

Immediate Release: 11 September 2018

Record start for Yorkshire tourism in 2018

A record breaking number of overseas visitors have headed to Yorkshire in the first 3 months of 2018.

Just under 294,000 people came to the county from abroad between January and March. That's the highest number for the first quarter of any year, since records were started.

Visitors have been recorded from as far afield as Australia, the UAE, Serbia, Singapore, Nigeria, New Zealand, Qatar, Chile and Canada.

New figures released by VisitEngland also reveal the Borough of Scarborough, which includes Whitby and Filey, has retained its crown as most visited holiday destination in England, outside of London.

Yorkshire has four places in the top 20, with York at number six and Leeds and Harrogate also featuring in the list.

<https://www.visitbritain.org/destination-specific-research>

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

"It's been a fantastic summer for tourism here in Yorkshire and it's great to see official stats now showing a record breaking start to the year too. We work hard showcasing the county across the globe and we're delighted to have welcomed visitors from such a broad range of countries.

We all know what a brilliant day out you can have on the Yorkshire coast and it looks like the secret is now well and truly out – as the Scarborough district has once again been named the most visited destination outside of London. From family fun in Scarborough, to fish and chips in Filey - recently named UK beach of the year by the Times, to heritage, stunning coastal walks, and the finest dining at world class fish restaurants in Whitby, and the Yorkshire coast is second to none."

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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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