

## **RYTA celebrates Hull and East Yorkshire's finest**

The winners of the very first Real Yorkshire Tourism Awards (RYTAs) were announced last night at a glittering celebration to honour the very best businesses and individuals working within Hull and East Yorkshire's tourism industry.

This spectacular ceremony was the biggest event ever held at Lazaat in Cottingham with 320 attendees. An overwhelming response from shortlisted entrants meant the event sold out before tickets were officially on sale!

39 finalists competed to be one of last night's 12 winners and a special commendation was given in the Real Welcome category for the unique reception offered by Life Hill Farm Farmhouse B&B!

Janet Reuben, Chief Executive of Visit Hull and East Yorkshire (VHEY), said: "The standard of entrants for the very first awards surpassed all expectations. The judges had extremely difficult decisions to make as every finalist was of a very high calibre. We are very pleased to celebrate the achievements of our colleagues in this industry and congratulate them on the magnificent contribution they make."

Winners received a uniquely designed award, created by talented ceramics students at Hull College. Works of art in their own right, the trophies were a combination of glass and wood, depicting the colourful fields of the Yorkshire Wolds and the picturesque East Yorkshire coast in a modern, abstracted design. The Humber Bridge completed the concept to represent the region's cosmopolitan city.

The guests were entertained throughout the evening by MC William Ilkley – Hull Truck Theatre, film and television actor - and enjoyed a three-course meal created from local produce.

This spectacular event was entirely self-funded thanks to the generous sponsorship of a host of leading regional and national organisations including The Deep; Welcome to Yorkshire; P&O Ferries; First Hull Trains Business Travel; Kingston Communications; deliciouslyorkshire; The Moffat Centre for Travel and Tourism Business Development at Glasgow Caledonian University; Mail News & Media; and Princes Quay. All these businesses play an active role in developing and promoting our tourism industry, helping the area recognise its potential as a must-visit destination.

### **The very first RYTA WINNERS:**

#### **REAL Cool** – sponsored by The Deep

This award recognises a young member of staff or young entrepreneur as a newcomer to the industry for their enthusiasm and contribution.

#### **Winner: Matthew Dominey, Hull College, Hull**

Finalists: Lucy Rozenbroek, Woodhill Bed & Breakfast, Cottingham; John Robinson, Whites Restaurant, Beverley; Tom McLoughlin, Hull Truck Theatre, Hull

#### **REAL Business** - sponsored by First Hull Trains Business Travel

This award recognises the Hull and East Yorkshire conference destination that best met the requirements of the business tourism sector in the past year.

#### **Winner: P&O Ferries, Hull**

Finalists: Beverley Racecourse; Lazaat; The Deep

#### **REAL Ambassador** - sponsored by P&O Ferries

This award is for a person in the tourism industry that offers visitors exemplary customer service, a wealth of knowledge and passion for their region.

#### **Winner: Paul Schofield – Hull Tour Guide**

Finalists: Peter Coulbeck, Hull Taxi Driver; Richard Windass, Hull Truck Theatre

#### **REAL Welcome** - sponsored by Welcome to Yorkshire

This award is for the person that has offered the most friendly and professional welcome to visitors in the past year, making their experience special.

#### **Winner: Margaret Butterfield, Rudstone Walk, South Cave**

**Special Commendation: Daisy and Molly Grace, the resident dogs at Life Hill Farm, Sledmere** have been specially trained to give guests a very warm welcome! The judges were touched by their entry and felt they deserved recognition for their hard work in making visitors welcome. They received dog bones tied up in RYTA branded ribbon and dog tags etched with their special commendation award to wear proudly on their collars!

**Finalists:** Paul Hunter, Lazaat; Katrina and Derek Gray, Wold Newton; Abigail Forster, Willerby Manor.

**REAL Yorkshire Breakfast** sponsored by Kingston Communications

This awards honours the tourism business – restaurant, café, guesthouse, hotel or snack bar - that serves the best breakfast made from local produce and served in an excellent location

**Winner: Wold Cottage, Wold Newton**

Finalists: Kilham Hall, Kilham; Number One, Beverley; McCoy's, Hull

**REAL Food** sponsored by deliciouslyyorkshire

This award recognises the restaurant, café, hotel or guesthouse that serves the best food in Hull and East Yorkshire.

**Winner: Artisan, Hessle**

Finalists: Green Ginger Vegetarian Café, Hull; The Pipe and Glass Inn, South Dalton; The Westwood Bar & Grill, Beverley

**REAL Cuppa** sponsored by Mail News & Media

This award is for the best cafe or tearoom in this region. It recognises the venue that serves superb quality tea or coffee and mouth-watering refreshments

**Winner: Miller's Tea Room & Farm Shop, Raywell**

Finalists: Tea @ Thyme, Bridlington; The Holly Tea Rooms, Patrington; Coffee Coast, Bridlington

**Real Smile** sponsored by Mail News & Media

This award is for the tourism experience that brought a smile to your face and created a special memory for visitors in the past year. This can be an attraction, a walk, an event or a special place.

**Winner: RSPB Bempton Cliffs**

Finalists: Hull Truck Theatre; Carabosse at Freedom; Skidby Windmill

**REAL Night's Sleep (non-serviced)** sponsored by Princes Quay Shopping Centre.

This award is for the highest quality overnight stay provided by a self-catering establishment.

**Winner: Field House Farm Cottages, Sewerby**

Finalists: Straw Bale cottage; Carlton Apartments

**REAL Night's Sleep (Serviced)** sponsored by The Moffat Centre for Travel and Tourism Business Development at Glasgow Caledonian University.

The award is for the best catered accommodation in Hull and East Yorkshire.

**Winner: Kilham Hall, Kilham**

Finalists: Wold Cottage; The Barn House; Lincoln House

### **Real Yorkshire Passion**

This award is chosen by the VHEY Board of Directors, for the person who in their view has made the most outstanding contribution to tourism in this region in the last year.

**Winner: Carol Atkinson, The Straw Bale Cottage**

### **Real Yorkshire**

This award is given to a person, chosen by the VHEY Board of Directors, for their lifelong contribution to and achievements in tourism in Hull and East Yorkshire

**Winner: Chris Wade, founder of the Beverley Folk Festival**

Winners were decided by a panel of independent judges with the exception of the Real Smile and Real Cuppa awards, whose winners were decided by the readers of the *Hull Daily Mail* and *East Riding Mail* via Mail News Media's media sponsorship of the RYTAs.