Harrogate District

The Visitor Guide is part of a series of promotional literature produced by Harrogate International Centre, Harrogate.

New for 2005 - Harrogate & Yorkshire Dales 'Great Days Out' Guide

The tourism team are compiling a brand new 'Great Days Out' guide for day visitors to Harrogate & the Yorkshire Dales that aims to make this area the premier destination for specialist shopping and food and drink. The leaflet's purpose is to attract new customers and remind previous visitors what a truly great day out this area is.

European Gold Winners (Entente Florale - Europe in Bloom Competition)

For 2005 the main promotion is strengthened by Harrogate and Darley winning gold awards in the prestigious Europe in Bloom competition.

For details on the campaign or to arrange a media visit contact:

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