

# DESTINATION HARROGATE

## DESTINATION HARROGATE PLANS SECOND VISIT HARROGATE RESTAURANT WEEK FOR AUTUMN 2023

Following the success of the first Visit Harrogate Restaurant Week this February, Destination Harrogate is delighted to announce plans for a second Restaurant Week later this year.

During Visit Harrogate Restaurant Week, food and drink establishments from across the Harrogate district offered special deals and set price menus to diners over a five day period.

The initiative was promoted on the Visit Harrogate website, with participating restaurant businesses and their special offers listed on a landing page that received more than 9500 visits during the campaign.

It followed a similar pattern to other successful UK Restaurant Weeks and gave restaurants the opportunity to raise awareness of their business, boost footfall and create new and repeat customers during a time when traditionally, visitor numbers have been lower.

**Helen Suckling, Partnership and Commercial Manager for Destination Harrogate, said:** “We were thrilled with the response we had from local businesses who were keen to sign up to our first Restaurant Week, resulting in a fantastic variety of great deals on dining out that our residents and visitors were able to take advantage of.

“The feedback we’ve received from those businesses has been really positive, with many reporting an increase in bookings and in footfall for the week that Restaurant Week took place.

“With this in mind we are now planning for Visit Harrogate Restaurant Week to return this autumn, with many of our restaurant businesses keen to support a second week later this year.”

**Anthony Blundell, Head of Business Development at Provenance Collection, said:** “We are delighted to have supported Visit Harrogate’s inaugural Restaurant Week across three of our Provenance Collection venues - The Coach & Horses, The West Park Hotel and The Punch Bowl Inn. It’s a great initiative welcoming both visitors to the town and our loyal guests to enjoy fantastic offers and try our new seasonal dishes. We are thrilled with how many delighted guests we saw over the week and very much look forward to supporting future events.”

Businesses can find out more about Visit Harrogate Restaurant Week, and express interest in signing up for a second Restaurant Week, via the Destination Harrogate website:

[www.destinationharrogate.co.uk/work-with-us/restaurant-week/](http://www.destinationharrogate.co.uk/work-with-us/restaurant-week/) .

-ENDS-

### NOTES TO EDITORS

**Visit Harrogate Restaurant Week** is open to involvement from restaurant businesses in the Harrogate district (Boroughbridge, Harrogate, Knaresborough, Masham, Nidderdale AONB, PateleyBridge, Ripon) who have a listing on the Visit Harrogate website. Businesses that are not already listed on [www.visitharrogate.co.uk](http://www.visitharrogate.co.uk) can apply for a Directory level listing free of charge for

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the first time of participation. Terms and conditions apply. Find out more from [www.destinationharrogate.co.uk/work-with-us/restaurant-week/](http://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 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.