



KATIE READ

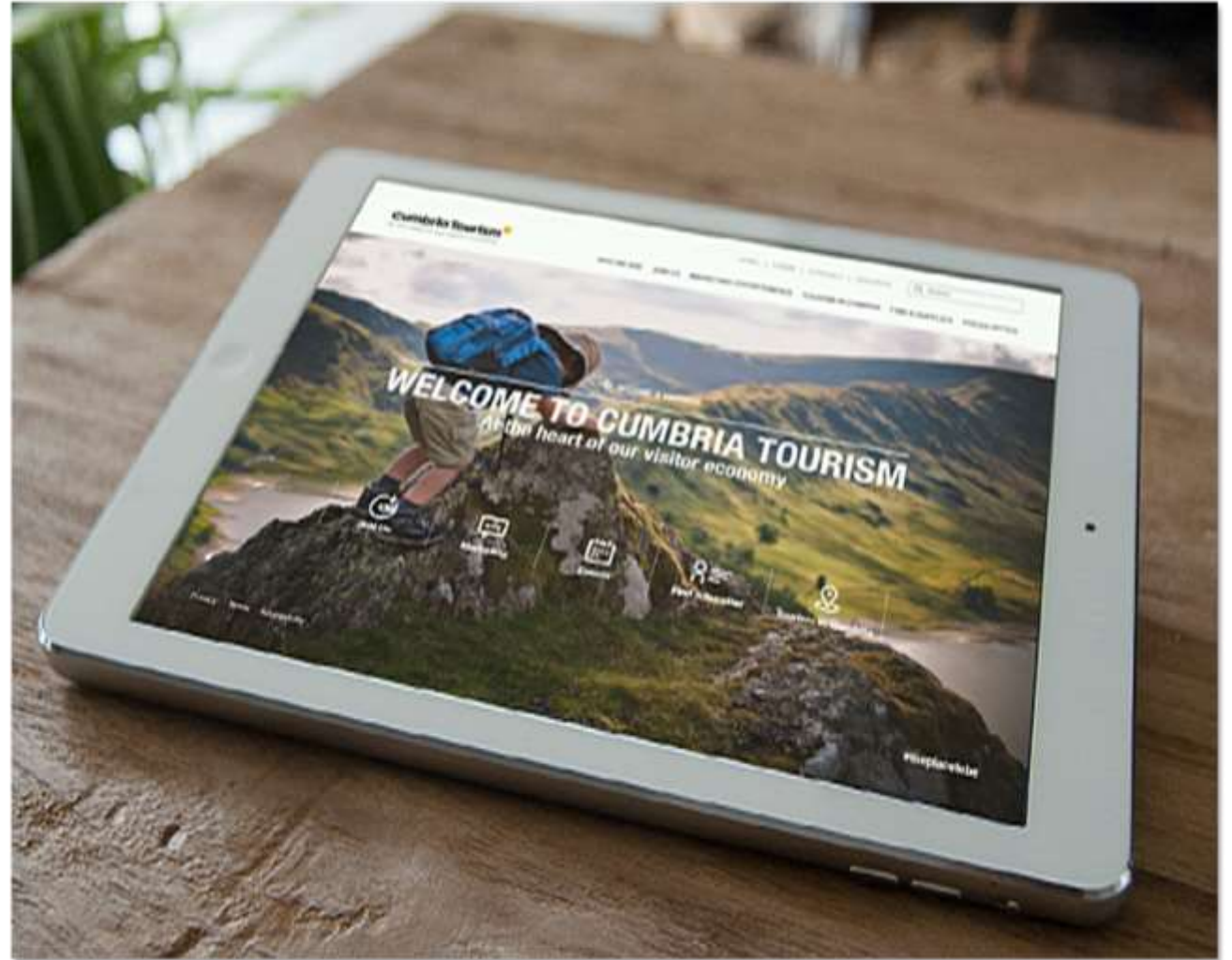
CUMBRIA TOURISM/ TOURISM IN CUMBRIA

- 2,500 member businesses
- NFP – 98% funded commercially
- Key activities;
 - *strategic leadership & representation*
 - *business development*
 - *marketing and communications*

Ambition:

- Grow the value of tourism
- Attract and disperse
- All year round tourism

VE success is integral to our county's success.
Key is how we work together to maximise this.
Align resources and voices to reap maximum
benefits



HOW ARE WE DOING?

- 47 million visitors
- 40.7 million day trippers
- 6.6 million overnight stays
- £2.9 billion
- 37,796 f/t jobs = 20% of the county's total employment
- Biggest % increases outside core LDNP



WHAT THE 2018 VISITOR SURVEY TELLS US

- First time visitors increasing - 18% visiting for first time
- 29% had only visited new places, 47% re visiting mix of old and new
- Adventure, culture and heritage are key motivations
- Growing appetite for health/well being benefits. 93% felt better physically from visiting
- 94% felt 'very much so' or 'quite a lot' better mentally
- Small increase in younger families (under 10s) - 17%
- Party size increased - 3.86 in 2018.
- 15% had a dog
- Someone in the party with a disability was 18%.
- Increases in the proportion visiting the beach/coast was higher – 18%
- (43%) of overseas respondents were either from America (24%) or Australia (19%).
- Those visiting heritage attractions such as castles, monuments, churches up to 40%

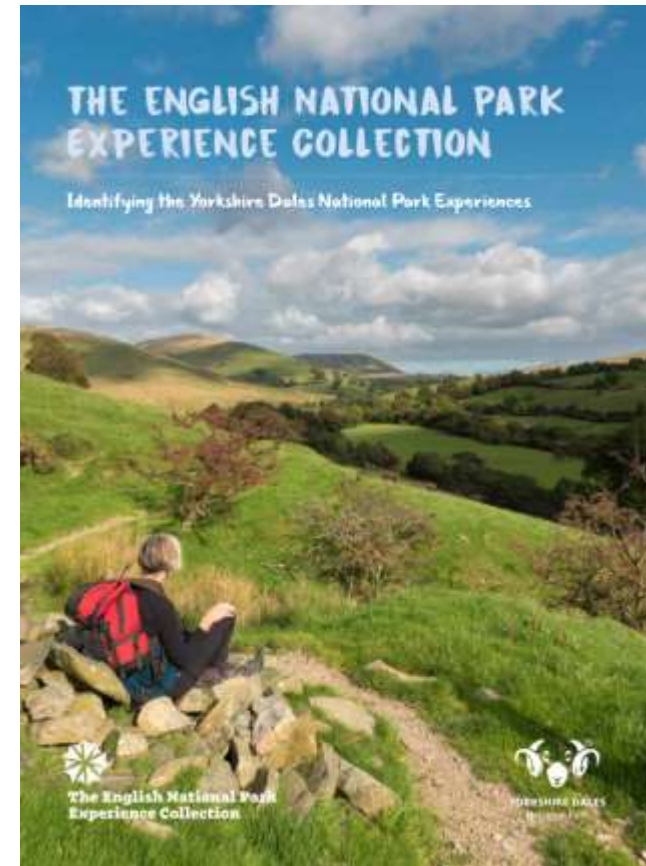
LOTS MORE TO BE POSITIVE ABOUT...

- 2 x WHS 2 x National Parks 3 x AONB and a UNESCO Global Geo Park! – further raises profile as a ‘World Class Destination’
- Opportunities to create increased awareness of wider Cumbria
- Encourage more to explore new places, stay longer and spend more
- Evidence shows it’s working
- More international visitors via Northern Gateways/DEF
- Also Ireland, SE, and US via CLDA
- Confidence - investments and projects within the YDNP
- Millennials and Microgappers!!
- Brexit – staycation?
- Strong commitment to working together – joined up lobbying; Sector Deal; digital infrastructure



PLAYING TO STRENGTHS – DALES HAVE GOT IT ALL

- Seeking new places
- Something different
- Relaxation
- Experiences
- Adventure
- Culture & Heritage
- Food & Drink
- Quirky & Quality
- Dark Skies
- Itineraries – make it simple



Experience a different side to Cumbria

MARKETING WITH ONE CLEAR MESSAGE & VOICE

- CT marketing reach significant
- Working together adds strength
- Duplicating dilutes
- www.golakes.co.uk 5m visitors
- Customer database 105k+
- Themed segmented databases
- Social media audience of 300k
- 600,000 publications
- National Campaigns – #theplacetobe; Winter (32m); Rail



#theplacetobe

POP DOWN TO THE LOCAL

THE ROYAL BARN, KIRKBY LONSDALE BREWERY

BOOK YOUR STAY AT GOLAKES.CO.UK

the lake district
Cumbria

#thelacetobe



COME TO A HOUSE PARTY

WINTER AT LOWTHER CASTLE, CLOSE TO PENRITH

FOR GREAT ESCAPES VISIT GOLAKES.CO.UK/WINTER

the lake district
Cumbria

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HOME FOR THE HOLIDAYS

TAKE A BREAK AT THE LUXURIOUS MALABAR, SEDBERGH

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BUILT TO LAST

HADRIAN'S WALL, WORLD HERITAGE SITE

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LEAVE BEARING GIFTS

CHRISTMAS SHOPPING, KENDAL

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DESTINATION PR

NATIONAL COVERAGE INCLUDES

- THE TIMES
- GUARDIAN
- TELEGRAPH
- MIRROR
- BUSINESS TRAVELLER MAGAZINE
- COUNTRY WALKING MAGAZINE



INTERNATIONAL COVERAGE INCLUDES

- USA
- AUSTRALIA
- CANADA
- RUSSIA
- BRAZIL
- INDIA
- GERMANY
- AUSTRIA
- SWITZERLAND

Targeting Millennials and Internationals

- Where's Mollie (Sept 2018) – blogger/influencer part of a wider VisitBritain campaign
- Australian influencers Emily and Jason (around **2m followers online**, combined)

 179 PRESS TRIPS
£9.1M AEV

INTERNATIONAL MARKETING



- ◆ MANCHESTER INTERNATIONAL GATEWAY
- US
- ◆ NATIONAL PARKS EXPERIENCE COLLECTION
GERMANY & AUSTRALIA
- ◆ NATIONAL TRAILS - HADRIAN'S WALL & THE
PENNINE WAY - GERMANY, NETHERLANDS & US
- ◆ ENGLAND'S NORTHERN WORLD HERITAGE
COLLECTION
US & IRELAND
- ◆ UNITED STATES AND INDIA

TAKING CUMBRIA ON THE ROAD



Northumberland
COUNTY SHOW



MyCumbria

OVER **220** OFFERS AVAILABLE

NEW OFFERS
EVERY MONTH 

1,600 CARDS IN
CIRCULATION



4000 NEWSLETTER
SUBSCRIBERS

ONLY AVAILABLE TO THOSE
WHO LIVE AND WORK IN CUMBRIA



Cumbria Tourism 

Cumbria Tourism Awards 2019 deadline strictly Friday 22nd March!



#thelacetobe

DRESS UP FOR THE EVENING

WINTER DROVING, MASQUERADE BY FIRELIGHT, PENRITH

Image © Cumbria Tourism

FOR GREAT WINTER ESCAPES BOOK NOW AT GOLAKES.CO.UK

the lake district
Cumbria

WORKING TOGETHER

- Time is right
- Opportunities now for private sector, strategic partners, public sector support, to align even more strongly with a clear brand that sits under and benefits from the Lake District
- Delighted to be partnering with SLDC, YDNPP & Eden, as well as other partners to grow the value of the visitor economy for this beautiful part of the world
- Urge businesses to be part of CT. The greater prominence and success of CT the more it can achieve - a win, win for all”