



North York Moors
National Park

Welcome to the North York Moors

Where peace and beauty awaits you

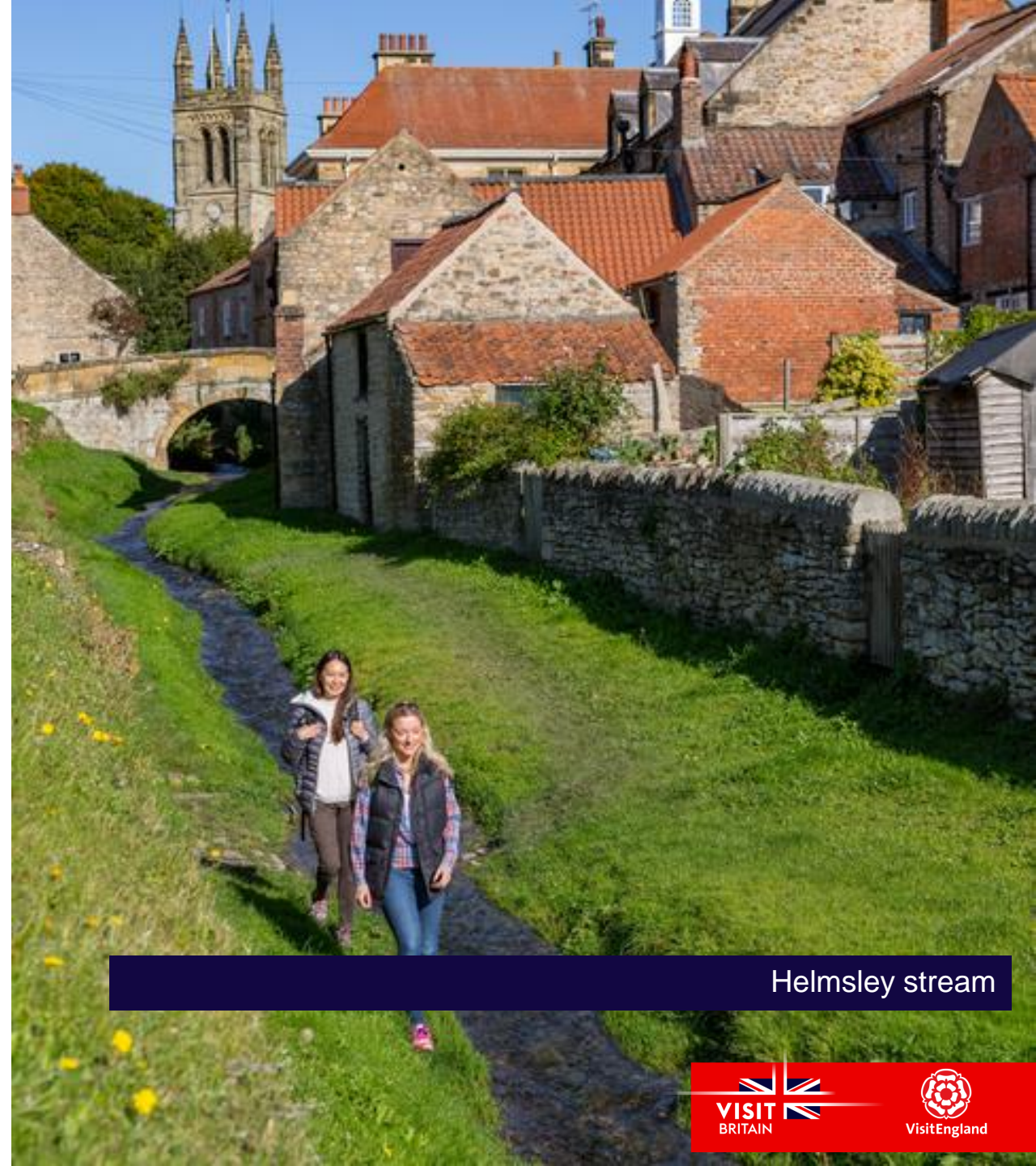
#NorthYorkMoors

Sunset above Chimney Bank



The North York Moors

1. What makes it so special
2. Where is the NYM and getting here
3. Why choose the NYM
4. Must Sees & experiences
5. Inspirational itineraries
6. A place to stay
7. Local expertise
8. Opportunities for travel trade



Helmsley stream

The North York Moors – where peace & beauty awaits you

What makes it so special

- The spectacular scenery of the North York Moors National Park
 - ✓ breath-taking colourful heather moorland, the Jurassic coastline and sandy beaches, lush rolling dales and wide-open star-filled skies
- Centuries of England's history and heritage
 - ✓ ruined abbeys and ancient stone crosses, stately homes and magnificent gardens
- The friendly, North York Moors welcome
- The charming market towns and villages
- World-renowned local artists, unique food and drink and friendly, cosy English pub, cafes and delis
- Easy to explore - by car, on foot or bike



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Why choose the NYM

- ✓ A relatively unknown English hidden gem
- ✓ Provides the perfect short-break retreat; Coast & Countryside within a short travel distance
- ✓ Lots of open space to explore at your own pace
- ✓ Perfect for ‘micro trends’ such as responsible travel, solo travellers, nature or wellness
- ✓ Perfect for nature lovers & history buffs
- ✓ Well connected (just 2 hours from London to the city of York)
- ✓ Warm, friendly welcome you can trust
- ✓ Something different to see throughout the seasons
- ✓ Experienced team, providing expertise and support



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Must sees

- Castle Howard
- Helmsley
- Rievaulx Abbey
- Whitby
- North Yorkshire Moors Railway
- Hutton-le-Hole
- Robin Hood's Bay
- Sutton Bank



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Experiences

- Centuries of English History
- Uncover the geology of the Jurassic Coast
- Explore traditional market towns and villages
- Encounter the landscape on two feet
- Wildlife spotting
- Soak up the views



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A truly year-round destination


- Spring: Fossil hunting, carpets of wild daffodils & bluebells
- Summer: Clifftop walks under blue skies, stunning purple heather covered moorland
- Autumn: Golden colours across the moorland, apple harvest, seal pups along the coast
- Winter: Star-gazing at the Dark Skies Festival, crisp winter walks, local pubs with log burning fires



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Inspiring itineraries

- Five sample itineraries + tailored made options available
- ❖ Coast & Countryside 3 and 5 days
- ❖ History & Heritage
- ❖ Walking Your Way Through History
- ❖ York and the North York Moors National Park
- ✓ Researched: Developed using newly commissioned market research around the perfect short-break holiday
- ✓ Designed for ferry and train arrivals
- ✓ 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
- ✓ Includes: ‘Insider Tips’



History and
HERITAGE

Our five-day sample itineraries 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 areas ‘must-sees’ and engage with the local culture.

All products highlighted in the itineraries in **BOLD** are bookable in advance, all others are either payable at the attraction/venue or free of charge.



Uncover centuries of England’s history and heritage surrounded by the spectacular scenery of the North York Moors National Park. Take a tour of England’s finest historic houses and gardens, Castle Howard. Discover friendly local towns and villages, hidden historic churches, majestic castles and abbey ruins. Visit local artists’ studios and enjoy some of the best food and drink in perfect idyllic settings.

WELCOME TO THE NORTH YORK MOORS – WHERE PEACE AND BEAUTY AWAITS YOU.

DAY ONE: Meet the locals

Arrive in comfort by car ferry, from either Rotterdam to Hull (P&O), or from Amsterdam to Newcastle (DFDS), both operate a daily service. Your onward drive is around 1½ hours (89 km) to your accommodation in the North York Moors National Park – The Feathers, small Coaching Inn group, located in the heart of the market town of Helmsley.

Take time to get to know this market town + place to eat, pub/cafe



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A place to stay

A range of accommodation, providing reassurance for your customers:

- ✓ Traditional B&Bs
- ✓ Inns with rooms
- ✓ Boutique Hotels
- ✓ Cosy self catering cottages and lodges
- ✓ Camping options




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Local expertise

- Experienced team, providing knowledge, expertise and support
- Range of local, friendly guides providing tours:
 - ❖ fossil hunting
 - ❖ photography
 - ❖ ghost walks
 - ❖ wildlife spotting
 - ❖ dark skies
 - ❖ mindfulness and wellness
 - ❖ food and drink
 - ❖ historic houses & gardens
- Passionate product and accommodation suppliers



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Opportunities for Travel Trade

- ✓ Opportunity to add a new, fresh English product to your programme - Coast & Countryside
- ✓ 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 all meet industry standard *We're Good to Go*

Collaborative working: our success depends on your success...



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- ✓ 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
- Practical information
- Ways to Experience the North York Moors
- Sample itineraries
- Copy text – Must Sees and Hidden Gems
- Images
- Supplier Directory



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- We'd be happy to:
 - Share sample itineraries
 - Help with bespoke product ideas
 - Introduce you to suppliers
 - Help with marketing materials (e.g. copy text, images etc.)

✓ What do you need from us to help you?



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To discuss, contact:

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A photograph of the Helmsley Walled Garden, featuring a central stone fountain, manicured hedges, and various colorful flowers. The scene is set against a backdrop of large trees and a clear blue sky.

For further information:

<https://www.northyorkmoors.org.uk/visiting>

<https://tasteofthenorthyorkmoors.com/>

https://www.nationaltrail.co.uk/en_GB/trails/cleveland-way/