

IMMEDIATE RELEASE: Monday 5th March 2018

Yorkshire's tourism record breakers to be celebrated at Y18 in Bradford

Exclusive research on just how much tourism is worth to Yorkshire is set to be revealed at Welcome to Yorkshire's annual showcase - Y18 - in Bradford later this month.

An audience of more than a thousand people will hear the news first, at the UK's biggest yearly celebration of tourism. The event is taking place for the first time at the iconic Alhambra Theatre on Wednesday 21 March.

There will also be news of some record breaking visitor figures for the county. As numbers are being totted up for 2017, many tourism businesses have been revealing fantastic results, with some reporting their best year to date.

We can exclusively reveal that joining us on stage as part of the show will be Yorkshire comedy legend Billy Pearce. It has just been confirmed that Billy will be starring in this year's Alhambra Theatre pantomime, Aladdin, and marking his 20th performance at the venue in 2018-2019.

As well as shouting loud and proud about all of Yorkshire's many recent successes Y18 will hear details about a number of campaigns that will see millions of pounds invested in promoting the county across the globe. There will also be some exciting news for the Bradford food scene and details of several innovative new arts festivals across the county.

The event is a multi-media stage show hosted by BBC sports commentator Rob Walker who will be fresh back from the Winter Olympics and Paralympics. The show will contain exclusive interviews and announcements, appearances from Yorkshire stars of stage, screen and sport, and world class entertainment and performances.

Sir Gary Verity, Chief Executive of Welcome to Yorkshire said:

"I cannot wait to share the news of just how important tourism is to Yorkshire, as we reveal a number of record breaking figures and acknowledge all the tremendous work being done in our industry right now.

“And I’m absolutely thrilled that Yorkshire legend Billy Pearce will be joining us on stage during the show, at this iconic Bradford venue as we celebrate his immense contribution to entertainment in the county. This is an event not to be missed.”

Y18 is free to attend and open to both Welcome to Yorkshire members and non-members.

<https://www.eventbrite.co.uk/e/y18-conference-yorkshire-on-show-registration-40181175979>

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Images: Billy Pearce

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 tourism and hospitality industry employs almost a quarter of a million people
- Tag **Welcome to Yorkshire** in any coverage on Twitter and Facebook using our handles: @welcome2yorks and <https://www.facebook.com/welcometoyorkshire>

For more news and a free image bank go to:

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