

DESTINATION HARROGATE

HARROGATE CHRISTMAS FAYRE REACHES FULL TRADING CAPACITY, MAKING IT BIGGER AND BETTER FOR 2022

With days to go until Harrogate Christmas Fayre gets underway, Destination Harrogate is delighted to announce that the market has reached capacity for traders.

Many traders from the Yorkshire region are set to join international and European traders in Harrogate for the Christmas market, which has been expanded for 2022, offering a bigger and better festive experience.

Harrogate Christmas Fayre, which runs from 2-11 December, is located in the town centre along Cambridge Street and Market Place and will complement Harrogate's fantastic range of retailers.

John McGivern, Destination Events Manager for Destination Harrogate, said: "We're delighted that Harrogate Christmas Fayre has reached capacity for traders and that the Christmas experience provided by Destination Harrogate is even stronger this year. This expanded offer looks set to draw more residents and visitors into Harrogate for the festive season, providing a fantastic boost to our local businesses and our visitor economy, and offering an even more exciting Christmas experience for everyone who has chosen Harrogate as their Christmas destination."

One lucky – and local - company is trading for FREE at Harrogate Christmas Fayre, thanks to the Jolly Big Business Boost - an annual competition from by Market Place Europe, the organisers of the Christmas market.

The competition grants young businesses the opportunity to gain experience in the world of trading and to exhibit their products on a new platform. To boost their chances of success, winners are also supported by the Christmas market team with business mentoring and PR opportunities.

This year's winning company, The Harrogate Hamper, sells luxury products from jams to gins, and from beer to bath salts, using suppliers based in the Harrogate district and North Yorkshire, with "Support Local" at the heart of the business ethos.

Harrogate Christmas Fayre is an integral part of Destination Christmas, the Christmas campaign from Destination Harrogate, under the Visit Harrogate brand, that was launched successfully in 2021.

The campaign positions the Harrogate district as a first choice Christmas destination, to enjoy exciting days out and short breaks away over the festive season.

Alongside the Christmas market, the festive offer in Harrogate includes Little Bird Made artisan market, taking place from 3-4 and 10-11 December; and exciting attractions ranging from an outdoor ice rink, new for 2022; to a giant Ferris wheel, traditional carousel and children's fairground rides, supported by Harrogate Borough Council's Parks and Environmental Services.

The Candy Cane Express road train, co-funded by Harrogate BID, will transport revellers around the town centre for free while the market is taking place. The train stops, which include a town centre location for the market and Crescent Gardens for the attractions, have been sponsored by West Park Hotel and Coach & Horses pub in Harrogate, part of the Provenance Collection group.

Anthony Blundell, Head of Business Development at Provenance Collection, said: "We were thrilled to take up the opportunity to show our support for Destination Harrogate's Christmas

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campaign, Destination Christmas. At Provenance, our ethos has always been to partner with the very best Yorkshire has to offer.

“We delight in welcoming visitors to our stunning spa town, especially at Christmas when our establishments are decorated with beautiful Christmas decorations by Helen James Flowers. And with Apres Ski in the West Park Courtyard on Fridays and Saturdays, and Master Chef Josh Whitehead’s winter warmers at the Coach & Horses, visitors to Harrogate’s Christmas markets and exciting attractions can extend their festive experience with us for an extra magical escape.”

Destination Harrogate has also been working with teams from North Yorkshire and the North East to promote safety and security at Harrogate Christmas Fayre and the town centre events, as part of Protect UK’s Winter Vigilance Campaign.

Messages will be shared throughout December as part of the social media activity on both the Visit Harrogate and Harrogate Christmas Fayre social platforms, reminding people to stay alert and reassuring visitors and residents about police and security presence at events.

-ENDS-

NOTES TO EDITORS:

[Destination Harrogate](#) is the Destination Management Organisation for the Harrogate district, established in 2021 and a division of Harrogate Borough Council. Together with our partners, we showcase the Harrogate district to attract visitors, events and investment to create a strong local economy for businesses and residents. Our core business functions are Visit Harrogate, Events Harrogate, and Invest Harrogate.

Entertainment and attractions in Harrogate including the ice skating rink, giant Ferris wheel, carousel and children’s rides are provided by Events by Cynosure and supported by Harrogate Borough Council’s Parks and Environmental Services. They will be in situ from 2nd December 2022 to 3rd January 2023.

Harrogate Christmas Fayre, organised by Market Place Europe, will run in Harrogate town centre from 2nd – 11th December 2022.

Little Bird Made artisan market will take place on 3rd-4th December and 10th-11th December in Harrogate’s Valley Gardens.

The Candy Cane Express road train will run throughout the days that the market takes place.

Images attached are from Harrogate’s 2021 Christmas Fayre. High res images are available on request.