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Stunning North York Moors to star on the big screen

Spectacular images of the North York Moors National Park are being beamed to an audience of millions in cinemas and online.

Beautiful scenery and brilliant cuisine as well as cool activities, attractions and accommodation all feature in a brand-new advert which will promote the area to the UK and beyond.

This joint venture from the North York Moors National Park and Welcome to Yorkshire – named “Alive with Adventure” has just gone live and will run right through the summer.

As well as being shown in independent cinemas and featured on Facebook, Instagram and Twitter, the video will also stream on the ITV Hub.

It’s part of a major campaign to promote the area over the next ten-years, shining a spotlight on this beautiful part of Yorkshire to help attract more tourism and business.

Adverts will also feature on Classic FM, in high profile magazines and on billboards at prime locations, to reach over 11 million people in total.

The campaign is one of a number of initiatives being backed by Welcome to Yorkshire to help promote the county on a global scale.

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

“We promised at our yearly conference Y18 that we would be shouting loud and proud to the world about our great county, and we are. These are stunning images of the North York Moors which show Yorkshire off in all its glory. With beautiful scenery and historic sites, fantastic food and exciting activities, we hope this unique advert shows that this area really does have something for everyone – and truly is “alive with adventure.”

Richard Gunton, Director of Park Services said:

“It’s wonderful to see attention turning to the North York Moors, its breathtaking landscapes and dramatic heritage, giving more people the chance to see and enjoy all this National Park has to offer.”
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 £8 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:
https://industry.yorkshire.com/archive/resources/free-image-library
Username Media, password MZHB9LPa5vA8

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The North York Moors National Park

The North York Moors is a beautiful landscape of stunning moorland, ancient woodland and historic sites. Created on 28 November 1952 it became Britain’s sixth national park. Covering an area of 554 square miles (1,436 square kilometres) the National Park has 26 miles of coastline, two national nature reserves, 840 Scheduled Monuments and over 3,000 listed buildings, attracting an estimated 7.9 million visitors a year.

The National Park has two visitor centres, The Moors National Park Centre, Danby and Sutton Bank National Park Centre, providing opportunities for cycling, walking, eating, picnicking, shopping, crafts and wildlife-watching. The centre in Danby also houses the Inspired by... gallery, which features regularly changing exhibitions by artists who draw their inspiration from the North York Moors.
The North York Moors National Park Authority works with a wide variety of people to care for this beautiful corner of Yorkshire, providing apprenticeships and volunteering opportunities with nearly 14% of staff being apprentices from local families.

To view other press releases and for further information about the North York Moors National Park, visit www.northyorkmoors.org.uk

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