

YORKSHIRE & THE HUMBER

| | NAME | % | LAST YEAR |
|----|-----------------------------|-------|-----------|
| 1 | EXPERIENCE WAKEFIELD | 68.36 | 4 |
| 2 | WELCOME TO YORKSHIRE | 64.09 | 2 |
| 3 | VISIT HARROGATE | 63.91 | 3 |
| 4 | VISIT BRADFORD | 59.97 | 5 |
| 5 | VISIT YORK | 57.43 | 6 |
| 6 | VISIT BARNSELY | 57.28 | 9 |
| 7 | VISIT CALDERDALE | 56.04 | 13 |
| 8 | VISIT LEEDS | 54.81 | 1 |
| 9 | VISIT DONCASTER | 53.19 | 11 |
| 10 | VISIT RYEDALE | 49.95 | 8 |
| 11 | DISCOVER YORKSHIRE COAST | 49.74 | 7 |
| 12 | VISIT HULL & EAST YORKSHIRE | 49.16 | 10 |
| 13 | MARKETING SHEFFIELD | 46.99 | 12 |