

3.7.18 immediate release

Millions get “Welcomed to Yorkshire” at Leeds Bradford Airport

The front of Leeds Bradford airport has had a Welcome to Yorkshire make-over.

Panels right across the front of the terminal building have been fully decorated with multicoloured versions of the famous “Y” logo. They will now be seen by the four million visitors who travel in and out of Yorkshire via the airport each year.

The branding, which has been printed and installed by Scarborough based company Adverset, is one of a number of exciting changes made to the terminal after its recent rebrand.

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

“Welcome to Yorkshire has been working hard to make sure people arriving into the county at any of our main transport hubs get a wonderful, colourful welcome. This powerful branding looks really great and is a fantastic sight for those using Leeds Bradford airport.

“Recent improvements have really seen the airport up its game and we’re delighted to support their exciting ongoing plans that will benefit the whole region.”

David Laws, Chief Executive at Leeds Bradford Airport said:

“These are exciting times for Leeds Bradford Airport and we are delighted to see our partnership continue to thrive with Welcome to Yorkshire.

“Sir Gary and the team do an exceptional job in promoting this wonderful region right across the globe and we are determined to play our part in bringing the world to Yorkshire!

“Together with this fantastic new artwork, our passengers can expect to see a number of changes to the terminal with our airside redevelopment works now in full flow, as we strive in our efforts to create an airport Yorkshire can be proud of.”

- ENDS -

Images: L-R Sir Gary Verity DL, David Laws

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 £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:

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