

Star appeal

Hotel's vote of confidence

THE decision to build a five-star hotel in North Yorkshire is a timely boost for the region. It marks a vote of confidence that the region's economy is robust enough to warrant such a significant investment, even in these challenging times.

Flaxby Country Club will have an impact well beyond the welcome creation of 500 new jobs. Tourism is a critical source of income for a range of rural businesses and it is important that Yorkshire's facilities keep pace with expectations as the competition for visitors increases.

It is not just conventional tourism that is becoming more competitive

Yorkshire, like other regions, has discovered the economic benefits of hosting conferences, and the new country club will go a long way to ensuring that this region attracts its share of that thriving market.

There is always a danger that predictions of financial gloom can become self-fulfilling with major investment decisions postponed until the economic outlook becomes clearer.

However, it is only by attracting developments of this kind in the coming months that Yorkshire will be equipped to take advantage of more prosperous times when this difficult period has passed