



For immediate release

London King's Cross ticket barriers encourage more people to Yorkshire

People travelling through London King's Cross railway station are being encouraged to visit Yorkshire. For six months beginning today (30 January), the ticket gateways at the station will display colourful signage promoting the county.

For the first three months the eye-catching branding will promote the 2018 Tour de Yorkshire – enticing people to travel north to enjoy the four-day cycle racing between 3 – 6 May.

Following that event, the ticket gateways will be covered in Welcome to Yorkshire branding, reminding passengers that they can hop on a train and in just a couple of hours be in the heart of Yorkshire to explore all it has to offer.

The new signs target those who are heading towards their trains and will reach the thousands of commuters, tourists and locals who pass through every single day.

Sir Gary Verity, Chief Executive of Welcome to Yorkshire said: "It's fantastic that this branding will be seen by the millions of people who pass through King's Cross every year and drive feet through the barriers and up to our glorious county.

"The Tour de Yorkshire is a flagship event showing off all four corners of our county and it's great that even more people will be encouraged to visit and experience the event this year."

The branding has been placed by Welcome to Yorkshire in partnership with Carat.

ENDS

Image attached: The signage at Kings Cross railway station London

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
- The Tour de Yorkshire was launched in 2015 as a legacy of the 2014 Grand Départ. It is organised by Welcome to Yorkshire and the Amaury Sport Organisation.
- The men's race holds a 2.1 UCI Europe Tour classification.
- The Asda Tour de Yorkshire Women's Race was awarded 1.2 status in 2016.
- 2.2 million spectators lined the route for the 2017 edition, up from 2 million in 2016.
- The 2017 edition was watched by 9.7 million TV viewers in 180 countries.
- The 2017 edition generated £64 million for the Yorkshire economy.
- The race is supported by Yorkshire Bank, Yorkshire Bank Bike Libraries, Asda, Virgin Trains East Coast, Dimension Data, Mug Shot, RAGT Seeds, Named Sport, JCT600, Tissot, Le Coq Sportif and Mavic.

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