



Yorkshire's Magnificent Top 20

20 of Yorkshire's top attractions coming together for the first time and are hoping for a record breaking summer.

Some of the best attractions in the UK sit within Yorkshire's countryside, cities and coastlines, and now, they have become members of Yorkshire's Magnificent Attractions.

The attractions group has seen a rapid growth in membership in the past year, attracting the cream of the Yorkshire region's top attractions and four National Museums, now welcoming Wentworth Castle Gardens as its 20th member. Collectively the group helps to bring in over 8 million visitors to the region each year.

Each member attraction offers a unique visitor experience in Yorkshire, with something for all to enjoy. Membership boasts the UK's only submariun, Europe's longest rollercoaster and Yorkshire's only wildlife park.

Highlights for visits to Yorkshire attractions include:

- £1m refurbished JORVIK - complete with life-like, cutting edge art animatronics
- The new Yorkshire Museum, due to open its doors on Yorkshire Day (1st August)
- A new £2m education centre at RHS Garden Harlow Carr, which celebrates its 60th anniversary this year
- New rides at Lightwater Valley, that include Whirlwind and Raptor Attack
- Newly released Romanian Lions, now on public view at Yorkshire Wildlife Park
- Eureka! The National Children's Museum comes of age and celebrates its 18th birthday this July
- The Deep welcomes two new Zebra Sharks

Together Yorkshire's Magnificent Attractions work on combined marketing activity and collaborate on best practice, to ensure visitors to Yorkshire and from across the region receive the best possible experience.

The official tourism agency for the region, Welcome to Yorkshire, works closely with Yorkshire's Magnificent Attractions, supporting marketing, promotions and PR activity. Six members of the group have been White Rose Award winners since 2008 and with healthy competition between the members, there are high hopes for the 2010 shortlist.

Gary Verity, Chief Executive of Welcome to Yorkshire says:

"It's great to see so many of the region's truly great attractions working in collaboration with each other and we have been keen to support Yorkshire's Magnificent Attractions where possible. This consortium offers a one stop shop and has really assisted Welcome to Yorkshire in helping to organise some really good, value-for-money days out for visitors to our region."

Deborah Hindley, Chairman of Yorkshire's Magnificent Attractions adds;

"Our consortium continues to grow and we are thrilled to represent so many of the regions' great attractions. This summer is proving to be particularly exciting for our attractions, we are working with Welcome to Yorkshire on some really exciting campaigns, to encourage holidaymakers to stay in the UK and enjoy the delights of Yorkshire. Our attractions have arranged some great events, exhibitions and activities for family visitors and we look forward to welcoming visitors from far and wide."

For further information on Yorkshire's Magnificent Attractions visit www.yorkshireattractions.org

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Photo caption

Representatives from the 20 members of Yorkshire's Magnificent Attractions celebrating with group Chairman Deborah Hindley and Welcome to Yorkshire Chief Executive Gary Verity.

20 members:

1. Magna Science Adventure Centre
2. JORVIK Viking Centre
3. RHS Harlow Carr
4. Eureka! The National Children's Museum
5. The Deep
6. Yorkshire Museum
7. York Castle Museum
8. Harewood House
9. Yorkshire Wildlife Park
10. Thackray Museum
11. Lightwater Valley
12. National Coal Mining Museum
13. Castle Howard

14. Royal Armouries
15. Xscape
16. York Minster
17. National Media Museum
18. National Railway Museum
19. Yorkshire Sculpture Park
20. Wentworth Castle and Gardens

For further information on any of the attractions in the group or the chance visit one or more of the venues please contact Amy Bell, Bonner and Hindley Communications, amy@bandhcommunications.co.uk or telephone 0113 243 4713.