Glittering night for Yorkshire’s tourism stars

The very best of Yorkshire’s tourism businesses have been honoured at a glittering awards ceremony featuring sporting heroes and stars of the stage and screen.

More than 1,100 people attended Welcome to Yorkshire’s White Rose Awards at the brand new Hall One at the Yorkshire Event Centre, in Harrogate – the first awards dinner to be held at the venue.

The awards, which are the UK’s largest celebration of tourism, saw businesses from across the county go head to head in 17 different categories, from Restaurant of the Year, to Outstanding Customer Service.

Guests were also treated to one-off musical performances from James Bond and Annie, as well as appearances from Yorkshire’s Olympic and Paralympic heroes and stars from Emmerdale and the Channel 5 series, The Yorkshire Vet.

Sir Gary Verity, Chief Executive of Welcome to Yorkshire, said: “Yorkshire is very much on the must visit list for many people, and much of this is down to the wonderful people and businesses that help to make this county a world class visitor destination.

“The White Rose Awards are a fantastic opportunity to celebrate their hard work and efforts in going the extra mile to help raise the bar nationally.”

Chair of the independent panel of judges, Professor Colin Mellors, added: “The standard of entries gets stronger and stronger every year, making it very difficult to choose the winners, and those who are highly commended.

“To be shortlisted is a real achievement in itself, so to win a White Rose Award, a business has truly gone above and beyond.”

Winners:
Yorkshire Pub of the Year – The Coach and Horses, Harrogate
Business Tourism Award – Pavilions of Harrogate
Restaurant with Rooms – The Star Inn at Harome
Large Attraction – Yorkshire Sculpture Park, Wakefield
Taste of Yorkshire – Keelham Farm Shop, Bradford and Skipton
Arts and Culture Award – Yorkshire Young Sinfonia
Visitor Information – Hebden Bridge Visitor Centre
Self-catering – Cottage in the Dales, Wensleydale
Caravan and Holiday Park – Wolds Edge Holiday Lodges, York
Small Hotel – The Pheasant Hotel, Harome
Guest Accommodation – Low Mill Guesthouse, Bainbridge
Makers and Producers – Sloemotion, near Malton
Small Attraction – National Centre for Birds of Prey, Helmsley
Restaurant of the Year – The Hare Restaurant, Scawton
Outstanding Customer Service – Bettys Café Tea Rooms, Harrogate
Large Hotel – The Devonshire Arms Hotel and Spa, Bolton Abbey
Tourism Event of the Year – Flying Scotsman, Yorkshire-wide

Highly Commended:
Business Tourism Award – York Conferences
Restaurant with Rooms – Prashad, Drighlington, near Leeds
Large Attraction – Brontë Parsonage Museum, Haworth
Taste of Yorkshire – Yorkshire Food Finder, York
Arts and Culture Award – Swaledale Festival
Visitor Information – Humber Bridge Tourist Information Centre, Hessle
Self-catering – Broadgate Farm Cottages, Beverley
Caravan and Holiday Park – Humble Bee Farm, Scarborough
Guest Accommodation – Grassfield Hall, Pateley Bridge
Makers and Producers – Dalesbred, Settle
Small Attraction – National Emergency Services Museum, Sheffield
Outstanding Customer Service – The 36. Riding Redefined, Harrogate
Tourism Event of the Year – Theakston Old Peculier Crime Writing Festival, Harrogate

The awards were backed by leading businesses, including the Magical Lantern Festival, Yorkshire Post, BBC Yorkshire, British Beer and Pub Association, Barclays, Slingsby Gin, Froneri, William Jackson Food Group, Lucy Pittaway, Arrow Self Drive, Ingrid Flute’s Yorkshire Holiday Cottages, JCT600, eviivo, PWC, Republic of Media, HIT Training, Aspire-igen, and Biffa.

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

For more news and a free image bank [http://www.yorkshire.com/mediacentre](http://www.yorkshire.com/mediacentre)
For further information contact:

Jo Francisco – Senior Press Officer  
Email: jfrancisco@yorkshire.com  
Direct Line: 0113 322 3563  
Mobile: 07769 257327

Marie Christopher – Senior Press Officer  
Email: mchristopher@yorkshire.com  
Direct Line: 0113 322 3537  
Mobile: 07557 157 034

Hannah Bryan – Press Officer  
Email: hbryan@yorkshire.com  
Direct Line: 0113 322 3578  
Mobile: 07581 575 220