



Welcome to Yorkshire – Financial Accounts 2019/2020 - Statement

As an organisation, Welcome to Yorkshire is committed to increasing financial transparency and governance. As such we have made public our latest financial accounts as filed with Companies House which cover the 18 months up to September 2019 and then to March 2020. This period precedes the current make-up of the Welcome to Yorkshire board of directors and the significant operational, staffing, cultural and strategic changes which have been made since March of last year.

The accounts were filed after an extended period as a result of issues relating to the coronavirus crisis, including subsequent uncertainty of funding which had previously been assigned from the North and West Yorkshire Business Rates Committee.

Over the last 16 months, there has been the appointment of Peter Box as chairman of the board (October 2019) and Chief Executive James Mason (January 2020), as well as changes to the board. The staffing numbers have reduced by over 50% to a current workforce of 24 people, as one of several cost saving measures, alongside the introduction of an audit committee and governance panel. The organisation is focusing on the future, moving forward and supporting the economic recovery of the tourism sector in Yorkshire through the coronavirus crisis and post-pandemic to reopen, recover and rebuild as part of Welcome to Yorkshire's Tourism Recovery Plan, working closely with the county's businesses and local authorities.

Introducing new and dynamic initiatives, has also been a priority, including the hugely successful Walkshire campaign, a tree planting personal membership scheme and a new commercial membership model which has seen the organisation's huge online presence grow significantly.

Welcome to Yorkshire has an annual social reach of circa 20 million engagements and a global brand reach of over 23 million.

Pre-pandemic tourism in Yorkshire was worth a staggering £9 billion annually to the county's economy, with the region's tourism and hospitality industry employing almost 225,000 people. It is therefore crucial that Welcome to Yorkshire continues to successfully work with the tourism sector in what will be critical and challenging times ahead.

It is with huge gratitude that Welcome to Yorkshire acknowledges the support from local authorities across the county and the impact that has had in supporting the tourism industry throughout this difficult time. The strength and enthusiasm in the continued support from Welcome to Yorkshire's loyal business members is also much appreciated, and the organisation looks forward to working with, promoting and supporting the tourism sector and to welcoming new members going forward.

Ends

- ENDS -

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 £9 billion annually with the county's tourism and hospitality industry employing almost 225,000 people

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