

*Regional news release: 02 March, 2009*

## **Campaign Launched To Drive Visitors To Pennine Yorkshire**

*Five Local Authorities Combine to Boost Tourism Growth*

**A campaign to boost overnight tourism in the region and enhance visitor spend by 5 per cent has been launched – Pennine Yorkshire, which comprises five local authorities, will be promoted via a new website and marketing campaign.**

The focus of the Pennine Yorkshire tourism push is the rural environment of the Bradford, Calderdale and Kirklees authority regions – such as the honeypot towns of Hebden Bridge, Haworth and Holmfirth – plus areas of Leeds and Wakefield.

A new website, [www.pennineyorkshire.com](http://www.pennineyorkshire.com), and logo launches this week, alongside a marketing campaign which will include press advertising, a new brochure, events and exhibitions, as well as an ongoing PR campaign.

Liz Tattersley, Manager at West Yorkshire Tourism Partnership which is promoting the Pennine Yorkshire initiative, said: “The general feeling within the tourism industry is that domestic travel will benefit from the current economic climate with more trips being taken within these shores, so we have a genuine opportunity to drive more visitors and increase visitor spend.

“The new website and marketing campaign will capitalise on this, raising the profile of the Pennine Yorkshire region which is personified by open moorland, wooded valleys, traditional market towns and a strong historical heritage.

“We know that visitors to our region also travel to the Peak District and the Lakes, and one of our key objectives is to extend their length of stay here, whilst also targeting lapsed visitors and those who have yet to visit the region.

“Pennine Yorkshire is renowned for the likes of Saltaire, Haworth and its Brontë association, Holmfirth and ‘Last of the Summer Wine’, plus Hebden Bridge which was recently voted fourth funkiest place in the world.

“The campaign will help enhance the profile of what we know appeals to visitors, but will also encourage tourism to the lesser known hidden gems – thereby attracting more people, spending more time and generating a greater tourist spend.”

Pennine Yorkshire comprises an area traversing five local authorities: Bradford, Kirklees, Calderdale, Leeds and Wakefield. As well as Hebden Bridge, Haworth and Holmfirth, it includes Keighley, Ilkley, Otley, Sowerby Bridge, Ripponden, Todmorden, The Colne Valley, The Holme Valley and Wharfedale, plus the UNESCO World Heritage Site of Saltaire.

For more information see [www.pennineyorkshire.com](http://www.pennineyorkshire.com)

**ENDS**

**Notes to Editors:**

- 1) Pennine Yorkshire is an initiative from the West Yorkshire Tourism Partnership, comprising five local authorities: Bradford, Kirklees, Calderdale, Leeds and Wakefield. It has funding from Yorkshire Forward
- 2) Pennine Yorkshire is at the geographical heart of the UK, easily accessed by the M1, A1 and M62
- 3) Pennine Yorkshire provides something to do for all, from outdoor pursuits in moorland locations to cultural and educational museums and gardens. It boasts a diverse range of attractions from rural scenery and industrial heritage; to trendy market towns and local nostalgia

**For further information:**

Contact Nick, Kiran or Adrian at Lucre on 0113 243 1117 or email [press@pennineyorkshire.com](mailto:press@pennineyorkshire.com)