



Press Release

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WHICH IS EAST YORKSHIRE'S BEST CARAVAN/HOLIDAY PARK?

Search for East Yorkshire caravan and holiday parks on the internet and the results could easily run into hundreds. Now the search is on for the best of them all.

After a gap of two years the category for the best caravan park and holiday camp has been restored to the region's premier tourism awards - the REYTAs, organised by Visit Hull and East Yorkshire.

"The value of tourism to Hull and East Yorkshire continues to rise year on year and the quality of the visitor experience, including accommodation, is what makes us so successful," said VHEY tourism manager Andy Gray.

"I travel the length and breadth of the county and I know from first hand experience that we have some fantastic parks and sites, both large and small," said Mr Gray. "That's one of the reasons we have decided to reinstate the category this year."

In total, there are 14 awards up for grabs, honouring the very best, from major visitor attractions and events to hotels and accommodation providers, restaurants, pubs, cafes, food retailers and producers.

There has already been a strong response with entry numbers at this stage up on last year. But disappointingly, there has not been a flood of entries from holiday parks. "I'm not sure why that is," said Mr Gray, "but we'd love to see more. Perhaps it's because we are in the off season but I would urge owners and managers to enter. To be able to claim they are East Yorkshire's best caravan park must surely be a great marketing tool."

In 2013, the last time the award was made, the winners were Burton Constable Holiday park and Arboretum, with strong competition from South Cliff Caravan Park at Wilsthorpe and Far Grange Park and Golf Club at Skipsea.

Keen to defend their crown, Burton Constable is among the early entries.

Regarded as the tourism "Oscars", the REYTAs are now in their seventh year and winners also get the chance of national glory, as they will all be eligible for shortlisting through to the finals of the Visit England Excellence Awards.

The REYTAs are open to all tourism businesses in Hull and East Yorkshire, large and small, and is free to enter by visiting www.visithullandeastyorkshire.com/reyta and then following the links to fill in a simple entry form.

Shortlisting in each category will take place after the closing date which is followed by mystery shopping, where appropriate, to determine the winner.

The closing date is January 22, 2016, ahead of the finals night at the Spa, Bridlington, on March 17, 2016.

New categories unveiled include the Remarkable Taste of East Yorkshire, which is open to producers, processors and growers of local food and drink as well as farm shops and delis. The judges will be looking for commitment to using or producing high quality local produce alongside excellent customer care.

* 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.

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East Yorkshire.com