

Why come to Bradford?

1. **Bradford is located** in West Yorkshire which lies **centrally within the UK**, with good transport links by train and road. It has its own airport ([Leeds Bradford Airport](#)) and further four airports and the Humber ports are also within easy reach.
2. **Bradford is a creative and ambitious city**. 1,085 businesses work in industries like publishing, software and digital entertainment - 13% of the Leeds City Region's sector total.
3. Businesses in **Bradford** are now at the cutting edge of 21st Century commerce and innovation as the city **is the home to key digital innovation** including the [Digital Catapult Centre](#) and the [Advanced Digital Institute](#).
4. **Bradford** has been named as the **best city** in the country **to start a business** by [Barclay's Bank](#).
5. Bradford is [UNESCO's first City of Film](#) and home to the National Science and Media Museum, has been UK Curry Capital 6 years running, and its district – 2/3 countryside – takes in a [UNESCO world heritage site at Saltaire](#) and the world famous [Brontë Country](#), Bradford welcomes over 13m visitors a year.
6. The Bradford district was named '[Emerging Destination of the Year 2018](#)' for Europe by the tourist bible The Luxury Travel Guide.