

# YORK MAZE

5 June 2015

## AWARDS TRIPLE FOR AMAZING YORK ATTRACTION

York Maze emerged the clear winner at the recent (Wed 3 June) Visit York tourism awards, taking home a trio of trophies.

A new award category this year - Best Family Friendly Experience - was the only category voted for by the public and this went to York Maze, who scooped a hat-trick, with two more award wins; Best Visitor Attraction (over 50,000 visits) and Visitor Experience of the Year for their terrifying HallowScream event.

Says Tom Percy from York Maze, "It is fantastic to win three awards; each one has special significance. The Family Friendly award was voted for by the public which makes it extra special to get the support of our visitors. The Best Tourism Experience award for HallowScream is the first award for our scary night time event which has really grown over the last couple of years. And to be named the best Large Visitor Attraction is a significant accolade especially given the fantastic range and quality of attractions York has to offer. I'd like to take this opportunity to praise all the finalists, I'm immensely proud of my home city and delighted I can play my part in helping to make York one of the UK's top visitor destinations."

Speaking of the winners Kate McMullen, Head of Consumer Products and Marketing at Make It York said, "For our tourism sector to be successful York needs exceptional people, as well as exceptional businesses and this is what these tourism awards celebrate. We're delighted the standard of entries was higher than ever and congratulate all of our deserving winners and finalists."

York Maze is open to the public from Saturday 11 July to Monday 7 September 2015. See [www.yorkmaze.co.uk](http://www.yorkmaze.co.uk) for details.

ENDS

**More follows...**

## Editors Notes

### What the Judges said...

#### **Best Tourism Experience - York Maze HallowScream**

The Judges were extremely impressed by the level of planning that goes into refreshing this experience annually, with creative new 'scary' attractions and reduced queuing times being the absolute focus. The experience offered was praised as being world-class and in particular has a real fan club among the young. Our judges also praised the innovative digital campaigns used by HallowScream to gain new customers.

#### **Best Visitor Attraction (over 50,000 visits)**

The Judges were impressed by this high quality attraction and the exceptional value offered for a family day out. Providing great customer service is at the core of York Maze's values with all staff completing rigorous training and being empowered to say YES to anything a customer needed. Their 'yes' philosophy is embedded throughout the whole business and customers said they simply love visiting the York Maze.

#### **York Maze**

York Maze covers 18 acres (8 football pitches) in size and is thought to be one of the biggest mazes in the world. York Maze has become famous around the world for the amazing images created from the layout of the maze pathways. Previous designs have included Star Trek, the Statue of Liberty, Big Ben, an Astronaut, Harry Potter and a Dalek.

Additional activities at York Maze include: Crowmania tractor trailer ride, giant sand and water play area, water wars game, jumping pillow, mineshaft maze, maze of illusions, House of Cornfusion, crazy-mazy golf, pig racing, shop, café and BBQ. New for 2015 is the Corn Snake Tower slides and the Crowbot verses the Pesky Pigeons show.

York Maze Elvington Lane (B1228), York, YO19 5LT, just off the A1079 Hull Road. Open daily from Saturday 11 July to Monday 7 September from 10am to 6.30pm (last admission 4.30pm). 2015 on the door admission prices: Adult £13.50, Senior £13.00, Children (3-15) £12.50, Under 3s Free, Family (2 adults and 2 children) £50.00. Book online in advance and save £1 per person or £5 off a family ticket. Free parking. Telephone: 01904 607341, [www.yorkmaze.co.uk](http://www.yorkmaze.co.uk)

HallowScream at York Maze is a night time Halloween event featuring five haunted house attractions and a cast of over 100 scare actors. It operates for nine nights on Fri 16, Sat 17, Thurs 22, Fri 23, Sat 24, Wed 28, Thurs 29, Fri 30, & Sat 31 October 2015. Tickets must be purchased online in advance from [www.yorkmazehallowscream.co.uk](http://www.yorkmazehallowscream.co.uk).

#### **For further press information & photographs please contact:**

David Leon, Partners Leisure, Tel: 01904 610077

Email: [david@partners-group.co.uk](mailto:david@partners-group.co.uk)