

DESTINATION HARROGATE

NEWS RELEASE: DESTINATION HARROGATE LAUNCHES FIRST “VISIT HARROGATE RESTAURANT WEEK”

Destination Harrogate is delighted to launch the inaugural Visit Harrogate Restaurant Week, taking place across the Harrogate district from 6-10th February 2023.

Businesses across the Harrogate district that have signed up to Restaurant Week will offer special set-price menus to customers who visit their restaurants and quote the offer during the dedicated week.

Restaurant Week offers businesses in the food and hospitality industry the opportunity to boost awareness of their business, attract new customers and create regular repeat customers.

While visitors to the establishments taking part in Restaurant Week are able to try new places, new menus, and perhaps even new food.

John McGivern, Destination Events Manager for Destination Harrogate, said:

“We’re thrilled to launch Visit Harrogate Restaurant Week. Excellent food and drink is a firm offer within the Harrogate district’s visitor experience, and through focusing on our tourism strengths, we’re showcasing our best stories to attract more visitors and to set us apart from our competitors. “The initiative also supports our commitment to sustainable tourism, encouraging visits during times of the year when, traditionally, visitor numbers have been lower. Spreading visitor footfall across the year lowers impact to the environment, and offers new opportunities to our local businesses, along with great deals for our visitors and residents alike.

“So the message is: join in, book in, tuck in – and here’s to a great Visit Harrogate Restaurant Week!”

Businesses from across the Harrogate district that would like to sign up to Restaurant Week can do so at the Destination Harrogate website: www.destinationharrogate.co.uk/work-with-us/restaurant-week/.

A list of restaurants taking part in Restaurant Week, detailing the food and drink offers available from 6-10th February, is available on the Visit Harrogate website: www.visitharrogate.co.uk/restaurant-week.

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NOTES TO EDITORS

Visit Harrogate Restaurant Week - Eligibility criteria: Restaurant businesses in the Harrogate district (Boroughbridge, Harrogate, Knaresborough, Masham, Nidderdale AONB, Pateley Bridge, Ripon) who have a listing on the Visit Harrogate website are eligible to take part. Businesses that are not already listed on www.visitharrogate.co.uk can apply for a Directory level listing free of charge for the first time of participation. Find out more from www.destinationharrogate.co.uk/work-with-us/restaurant-week/.

About Visit Harrogate

Visit Harrogate is the consumer brand of Destination Harrogate, the Destination Management Organisation (DMO) for Harrogate district, responsible for instigating and leading on the delivery of the Destination Management Plan for 2022 through to the end of 2025. In collaboration with its partners, the DMP showcases what’s wonderful, exciting and appealing about Harrogate district to

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attract more visitors, events and investment to the area, to create a strong local economy for residents and businesses.

The DMO incorporates Visit Harrogate, Events Harrogate and Culture Harrogate, working in partnership with Invest Harrogate, which is responsible for delivery of HBC's inward investment plan to support economic growth in the district. The DMP supports the ambitions of the district Economic Growth Strategy (2017 – 2035), Local Plan (2014 – 2035), and 2024 Transformation Programme.