



Press Release

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DEADLINE LOOMS FOR TOURISM AWARDS ENTRIES

Interest in this year's Remarkable East Yorkshire Tourism Awards (the REYTAs) is such that tourism bosses at organisers Visit Hull and East Yorkshire (VHEY) are confident of attracting a record number of entries in this, the seventh year of the competition.

Major backing, in the form of sponsorship, has come from businesses in the region and everything is now in place to make this year's finals night at the Spa in Bridlington a night to remember.

"There is always a tremendous buzz around the REYTAs, not least because it's a showcase for all that's best about Hull and East Yorkshire," said Andy Gray, VHEY's tourism manager.

"I would urge everyone to get their entries in as soon as possible ahead of the deadline of January 22. Previous winners tell us what a difference it makes, not only for staff morale, but for marketing themselves to a wider audience. They are a kite mark for quality."

There are a total of 14 categories that businesses can enter, which can be done free and online by visiting www.visithullandeastyorkshire.com/reyta

A shortlist of finalists in all categories will be drawn up after the closing date, all of whom will be invited to the final on March 17 at the Spa where the winners - selected by a panel of independent experts - will be announced.

Winners will also be eligible to be shortlisted through to the finals of the national Visit England tourism awards.

The awards are free to enter and the process has been made even simpler this year. "Individuals and businesses can just enter themselves by visiting our website - they don't have to wait to be nominated," said REYTAs organiser Paul Vinsen.

"There really is nothing to lose and everything to gain - just being shortlisted, let alone winning, will put the spotlight firmly on their businesses.

"All those shortlisted will be featured at our prestigious awards dinner, with individual videos spotlighting what they have to offer being shown during the evening," he said.

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.

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East Yorkshire.com**