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Yorkshire Payments partners up with Welcome to Yorkshire

A Yorkshire based payment service provider has become the latest respected company to partner with Welcome to Yorkshire.

Yorkshire Payments provides more than 3,500 businesses with affordable ways to process transactions by providing cost effective and easy to use card and contactless payment solutions. As well as this, it can also help by supplying EPOS (Electronic Point of Sale) solutions.

The relationship will not only see Yorkshire Payments services being used by Welcome to Yorkshire itself, but the company will now also become the preferred supplier for Welcome to Yorkshire's members.

Speaking of the new partnership, **Yorkshire Payments Managing Director, James Howard, said:**

"We recognise the fantastic work that Welcome to Yorkshire does throughout the region and the big support they have for this. The partnership for both sides was a natural complement for each other to provide Yorkshire based payment services throughout whilst upholding interests of the members".

The deal will also see Yorkshire Payments become a member of Welcome to Yorkshire's exclusive Y30 Business Club, which is aimed at connecting some of Yorkshire's largest and most ambitious businesses.

James Mason, Chief Executive of Welcome to Yorkshire, commented:

"We're delighted to add Yorkshire Payments to our key corporate partners tier as a Y30 member. As their name suggests, they are an integral part of the regional economy and for them to increase their commitment with Welcome to Yorkshire at this time is testimony to James and his team but also demonstrates Welcome to Yorkshire's credible commercial offering despite us all facing a period of economic instability.

"We'd encourage all businesses in the county to partner with Yorkshire Payments as they have already saved us money as we look at our online and offline payment processes."

Yorkshire Payments will also be an event partner for Welcome to Yorkshire's Y20 Conference. The flagship tourism showcase is being rescheduled after being postponed due to the Covid-19 pandemic.

ENDS

IMAGE: L-R (Yorkshire Payments Managing Director James Howard and Welcome to Yorkshire's Head of Strategic Partnerships Chris Powell)

Editors' Notes:

- **Welcome to Yorkshire** is the official destination marketing 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 £9 billion annually
 - The county's tourism and hospitality industry employs almost 225 thousand 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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