

England's BEST KEPT SECRET!



One of England's hidden gems; relatively unknown in Europe – an opportunity for tour operators, wholesalers and travel agents looking to add new, fresh English product.

The North York Moors has it all, within a relatively short travel distance - colourful heather moorland, historic Jurassic coastline and sandy beaches, lush rolling dales, wide open star-filled skies and charming market towns and villages - all with a warm, friendly welcome you can trust.

Easily accessible from Europe, located just a short drive from the historic English city of York. The North York Moors is best explored by car, on foot or bike, providing your customers with a much-needed breath of fresh air.



North York Moors
National Park



"FINEST VIEW IN ENGLAND"
550m

Opportunities for Travel Trade

©VBI

- ✓ Opportunity to add a new, fresh English product to your programme
- ✓ Work with a knowledgeable, experienced international team
- ✓ Flexible itineraries developed, to meet the needs of your customers
- ✓ Fresh content, imagery and video available
- ✓ Local suppliers providing commissionable bookings
- ✓ Product and accommodation **"We're Good to Go"** marked*

***"We're Good To Go"** is the official UK mark to signal that a tourism and hospitality business has worked hard to follow Government and industry COVID-19 guidelines and has a process in place to maintain cleanliness and aid social distancing.

VisitEngland/VisitBritain and the North York Moors National Park are working together to help more tour operators and other intermediaries to strengthen and add new North York Moors product and create new bookable programmes. We have put together a number of tools and resources to help you, including:



Destination map



Must Sees and Hidden Gems



Practical information



Images



Ways to Experience the North York Moors



Supplier Directory



Sample itineraries



Destination Map

Our destination map includes the main towns and villages and key transport hubs. It also has many of the 'must see' places to visit, as well as the hidden gems. You'll also find a helpful table giving the distance between many of the key towns and villages to help you plan your own itineraries.

Find accommodation in the North York Moors

Whether you need accommodation for a couple of nights or a week we have options to meet all your needs. The North York Moors has a generous supply of inns with rooms, farmhouse B&Bs and self-catering holiday cottages. For something special, there are boutique to luxury spa hotels and several glamping options. We can help you find somewhere to stay in the North York Moors, whatever style of accommodation your customers require, and you'll be guaranteed a warm welcome. Many of our accommodation providers are walking, cycling, nature and dark skies 'friendly', meaning they feature information and facilities to help these activities. Check out the Supplier Directory and speak to our helpful team.

Getting to the North York Moors

The North York Moors is easily accessible from Europe. P&O Ferries operate an extensive service to Hull from Rotterdam. DFDS Seaways also operate ferries between Newcastle and Amsterdam. Both Hull and Newcastle are around a 90-minute drive to the North York Moors. Both also have train connections to Malton and Scarborough or Whitby, respectively. Alternatively, you can take a train from London to York (in around 2 hours) for onward travel to the North York Moors by bus or car hire.



©VBI

Getting around the North York Moors

Once your customers have arrived there are several options for taking the train or local bus services, many serve the main towns and villages.

By train, the North Yorkshire Moors Railway offers a journey-back-in-time from Pickering to Whitby, through Newton Dale Gorge to Grosmont and along the pretty Esk Valley where it emerges at the sea. Voted the country's most popular heritage railway.

By bus, as well as connecting many of the small villages and towns the bus services pass through stunning countryside. Daily services include the Coastliner (Whitby to York), as well as the convenient coastal service between Guisborough and Scarborough, and an inland service from Helmsley to Scarborough.

By car, your customers will be able to explore the quieter roads. They are narrower and shared with other users - walkers, cyclists and sometimes sheep! Several villages have car parks.

On foot and by bike, walking and cycling are fantastic ways to experience the North York Moors National Park. There are plenty of day walks, circular and long distance walks offering through hikes, including the 175 km Cleveland Way National Trail. The 'Moor to Sea Cycleway Network' offers a stunning series of moorland loops, sections of off-road Cinder Track (former railway lines), quiet woodland tracks and bridleways of between 12 and 31km. Or for a long distance challenge, the North York Moors Cycleway offers 276 km of exhilarating riding. If this sounds challenging, e-biking is always an option!

Eating in the North York Moors

The North York Moors is not short of locally sourced, seasonal produce, cultivated by committed growers and brought to you by passionate producers. You'll find a wide choice of cafés serving lunches and amazing cakes, as well as food served in cosy pubs in front of blazing fires, through to fine dining options. Our itineraries give a few suggestions but for even more inspiration check out the [Taste of the North York Moors](#).

Ways to EXPERIENCE THE NORTH YORK MOORS



Soak up the views

Take in the awe inspiring, spectacular scenery of the North York Moors. Dramatic coastline and sweeping moorland views, breath-taking natural lakes, and wide-open star-filled skies - allow time to stand still whilst you savour this unique landscape.

Go 'on top of the world' as you take in the big skies and open panoramas. With a lake view described as "England's Finest", the North York Moors provides an unmissable experience, like no other. [For more on amazing views ... by day and night](#)

©VBI

Encounter the landscape on two feet

Walking here is all about fresh air, huge skies, and a chance to get close to wildlife local to the area. A great way to discover the history embedded in the landscape, from ancient monks' trods, to legendary stone crosses and boundary stones. [The Cleveland Way National Trail](#), a 175 km long route through dramatic coastline and heather moorland guides you through the North York Moors on foot. The route can be taken as day walks, longer hikes or with an organised group.

[Several baggage transfer companies and walking holiday companies operate on the Cleveland Way](#)



©VisitBritain/Thomas Heaton



North York Moors
National Park





Centuries of English History

Explore the North York Moors to uncover the centuries of English history that lie beneath your feet and before your eyes; discover fascinating stories of a land with an important past. From [abbey ruins](#) reflecting nearly 1,000 years of spiritual, commercial, and romantic history, magnificent castles dating back 900 years to fine historic houses and 18th century atmospheric coastal towns and villages, such as Whitby, Robin Hood's Bay or Staithes. There is even a magical [heritage steam railway](#) to take you on your North York Moors historical journey. Several monastic ruins – Whitby Abbey, Rievaulx and Mount Grace offer a wonderful insight into the past.

Wildlife spotting

The landscapes of North York Moors offer an abundance of opportunities for [wildlife spotting](#) and enjoying local flora and fauna. Whatever the [season](#), there is something unique to see - head to the coast to see kittiwakes, razorbills, and puffins at [RSPB reserve at Bempton](#) and [Yorkshire Wildlife Trust reserve at Flamborough](#). Look out for seal pups along the coast in June or November, while September is the best time to venture out to sea for some minke whale watching. Further inland, discover wildflower meadows and colourful heather moorland buzzing with insects, bees, and butterflies.

Boat trips to see seal, whales and dolphins (at the right time of year) can be taken from Whitby and Staithes

Uncover the geology of The Jurassic Coast

Explore the renowned coastline that regularly attracts amateur and professional geologists from all over the world. This unspoilt coastline has footprints and fossils from the Jurassic Age in the rocks at the water's edge, making it a rich fossil hunting location. The perfect place to seek your very own prehistoric souvenir, and one of the few places in the world to find it, the area's most well-known stone; black jet, formed from the remains of Jurassic monkey puzzle trees and made famous by Queen Victoria.

Any of the coastline along this 40 km stretch are worth a visit, but the beaches around Runswick Bay and Robin Hood's Bay are especially rewarding for amateur geologists to explore. Or join one of [Hidden Horizon's](#) fossil hunt or foraging walks.



Explore traditional market towns and villages

The North York Moors is home to several thriving market towns and picturesque villages; centres of local life and community, where a friendly welcome awaits you. Located on the coast are Whitby, an atmospheric town overlooked by the famous cliff tops of Whitby Abbey and the timeless seaside villages of Staithes and Robin Hood's Bay; with colourful cottages, fishing boats and harbour. Move inland to the quintessential market town of Helmsley and villages such as Hutton-le-Hole, for some local shopping and perhaps a pint of local ale.

©VBI

And for a bonus...

Taste the North York Moors

The North York Moors offers locally sourced, seasonal produce, cultivated by committed growers and made into scrumptious offerings by passionate producers. You'll find tempting food in the best delis, farm shops & pubs, from fresh lobsters and crabs, to local breweries and heather honey from the moorland. Spend time with passionate local producers or hone your skills at one of the excellent cookery schools.

[For more on passionate food producers, immersive food and drink experiences and tempting places to eat and drink.](#)



We are happy to provide further suggestions and details of suppliers can be found in the North York Moors Supplier Directory.

Sample ITINERARIES



The North York Moors is easily accessible from Europe by ferry or train, located just a short drive from the historic English city of York.

Take in the spectacular scenery of the North York Moors National Park and uncover centuries of England's history and heritage. Visit ruined abbeys and ancient stone crosses, learn tales of smugglers and explorers, and marvel at stately homes and magnificent gardens.

Explore by car, on foot or bike and discover breathtaking colourful heather moorland, the Jurassic coastline and sandy beaches, lush rolling dales, wide open star-filled skies and charming market towns and villages.

Experience local artists at work, unique food and drink and then relax in a friendly, cosy English pub.

Welcome to the North York Moors – where peace and beauty awaits you.

We have a selection of three-day to seven-day sample itineraries. These have been developed using newly commissioned market research around the perfect short-break holiday for the target customer, 'Explorers' aged 45 years+ from near Europe, who like to experience the culture and heritage of a new English destination, full of little surprises, at a more relaxed pace. They include experiences taking in the beautiful surroundings of the North York Moors National Park and its stunning coast, along with free time to visit the area's 'must-sees' and engage with the local culture.

Itineraries include:

- Highlights of the North York Moors (3 days)
- Coast & Countryside (5 days)
- Heritage & History (5 days)
- Walk Your Way Through History (5 days)
- York and the North York Moors (7 days)