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PRESS RELEASE

**NEW TOURISM EXPERIENCE, ROUTE YC, DARES YOU TO TAKE ON THE YORKSHIRE COAST LIKE NEVER BEFORE**

**Route YC – six adrenaline-filled routes offers an authentic and unique way to experience the Yorkshire Coast**

* *Choose from six* *distinctly different routes in Bridlington, Filey, Hornsea, Scarborough, Whitby and Withernsea*
* *Create your own adventure along a road less travelled*
* *From hiking and biking to driving and sailing, all six routes champion the breadth of things to see and do on the Yorkshire Coast*

Think you know the Yorkshire Coast? Think again. Route YC, a new collection of six, adventurous visitor routes, have been unveiled to encourage more tourists to the region and inspire a different kind of trip. The routes enable visitors to experience the real, unfiltered Yorkshire Coast and unearth some of the best off-the-beaten-track sights and areas.

Route YC gives thrill seekers the chance to build personalised itineraries and scope out obscure places to visit along Yorkshire’s vast stretch of breathtaking coastline. Intrepid travellers can specify what they’d like to see and do and the type of experience they want from one of the six defined routes. Or they can choose from the suggested itineraries for three-, five-, and seven-day breaks, with the Route YC website linking visitors directly to local hotels, restaurants and attractions.

Whether it’s an alternative adventure, a quirky couple’s retreat or an action-packed trek with a four-legged friend, Route YC inspires people to encounter the coast in their own way, with walking, hiking and cycling tracks mapped out on the six routes.

The Yorkshire Coast offers a whole host of awe-inspiring scenery with towering cliffs, sandy beaches and mystical forests and a treasure trove of culinary delights with world famous fish and chips and some of the freshest seafood around, a little known fact that Yorkshire’s very own Bridlington is the lobster capital of Europe!

From Staithe’s cosy coves rich in smuggling tales, to the utterly wild wildlife safari at Spurn Point, and everywhere in between, Route YC takes you on an unforgettable journey where no two visits are ever the same. Better still, all this wonder and exploration comes with a famous Yorkshire welcome as well, with hundreds of businesses signed up to make your stay truly unforgettable.

Some of the businesses who form an integral part of the new Route YC have commented on its creation:

**Kerry & David Woodhead, owners of Pinewood Park**: “We’re so happy to be part of Route YC here at Pinewood Park. We’re a little bit quirky, we know we offer a unique experience and that’s what Route YC is all about too. As residents on the Yorkshire Coast, we know all the lesser-known spots – we obviously share this with our customers (that’s why they keep coming back to us). But it’s hard for people who don’t know the area to find all this out. Not everyone wants the glossy brochure experience – they want to know what it’s really like – where’s the best pies, picnic spot or walk for the kids, that type of thing. I think Route YC offers something for the more adventure seeking tourist – the kind of people who love coming to Pinewood Park.”

**Tori Gower, manager of Scarborough Surf School:** “It’s fabulous to be part of Route YC. It’s a brilliant opportunity to show off everything the Yorkshire Coast has to offer.

Most people don’t really know that Scarborough is a wonderful place for surfing and might have never even heard of coasteering, so we’re excited to be a part of showcasing this unique coastline. We really want to encourage people to delve deeper and stay for longer on the Yorkshire Coast because it’s a fantastic place full of excitement and adventure. We know that people will have an unforgettable trip and truly unique stay every time.”

To find out more about Route YC, please visit: [www.*RouteYC.co.uk*](http://WWW.RouteYC.co.uk)*.* The site is designed to make it easy for visitors to plan their trip with access to services and attractions available to book direct online.

# ENDS

**Notes to Editors**

For more information, please contact the team at Hatch via [RouteYC@hatchpr.co.uk](mailto:RouteYC@hatchpr.co.uk%20) / 0113 361 3600.

# About Route YC:

Route YC is a brand-new collection of coastal routes taking part along the Yorkshire Coast, where adventure seekers map-in their own itineraries taking them around any of the six routes in Bridlington, Filey, Hornsea, Scarborough, Whitby and Withernsea taking in everything that is special about the Yorkshire Coast, from the local sights, cuisines and wildlife as they go.

This Route gives tourists and locals alike a new way to explore the Yorkshire Coast and helps drive visitors to the area all year round.

Yorkshire Coast BID is optimistic for an economic impact similar to that of NC500 which saw a “£22.89m boost to the local economy over a 12-month period” as well as looking to extend the season and encourage visitors to stay for longer.

To support this, the coastal routes will annually reinvest a minimum of 10% profits made into helping the area achieve coastal excellence as part of their Corporate Social Responsibility policy. The coastal route will also monitor its own environmental impact and look to support projects and initiatives that will protect wildlife, marine life, and natural areas.