



Press Release

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BUSINESS BACKING FOR TOURIST AWARDS

Businesses in Hull and East Yorkshire are recognising the value of tourism to the local economy by backing prestigious industry awards organised by Visit Hull and East Yorkshire.

Companies across the region are signing up as sponsors of the 2016 Remarkable East Yorkshire Tourism Awards (the REYTAs), which culminate in a glittering black tie awards night at The Spa in Bridlington next March.

Of the 14 awards up for grabs, nine have already secured sponsorship from companies including The Deep, St Stephens, and Hull-based marketing and design agency Strawberry.

“We’re tremendously grateful for support from the local business community, which makes these awards possible,” said VHEY tourism manager Andy Gray. “The tourism industry is a significant employer locally and the growing number of visitors attracted to Hull and East Yorkshire means annual spend with those businesses continues to increase.”

Based on figures just released by East Riding of Yorkshire Council and Hull City Council, there were 16,891 jobs linked to the tourist industry in 2014, compared to 16,581 in 2013 - an increase of two per cent.

There were 13.8 million day trips in 2014 (up by 0.5 per cent) and 4,120,000 visitor nights - an increase of four per cent on 2013. In total it is calculated that the value of tourism to the Hull and East Yorkshire economy in 2014 was £771 million.

Mr Gray said there were still a number of sponsorship packages available for the 2016 REYTAs, which include tickets to the awards dinner and the opportunity to present an award on stage.

Launched last week, entries to the 2016 REYTAs are already being received via the VHEY website - www.hullandeastyorkshire.com/reyta

The 14 categories cover: Hotel accommodation, bed and breakfast, self catering provider, Taste of East Yorkshire, cafes and tea rooms, restaurant, pub, conference and meeting venue, holiday park/holiday village, newcomer, visitor attraction/experience, small tourism event (under 20,000 visitors per year), large tourism event (over 20,000 visitors per year), and the East Yorkshire Passion Award, for the person judged to have made a significant contribution to tourism in our region.

Past winners have included East Yorkshire-based Wold Top Brewery. Co-owner Gill Mellor said: “The REYTAs are a wonderful way of publicising what’s happening locally and telling a wider audience all that’s good about East Yorkshire. I urge all business, large and small, to participate.”

“The recognition and publicity winning awards brings is a source of immense pride,” said Gill. “They are also important to the business in terms of establishing our brands. They raise awareness and give us great credibility.”

Meanwhile Chris Brealey, of Wolds Village, a family-owned hotel, restaurant, cafe, gallery and gift-shop based at Bainton, said: “It is a source of immense pride that we have been lucky enough to have been winners on a number of occasions.

“It obviously benefits our business in terms of the recognition winning brings. The REYTAs are a real showcase for East Yorkshire.”

Entry to the 2016 REYTAs is free, with the deadline being January 22, 2016. The awards dinner will be on March 17, 2016.

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