

## Yorkshire's local government leaders support a fundamental review of tourism marketing for the region

At its meeting today (18 November 2021), the Yorkshire Leaders Board – made up of council leaders and metro mayors from across Yorkshire – agreed to produce options for the governance, finance and the future direction of tourism marketing for the region. The outcome of the review will be presented to council leaders and Mayors in February 2022.

Welcome to Yorkshire, the region's current destination marketing organisation, will continue to promote tourism in the region as the review is conducted.

Co-Chair of Yorkshire Leaders, Cllr Steve Houghton, who is Leader of Barnsley Council, said: "Every district, borough and county in Yorkshire benefits from tourism. The industry, and the communities that rely on it, deserve our support.

"Yorkshire is an international brand that generates billions of pounds each year and showcases the very best of our region. There's no question that our tourism industry needs a champion. And I'd like to thank the board and staff at Welcome to Yorkshire who continue to play that vital role in promoting our region and bringing investment to local businesses and communities. But now is the time for us to think about how we develop the brand in the long term.

"We have an open mind about the outcome of the review. It's important that we take this time to assess all the options and explore every opportunity available to us before we meet again in February to agree the way ahead. In the meantime, we will talk to the industry and local leaders so that we can give Yorkshire's brilliant tourism industry the support it needs to grow for the long term."

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Editor's note: The Yorkshire Leaders Board is a partnership of 22 local authorities and two mayoral combined authorities working together for the betterment of the whole of the Yorkshire and the Humber region. More information on its members can be found at [www.yhcouncils.org.uk](http://www.yhcouncils.org.uk)