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## **Yorkshire is champion of the world**

Yorkshire is champion of the world after the county's tourism agency scooped a global travel 'Oscar' beating some of the world's most famous locations.

Welcome to Yorkshire held off competition from India, Brazil and South Africa among others to win World's Leading Marketing Campaign at the World Travel Awards in Delhi.

Clare Morrow, chair of Welcome to Yorkshire, collected the award, which further catapults the county and its several thousand dedicated tourism businesses into the global spotlight.

It was the 'Have a brilliant Yorkshire' campaign that took the plaudits thanks to its mix of TV ads and creative outdoor advertising such as taking over Kings Cross station in May.

Clare Morrow said: "We knew we were up against the best of the best and this shows how far both our organisation and Yorkshire have come.

"Now the world is waking up to what we have in Yorkshire – unrivalled culture, food, attractions and natural beauty. Our county is the envy of many across the world and is now becoming a must-see destination nationally and internationally."

The win comes at a time when the tourism agency has had to face a 100% cut in central Government funding, but has adapted its long term sustainable business model.

Gary Verity, Chief Executive of Welcome to Yorkshire, said: "When we started this journey as Welcome to Yorkshire in 2009, we were clear about our aims – use big, creative ways of making Yorkshire one of the world's number one destinations and in the process grow the economy and visitor numbers.

"Awards like this recognise the hard work put into these campaigns and the many thousands of businesses that get behind them, because together we are stronger. These are the biggest awards in international tourism and it should make us all very proud to see Yorkshire top of the world."

This is the third time Welcome to Yorkshire has scooped the World's Leading Marketing Campaign award.

- ENDS -

**Photo to follow from Delhi:**

**Editors' Notes:**

- **Welcome to Yorkshire** is the official destination management organisation for Yorkshire, working to grow the county's visitor economy.
- **Welcome to Yorkshire** is a not-for-profit membership organisation, funded in part by grants, sponsorship and Welcome to Yorkshire members. All money raised is reinvested directly back into promoting Yorkshire.
- Key facts include:
  - Tourism in Yorkshire is worth £7 billion annually
  - The county's industry employs almost a quarter of a million people
  - There are 216 million visits to Yorkshire each year

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