



PRESS RELEASE

12 March 2009

Move over Oscars, here come the RYTs!

You've heard of the Oscars, well now Visit Hull and East Yorkshire (VHEY) are launching the RYTs!

The organisation has created the first ever tourism awards for the Hull and East Yorkshire region and the Real Yorkshire Tourism Awards (RYTs) will be launched at a glittering Gala Dinner at Tickton Grange Hotel, Beverley, 19th March, 7pm.

Hull City A.F.C. Chairman Paul Duffen is one of array of special guests speaking at the event to celebrate the launch and encourage the region to get behind the awards. The RYTs have been created to mark the huge success of tourism in our region and are your chance to make sure it receives the recognition it deserves.

John Godber, Chairman of VHEY, said: "Tourism in Hull and East Yorkshire makes a great contribution to the area's economy and we are delighted to announce the launch of these awards which will celebrate our region's achievements. There are some great people working in this fantastic industry - and we want to recognise them for that."

Full details of the RYTs - including categories and how you can apply for an award - will be announced at the event. Nominations will begin being collected after the launch and the first awards ceremony will take place in 2010. Further details of the awards will be available online after the launch.

Janet Reuben, Chief Executive of VHEY, added: "This is your chance to join us and find out more on how you can win an award for yourself or nominate others for one. Hope to see you there!"

The tourism awards are open to businesses and people who work within businesses in Hull and East Riding of Yorkshire that contribute to the visitor economy. Qualifying businesses are invited to the launch but advised to act quickly as places are limited and allocated on a first come first served basis. To reserve your place at the Gala Dinner Launch please contact Dan Harrison on 01482 486567 or daniel.harrison@vhey.co.uk

Further details of the awards will be available online after the launch.

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For press enquiries, please contact Nic Markham, Visit Hull and East Yorkshire PR and Communications Manager, on 01482 486603 or Nicola.Markham@vhey.co.uk

Notes to editors:



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1) Visit Hull and East Yorkshire is the destination management organisation for the Yorkshire sub-region and was formed from a partnership between Yorkshire Forward, East Riding of Yorkshire Council and Hull City Council and the private sector. VHEY promotes and develops the region aiming to grow tourism value by 5% year on year. www.realyorkshire.co.uk