



PRESS RELEASE

20 March 2009

Tourism recognition for Tigers

Paul Duffen received a surprise award, on behalf of the Tigers, at the launch of Visit Hull and East Yorkshire's (VHEY) tourism awards last night at Tickton Grange Hotel, Beverley.

The Tigers received the *REAL Yorkshire Passion* award for their outstanding contribution to tourism in the previous year. Hull A.F.C.'s Chairman was presented with one of the twelve new awards by Janet Reuben – VHEY Chief Executive - and internationally-renowned playwright, John Godber – VHEY Chairman.

Janet said: 'The Tigers' incredible achievements in reaching the Premier League have done a phenomenal amount to put our region on the world map. They have helped to make Hull and East Yorkshire a destination of choice and I'm thrilled to be able to honour their great contribution to tourism in this way.'

Paul Duffen said: "It is an enormous privilege to be a recipient of the inaugural RYTA and I accept it with pride on behalf of all the staff, management and players at Hull City Football Club. It is a wonderful feeling to know that we are on a journey with the support of the local people and that our adventure can contribute to the greater good of the region."

The award was presented at the launch of the Real Yorkshire Tourism Awards (RYTAs). The RYTAs have been created to mark the huge success of tourism in our region and help ensure it receives the recognition it deserves. Full details of the RYTAs - including categories and how to apply or nominate for an award – were announced at the event and is now available at <http://www.realyorkshire.co.uk/ryta.aspx>.

Janet Reuben, Chief Executive of VHEY, added: "These awards are about and for the tourism industry in Hull and East Yorkshire. This is the region's chance to celebrate and recognise the great people and organisations that are contributing to this fantastic industry by nominating themselves or others. Download a nomination form now!"

Nominations are begin being collected from now until November 15th and are available to download at <http://www.realyorkshire.co.uk/ryta.aspx>. The first awards ceremony will take place in spring 2010.

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.

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Notes to editors:

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