



FOR IMMEDIATE RELEASE

A CHAMPION FOR NORTH YORKSHIRE'S HOSPITALITY INDUSTRY

Businesses struggling in the face of successive lockdowns which have crippled North Yorkshire's hospitality and tourism industry now have another champion to back their cause.

Experienced hospitality and business woman Ena Dent was invited, and accepted, the role of Business Support Adviser of Visiting North Yorkshire, the tourism organisation which promotes North Yorkshire as the perfect place to spend a short break or annual family holiday.

Ena has always been passionate about the county of her birth and is an active member of the North York Moors National Park Authority and was Chair of Tourism Association North Yorkshire for many years. She was also a long-standing Vice Chair of the local branch of the Federation of Small Business. With her family, she runs her own holiday accommodation – Craven Garth Farm Holiday Cottages in Rosedale East.

Together with Visiting North Yorkshire, Ena draws on her years of experience to provide support and advice to fellow North Yorkshire business owners in the hospitality industry. She will look to communicate directly with providers across the region, discussing issues they are facing on a daily basis, lobbying local and national government for additional support.

"Teaming up with Visiting North Yorkshire provides an opportunity to continue the work of promoting the county on the wider stage and reminding people that North Yorkshire is a place they want to visit. The hospitality sector is a community in itself

and successive lockdowns have not only put livelihoods at risk but in many cases left people feeling isolated and impacting on their mental health.”

“When promoting North Yorkshire during successive lockdowns, falling silent or reducing output is precisely the wrong thing to do as many people are already looking at arranging breaks for when the situation improves. Also those in hospitality may need help, advice, support or sometimes just a listening ear.”

“Spreading the word about our wonderful North Yorkshire landscape and first class hospitality is what Visiting North Yorkshire is all about. They are a dynamic support organisation which is buzzing with ideas to raise the area’s profile but joining up isn’t mandatory. I want to engage with businesses, give them extra support, and see if we can unite to secure ourselves a brighter future.”

Chris Cooper, Director of Visiting North Yorkshire, said: “We are passionate about North Yorkshire and all the wonderful businesses which attract visitors to the area. We’ve worked with Ena before on tourism-related projects and we knew she was the best person to team up with in order to make a difference at this crucial time.”

ABOUT VISITING NORTH YORKSHIRE

Chris and Ian are both born and bred North Yorkshiremen who have been working in the county’s tourism industry for over a decade. They have a wealth of knowledge about the area and launched Visiting North Yorkshire to promote it as the premier tourism destination in the UK, appearing on BBC Look North and ITV Calendar on behalf of Visiting North Yorkshire. They also have regular guest slots on YO1 Radio as local tourism experts.

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