

19 January 2009

PRESS RELEASE

RYTAs get business backing

Visit Hull and East Yorkshire are pleased to announce they have secured full sponsorship for the Real Yorkshire Tourism Awards (RYTAs).

A host of leading organisations have committed to be a major sponsor of the RYTAs resulting in strong business support from across the region. Businesses keen to promote the best of our tourism industry and pledging their support range from renowned attractions, tourism experts, major travel operators and leisure and communications companies.

Janet Reuben, Chief Executive of Visit Hull and East Yorkshire, said: "These awards are about and for the tourism industry in Hull and East Yorkshire and this is our chance to celebrate the great people and organisations that are contributing to this fantastic industry. Businesses support such as this is vital in making the RYTAs happen and I would like to thank everybody who has helped us so far."

Many of the sponsors for the 2010 RYTAs play an active role in developing and promoting tourism in this region and are all keen to see Hull and East Yorkshire recognise its potential as a must-visit destination.

Tourism in Hull and East Yorkshire generates £615million annually and recognising the organisations and individuals that contribute to this success helps to further highlight the quality experiences that we have to offer our visitors. Encouraging people to aim high and win awards will improve the visitor experience and increase the value of our industry.

Further opportunities are available for businesses wishing to support the RYTAs, for information please contact Nicola Markham, PR and Communications Manager at VHEY on 01482 486603 or Nicola.markham@vhey.co.uk

The following sponsors have backed the 2010 awards:

Real Smile – Mail News Media

Real Cuppa – Mail News Media

Real Yorkshire Breakfast – Kingston Communications

Shirin Zandi – Consumer Marketing Manager at KC "The Real Yorkshire Tourism Awards celebrate everything we at KC are passionate about in Hull and East Yorkshire. This is a fantastic region to both live and work in and we are delighted to be involved in these awards as they recognise those that have contributed to the success of our region. KC is proud to be part of local life and supports any initiative that shares that same vision."

Real Food – deliciouslyorkshire

Jonathan Knight, Chief Executive of The Regional Food Group, said "We are delighted to be sponsoring the Real Food category in the upcoming VHEY awards. Yorkshire and Humber is home to some of the world's most innovative small producers who believe passionately in what they do. With supermarkets increasingly stocking regional products and more consumers saying they want to buy local and know where their food comes from, the demand for regional food continues to rise. The Regional Food Group will continue to promote provenance through the campaigning deliciouslyorkshire brand."

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Real Sleep (serviced) – The Moffat Centre for Travel and Tourism, Glasgow
Caledonian University

Professor John Lennon of the Moffat Centre for Travel and Tourism said: "The Real Yorkshire Tourism Awards affirm the great service and products that East Yorkshire has to offer. The Moffat Centre is proud to work with many businesses in the area and is proud to sponsor the awards. Real performance, real service, Real Yorkshire!"

Real Sleep (non-serviced) – Princes Quay
Quote to come

Real Ambassador – P&O Ferries

William Myles, Partnerships & Continental Planning Development Manager for P&O Ferries, said: "P&O Ferries are proud to be a sponsor of the very first RYTAs. These awards are an excellent way to recognise the quality of this region's tourism industry and promote Hull and East Yorkshire to a wider audience."

Real Welcome - Welcome to Yorkshire

Gary Verity, Chief Executive of Welcome to Yorkshire, said: "The Yorkshire tourism industry plays an essential role in boosting the regional economy. All businesses who play a part in providing positive visitor experiences are contributing to this. We are therefore delighted to be sponsoring Visit Hull and East Yorkshire's tourism awards and look forward to celebrating the achievements of our tourism partners who strive for excellence and make our region a destination to be proud of."

Real Business - First Hull Trains Business Travel

First Hull Trains Business Travel is proud to be associated with such an exciting initiative as the RYTA's. We are particularly pleased to support the REAL Business category as we already work closely with many of the organisations who will hopefully qualify and take part. Working in partnership with such organisations has helped to ensure that the business and conference sector in the Hull and East Yorkshire region has been well served in the past and will continue to succeed in the future.

Real Cool - The Deep

Real Yorkshire – Visit Hull and East Yorkshire

Real Yorkshire Passion – Visit Hull and East Yorkshire

ENDS

For press enquiries, please contact Dan Harrison, Visit Hull and East Yorkshire PR and Events Executive, on 01482 486567 or daniel.harrison@vhey.co.uk . For out of hours enquires please call 07545425218.

Notes to editors:

1) Visit Hull and East Yorkshire promotes and develops the Yorkshire sub-region to grow tourism value; it was formed from a partnership between Yorkshire Forward, Welcome to Yorkshire, East Riding of Yorkshire Council, Hull City Council and the private sector.

www.realyorkshire.co.uk

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