

DESTINATION HARROGATE

NEWS RELEASE: Visit Harrogate brings nostalgic movie magic to the Autumn Flower Show

Visit Harrogate is bringing chilled out, retro movie vibes to the Harrogate Autumn Flower Show for the first time this year, with an all-new outdoor cinema experience.

Debuting at the show, which takes place at Newby Hall and Gardens near Ripon, Cinema Botanica, hosted by Visit Harrogate, will offer visitors the chance to enjoy a trip down memory lane whilst enjoying flowers, flicks and chill.

The pop-up picture house will include a big screen where visitors can pull up a deckchair and rest their legs after perusing the plants and flowers on show in the beautiful setting of Newby Hall & Gardens.

Throughout the day, Cinema Botanica will screen historical film footage from previous Harrogate flower shows, together with nostalgic material recorded at the fabulous formal gardens and stunning outdoor spaces of the Harrogate district. Taking flower show-lovers on a journey that celebrates Harrogate's fantastic horticultural reputation, from days gone by to the present time.

John McGivern, Destination Events Manager for Destination Harrogate, said: "It's wonderful to offer this enhanced experience to visitors coming to meet the Visit Harrogate team at the Autumn Flower Show this year.

"At the show, we will be helping to inform show visitors about how they can extend their visit to the Harrogate district with trips to the wonderful gardens and garden attractions we have here. Whilst also encouraging them to come back for return visits.

"The screenings at the new outdoor cinema experience will help to illustrate further what a wonderful gardens destination the Harrogate district is. It's a fabulous way to bring to life the history and significance of the Harrogate district's horticultural connections - and regular show visitors, together with local residents can reminisce their favourite memories with this new addition to the show experience."

Nick Smith, Director of Harrogate Flower Shows commented: "Having been a cornerstone of the region's horticultural magic for over a century, Harrogate Flower Shows are thrilled to be supporting Visit Harrogate in this floral trip down memory lane at the autumn show. Cinema Botanica offers visitors an opportunity to relive the colour and spectacle of past flower shows, whilst exploring the fantastic gardens and landscapes, including our stunning autumn home of Newby Hall & Gardens, which continue to thrive and inspire in the borough today."

Ahead of the Autumn Flower Show, **Visit Harrogate has released a preview of the film footage that will be screened at Cinema Botanica. Watch a sneak peek here:** <https://youtu.be/vWTiEUe2pPE>

The Harrogate Autumn Flower Show takes place from 16th to 18th September. Tickets can be booked online here: [Autumn Flower Show 2022](#)

-ENDS-

NOTES TO EDITORS

Imagery available to share includes the teaser video - <https://youtu.be/vWTiEUe2pPE>

DESTINATION HARROGATE

Images attached to this email are from the Harrogate Autumn Flower Show, 2021 and are also available, courtesy of Harrogate Flower Shows/Newby Hall and Gardens. High res versions are available on request.

About Harrogate District Gardens

Alongside the fabulous public parks, gardens and outdoor spaces of the Harrogate district, Visit Harrogate's 2022 Gardens Campaign, "[See How Our Gardens Grow](#)", promotes [Beningbrough Hall, Gallery & Gardens](#) ; [Fountains Abbey and Studley Royal Water Garden](#); [Himalayan Garden and Sculpture Park](#) ; [Kitchen Garden, Rudding Park](#) ; [Newby Hall & Gardens](#) and [RHS Garden Harlow Carr](#).

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 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.