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WORTH THE TOUR

Following the recent Tour de France Roadshow hosted by Welcome to Yorkshire, the regional tourism industry champion, a number of local residents, business owners, and community minded individuals gathered for an informal meeting to begin exchanging ideas and plans for the global sporting event that will take place in July 2014.

On the agenda included a discussion

of the 100 day Cultural Festival that will precede the cycling spectacle.

The intention of the group is to find ways of collaborating and create a communication channel to facilitate activities for 2014, harnessing the enthusiasm and good will that exists in the community. Whether a visitor, resident, local organization, trader, or cycling tourist, the agreed outcome is for all those who take part in the cultural festival and spectators of the Tour de France Grand Depart to thoroughly enjoy the experience.

It is recognised that the opportunity is not unlike the Olympics, and a rare chance to showcase Yorkshire in a global context.

"The idea is to make sure we are talking to one another early on and not duplicating our efforts across the villages. Where there is opportunity for joining up groups or events we hope to do so when it makes sense. Also, a joint marketing and strategic approach is part of what we aim to achieve with the desired outcome of highlighting the region and its distinctive characteristics." said Liz Barker, resident of Stanbury and owner of local business, Worth Valley Publishing Ltd. Interested in getting involved or collaborating? Contact Liz for more details about the next Worth The Tour meeting. All welcome. 01535 642227

