



**A GOOD YEAR FOR TOURISM IN CUMBRIA AND FURTHER SUCCESS
FOR CUMBRIA TOURISM DESPITE FUNDING CONSTRAINTS**

ANNUAL PERFORMANCE REPORT 2014-15

AT A GLANCE - DESTINATION HIGHLIGHTS

Tourism Destination Statistics

- 41.5 million visitors each year
- Tourism worth £2.44bn to Cumbria's economy
- 35.5 million people visit Cumbria and the Lake District for a day out
- Tourism supports more than 58,000 jobs
- 1,500+ hotels, b&bs and guesthouses
- 7,700 self-catering places available
- Almost 10,000 pitches available for touring caravans and campers
- 98,000 tourist bed spaces across the county
- 55.1m tourist days
- 150+ visitor attractions
- £547m spent on food and drink by tourists each year

Tourism Destination Awards

- Winners of the Countryfile Magazine's Holiday Destination of the Year 2014/15
- Wanderlust Travel Award's Top UK Destination 2015
- Kennel Club's Dog Friendly Great Outdoors Award Winner 2014
- John Muir Discovery Award for Lake District 2015 for Awareness and Responsibility
- 3 Enjoy England Awards for Excellence winners - one gold, one silver and one highly commended.

CUMBRIA TOURISM: YOUR DESTINATION ORGANISATION

Key achievements

- Social Travel Britain 2015 Winner of Best Social/Digital campaign for Tourist Board 2015.
- Delivered a successful #theplacetobe destination marketing campaign for the Lake District and Cumbria delivering £26m business for the county* (*ONS).
- Supporting the delivery of £325,000 Lakes Culture Programme and Lakes Ignite Festival to build our reputation as a cultural destination.
- In the 12 month period CT hosted 130 press and trade visits to the county.
- £10.5 million AEV of media coverage through PR activity.
- Coordinated the Adventure Capital and Country Sports Rural Growth Network in Cumbria with 73 businesses participating and creating 39 new jobs and safeguarding a further 18 jobs.
- Delivered the 'Herdwick' campaign in conjunction with the Princes Countryside Fund to raise the profile and use of Herdwick meat in hotels and restaurants.
- Delivered part of the £6.9m Go Lakes Travel Programme in conjunction with Cumbria County Council and the Lake District National Park Authority to encourage more sustainable travel by visitors. The project saved over 41,750 tonnes of carbon.
- Cumbria Tourism continues to lobby for the improvement of our visitor economy at District Council, County Council and at national level, and supports the Cumbria Local Enterprise Partnership's Technical Officers Group and Private Sector Advisory Panel.
- Cumbria Tourism is one of 25 partners in the Lake District National Park Partnership and signature to the application to UNESCO for World Heritage Site Status for The Lake District.

OVERVIEW

As a destination there is definitely much to celebrate in the 12 month period (1st April 14 to 31st March 15), with a string of awards and the Visit England (VE) Brand Tracking and Visitor Satisfaction Survey confirming (as if we didn't know already!) that The Lake District is England's favourite destination. Greater Cumbria also performs well but according to this research more work is needed in terms of new product development, raising quality standards and in giving visitors a warmer welcome. We learnt that Cumbria's economy will benefit enormously from massive investment over the next decade with some **£25 billion planned expenditure** in energy and water infrastructure and manufacturing industries. As always there will be the challenge of retaining as much benefit as possible for locals as well as improving the experiences for visitors.

With the much reported boom in investment in Cumbria, it would be reasonable to expect that new investment in cultural, recreational and hospitality will follow and help further boost Cumbria's visitor economy both in terms of reputation and visitor appeal.

The Government Regional Growth Fund 'Growing Tourism Locally' enabled Cumbria Tourism to deliver the successful '#placetobe' campaign which gave a significant boost to the County's tourism industry.

VisitEngland's 'interim' research indicated that CT's #placetobe campaign generated in excess of £26m, we are confident that the final results will be impressive. The 'Growing Tourism Locally' aimed to boost the economy of the English regions and create better balance between London and the South East and the rest of Country, sadly this three year programme has now been completed. However, the problem of rebalancing the UK economy remains and therefore CT will continue to lobby for more equitable distribution of public funds being used to develop and promote tourism throughout the UK.

Government priority now focuses on bringing more overseas visitors to the North of England. There is no doubt that attracting more overseas visitors is an opportunity for Cumbria, but the cost of reaching new overseas markets is expensive and actual visits usually take a long time to come to fruition. Cumbria Tourism will continue to work with VE and VB on overseas marketing but with over 92% of Cumbria's visitor being from the UK, we cannot afford to divert focus away from the domestic market especially as other regions, cities and the devolved nations step up the competition.

Meanwhile, rural areas and the visitor economy remain one of four priorities for the Cumbria Local Enterprise Partnership, sitting alongside manufacturing, energy and the M6 Corridor. LEPs remain the Government main organisations at the local level for determining economic development priorities using public funds. So CT continues comment on and contribute to various public sector groups who meet to determine how scarce public funds are deployed in the county. We refer to the Tourism Strategy for Cumbria and the Cumbria Destination Management Plan which together reinforce the case for continued investment in improving the quality of the visitor experience in Cumbria.



PR & COMMUNICATIONS

- 130 press and trade visits hosted reaching all parts of Cumbria
- AEV equates to £10,484,150

MEDIA AND TRADE RELATIONS: A MAJOR PART OF CT'S ACTIVITIES

Cumbria as a location for Film & TV Production from April 14 to March 15

- BBC 1 Brand new travel programme called Holiday of a Lifetime (filmed in September 2014)
- BBC 1 Home away from home (filmed October 2014)
- ITV SAFE HOUSE - a major ITV drama shooting across Cumbria and the North-West starring Christopher Eccleston (filmed in September & October 2014)
- Quest TV – Salvage Hunter at Lakeland Motor Museum (filmed June, screened October)
- BBC – Blue Peter at Honister Slate Mine
- ITV4 – Tour of Britain Tour Series broadcast live from Barrow 15th May & highlights on 16th May
- ITV – Wilderness Walks Ray Mears filmed in May with Keswick Canoe & Kayak broadcast December 2014
- Major American Film Co. – Filmed scenes for major film in July (can't talk about the actual film – but it is huge!!! – it's Star Wars)
- C4 – Couples Come Dine with Me – Filmed in September
- Altura Cycle Clothing – film new clothing ranges for cycling on Honister Pass in September 2014
- Starz Network USA - Outlander - historical drama - season one finale filmed at Carlisle Castle Oct 2014 – due to air in 2015
- Radiator – Feature Film by Rattling Stick, premiered at London Film Festival Oct 2014, now on tour of major international film festivals
- ITV 1 - Ray Mears Wilderness Walks screened Christmas Eve prime time
- ITV 1 - Roman Britain from the Air screened Christmas Eve, prime time
- #Hibernot family viral commercials x3 instalments to launch the Land Rover Defender Sport, filmed in Cumbria in October at Honister, Newlands & Augill showing experiences of Via Ferrata Xtreme, Ghyll Scrambling and Bird of Prey Handling, screened from Christmas onwards on social media platforms.
- Made in the Royal Navy – recruitment commercial obo Royal Navy, filmed by Rattling Stick, in Carlisle, during November, aired from December onwards
- BBC4 - Life of a Mountain – A Year on Scafell Pike - by Terry Abraham, commissioned by as a 60 min documentary to air Jan 2015.
- BBC1 – 'Holiday of My Lifetime' with Len Goodman & Ann Widdecombe aired on 6th Nov 2014.
- BBC1 Countryfile March 2015
- ITV1 Safe House screened 20 April 2015
- BBC 1 Antiques Roadshow at Lowther Castle screened 19 April 2015
- BBC 2 Chef on Trial 20 April – 23 April 2015

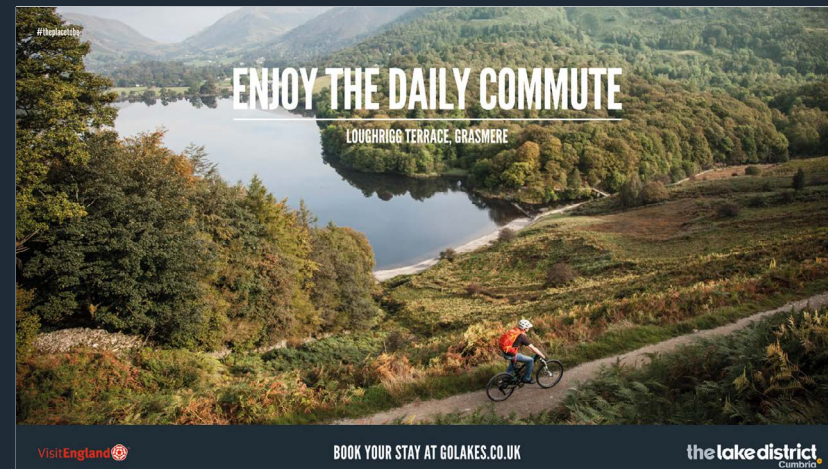
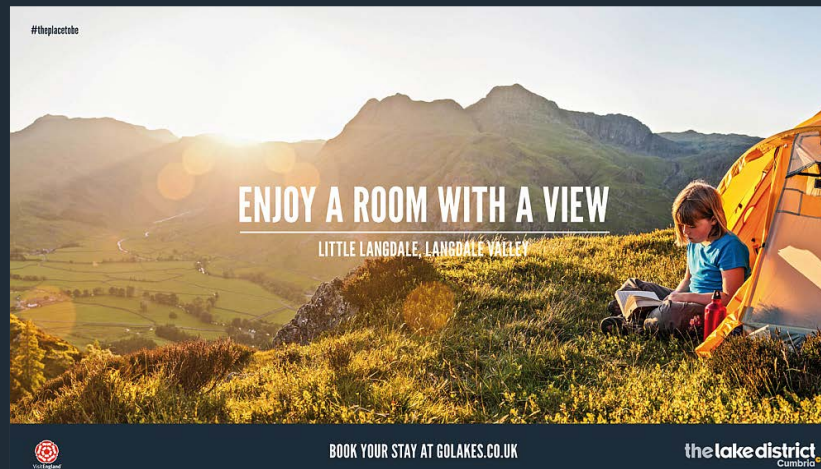
DIGITAL MARKETING



DIGITAL ACTIVITY: OVERVIEW

With over 5 million visits to the golakes website per annum digital marketing is a vital marketing activity for tourism business in Cumbria. The site is also an important source of accommodation bookings and has over 160,000 people subscribing to monthly eNewsletters and offers. CT has revamped the golakes website with improvements to design, navigation and content resulting in better SEO and commerciality. Monthly thematic and seasonal email campaigns have been conducted to a segmented database of expressed interests. Social Media followers now number over 150,000 and are used on a daily basis in particular to communicate with media and trade contacts. Cumbria Tourism recently won the Social Travel Britain 2015 award for best social/digital campaign by a DMO/Tourist Board, which is a great reward for CT's digital marketing team.

The promotion of offers and discounts via the golakes websites has limited success, with business preferring to use OTA's for this type of activity, nevertheless, tourism businesses recognise the awareness and referral benefits that golakes.co.uk provides, with its high traffic and impressive content.

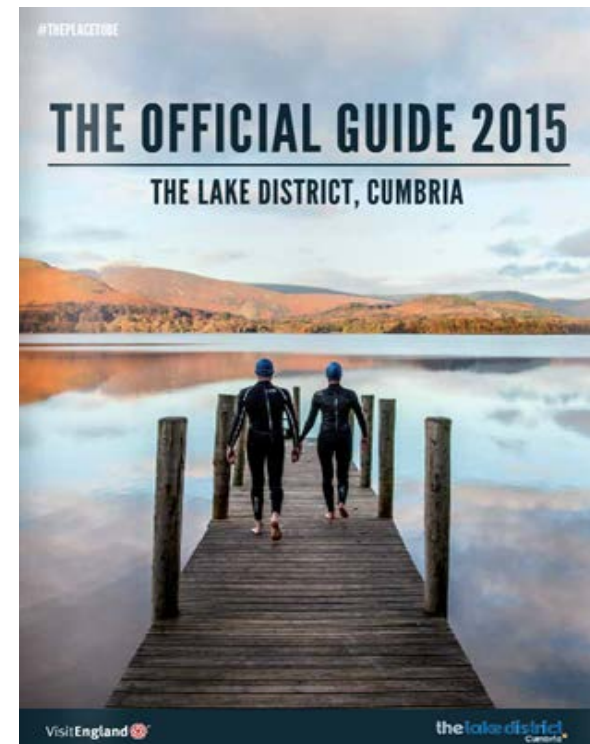


PRINT AND PUBLICATIONS

CTs print and publications programme has reduced due to the cessation of public funded programmes supporting culture, adventure and food/drink. The table below provides a summary of the publications produced. Print is widely distributed across the UK through the Information Centre Network and targetted high footfall locations in key market areas. Most of the publications remain available in a digital format and content is used to populate digital campaigns.

Print and Publications

Activity	No. adverts	Value of advertising
	14/15	14/15
Attractions Guide	74	£65,530
Food and Drink Guide	35	£8,500
Holiday Guide	264	£131,000
		£205,030



FAIRBOOKINGUK (FBUK)

The FBUK campaign is live and operating at a national level. Destinations and businesses throughout the UK are coming on board. Wales has joined at a destination level and CT is in the process of adding a number of new destinations. There are over 180 businesses in Cumbria already involved and we are confident that this number will grow as the campaign gathers momentum over the coming months. To date, it is mainly smaller businesses that have engaged with the FB campaign, smaller businesses in particular are discontent with the high commission charges of OTAs and are attracted to the 'collaborative' campaign because of their limited marketing capacity.

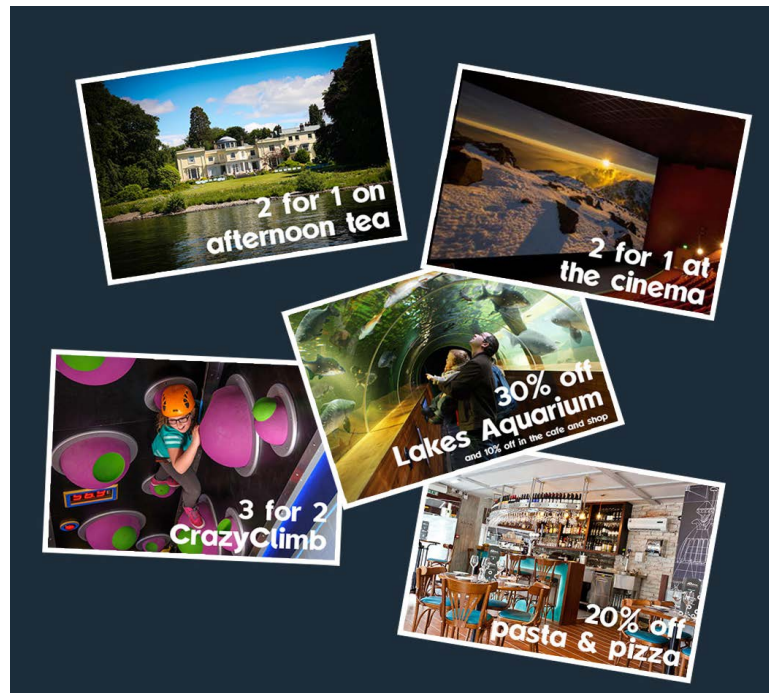


MYCUMBRIA (RESIDENTS BENEFITS CARD)

The MyCumbria residents' scheme, with tourism businesses offering deals and discounts to the Cumbrian community has stimulated local trade and purchasing. MyCumbria provides a new route to market for visitor dependent businesses in Cumbria and has been well received and continues to offer considerable scope for growth and take up by Cumbrian residents.

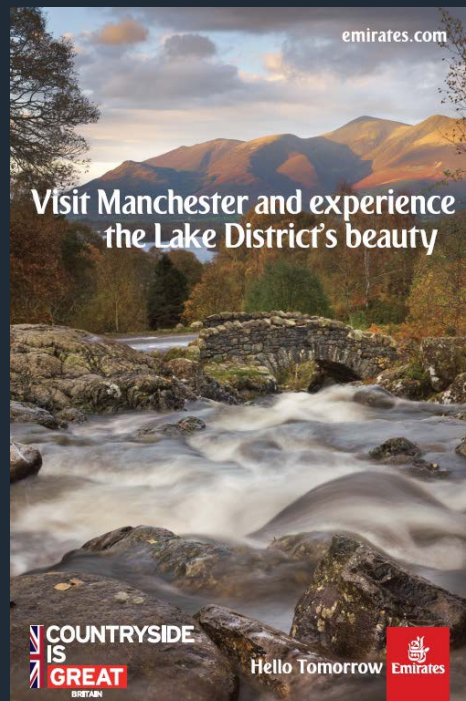
There are now over **1,560** cards in circulation and over **150** attractive incentives and offers on the MyCumbriacard website.

Increasingly CT members are using the card as a staff benefit and CTs recruitment activity is gradually improving. A new Kirkby Lonsdale card is being piloted using the CT system and approach. The MyCumbria card has the scope to benefit many more residents and families of Cumbria, we are optimistic that more businesses will see the opportunities and that more residents will make use of the benefits that the scheme offers.



VISITBRITAIN'S COUNTRYSIDE IS GREAT CAMPAIGN

VisitBritain is the Government's agency tasked with promoting the UK overseas. VB has staff in 23 offices around the globe and received a core grant in aid of £19.6 million in 2015/16. Growing the number of visitors from overseas is a key objective of the Government's tourism priorities, therefore working with VB has become increasingly important for CT in recent years. CT works with VB on a wide range of activities but primarily focuses on the key target countries namely the USA, Australia, Japan, Germany, Netherlands and more recently China. CT's resources are limited but we ensure that VB has the latest content, information and images of the Lake District and Cumbria to include in campaigns across the globe. For example, CT has been contributing content for the 'Countryside is Great' campaign, where VisitBritain has been promoting Manchester as a UK 'gateway' in the recent 'Great' campaign and using the Lake District as one of the 'destination choices' available via Manchester Airport.





THE OFFICIAL DMO (DESTINATION MANAGEMENT ORGANISATION)

Managing and developing the key components of our destination.

SPREADING THE BENEFITS

Western Lake District and Hadrian's Wall

Sadly 2014 marked the end of the West Cumbria Tourism programme and the closure of the Hadrian's Wall Trust. Both initiatives had done a good deal to increase awareness and raise the quality of the tourism offer in north and west Cumbria but public sector funding cutbacks made it impossible to sustain any significant marketing and development activity. In spite of this Cumbria Tourism has continued to work with both public and private sector partners to sustain some web and marketing activity. Over 50 Cumbrian businesses have been recruited to the www.hadrians-wall.org website and new sustainable transport initiatives are planned to support visitor movement along the wall. Meanwhile the www.western-lakedistrict.co.uk website continues to be managed by Cumbria Tourism

Carlisle City

Carlisle has been making good progress with the new Halston Hotel successfully launching, the news of Stobart's progress with Carlisle Airport, creation of a new Arts Centre in the old Fire Station and ambitious plans for both Tullie House and the former Swallow Hill Top Hotel revealed. Carlisle City Council has recently rebranded the destination as 'City of the Lakes' and has established a public-private sector 'place marketing' initiative for the area (Carlisle Ambassadors). It is also a member of the England's Heritage Cities consortium working directly with VisitEngland, VisitBritain and other cities across England.

Morecambe Bay

The various public and private sector partners have recently introduced new branding for Morecambe Bay alongside the Heritage Lottery Fund and Coastal Communities funded programmes to lift the quality of the visitor experience and increase visitor spend around the Bay. In June 2015 a new Morecambe Bay Cycleway will be launched - a signed route designed to attract families and leisure cyclists stretching from Walney Island to Glasson Dock in Lancashire. A number of tourism businesses in Cumbria have also benefitted from 'Welcome to Morecambe Bay' training sessions designed to improve the customer welcome and awareness of the rich culture and heritage of the Bay.

SPREADING THE BENEFITS CONTINUED...

Eden

The Nurture Eden programme came to an end in 2014 and much of the specific area based marketing activity is undertaken by Eden District Council. Cumbria Tourism continues to support relevant projects and initiatives within the Eden Valley such as the new Cumbria Cycleway and the North Pennines AONB Tourism Group.

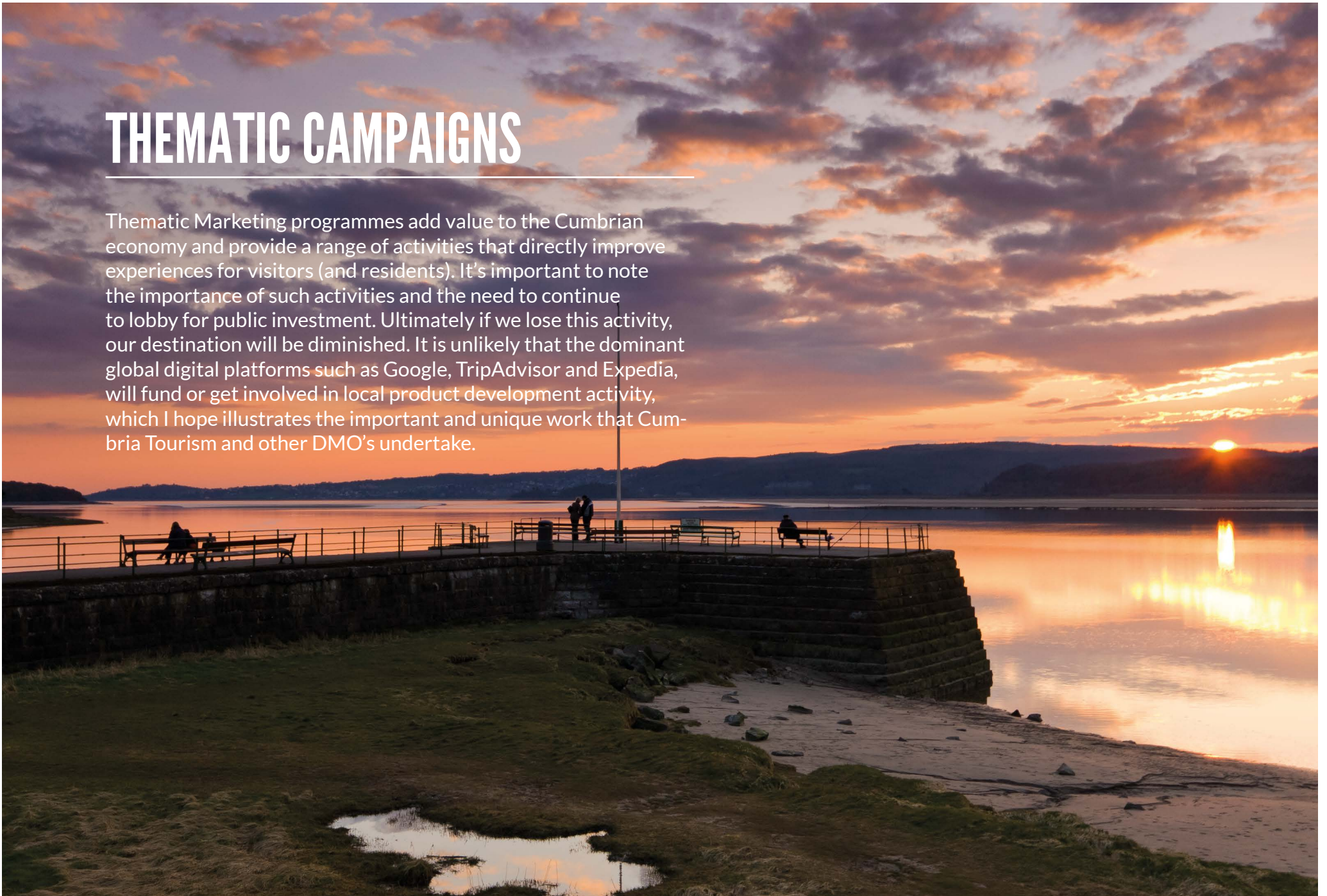
Lake District National Park

Throughout the year Cumbria Tourism has been actively involved in the work of the Lake District National Park Partnership and it continues to take a leading role in the delivery of the Management Plan for the Park. CT has also contributed actively to the World Heritage Site Steering Group, The Lake District Business Task Force and a number of other Working Groups. It has worked particularly closely with National Park officers to press the case for further Rural and Visitor Economy investment in Cumbria through the Local Enterprise Partnerships Strategic Economic Plan.



THEMATIC CAMPAIGNS

Thematic Marketing programmes add value to the Cumbrian economy and provide a range of activities that directly improve experiences for visitors (and residents). It's important to note the importance of such activities and the need to continue to lobby for public investment. Ultimately if we lose this activity, our destination will be diminished. It is unlikely that the dominant global digital platforms such as Google, TripAdvisor and Expedia, will fund or get involved in local product development activity, which I hope illustrates the important and unique work that Cumbria Tourism and other DMO's undertake.



THEMATIC CAMPAIGNS

GoLakes Travel: The Go Lakes Travel programme funded by the Department for Transport (DfT) came to a close in April 2015. It is to be followed by another DfT funded sustainable visitor transport programme in 2015-16 focussed on the more specific needs of overseas visitors to established visitor destinations in the County. The programme will introduce pilot measures and services to encourage sustainable travel in the Carlisle/Hadrian's Wall, Ullswater, Borrowdale, Coniston, Windermere and Grasmere areas. CT will deliver the marketing, PR and information elements of the programme.

Lakes Culture: CT is closely involved with the management of this Arts Council funded programme which runs from 2014-17 with the ambition of establishing the Lake District as the leading rural Cultural Destination in the UK. Usha Mistry has been appointed as a part-time contractor to manage the Lakes Culture Programme over the next 2.5 years. Although employed by Kendal Brewery Arts Centre she will work closely with the team at CT and be based at Staveley for one day each week. CT has been successful in competitive tenders for the delivery of research, PR and marketing services for this programme on a commercial basis. We are delighted that James Rebanks has deservedly won the LAKELAND BOOK OF THE YEAR competition with his chart topping book 'A Shepherd's Life', a must read for all lovers of the Lake District and its special people, way of life and traditions.

Adventure Capital: CT's Adcap Project Manager (Andrea Runkee) is currently delivering a Rural Growth Network (DEFRA funded) contract to support business training and growth for the Outdoor sector. This has run successfully over the last 18 months but will end in June 2015 at which point CT will either need to secure a further delivery contract or alternative funding to sustain its outdoor marketing and development activity. Tribute to the outdoor industry was also given through the award for the 2014 Tourism Personality of the Year (presented in the memory of Bernard Gooch, who was the first Chairman of Cumbria Tourism's Commercial Members Committee). Paul Loftus was presented with the award in recognition of his outstanding work organising the Fred Whitton Challenge and for being the catalyst and forerunner for many other Lake District challenge events.

Food and Drink (TASTE Cumbria): This activity is currently funded through the Princes Countryside Fund and is focussed on building supply chains and promoting the use of Herdwick meat within the hospitality sector. Herdwick now appears on the menus of many top London restaurants and the campaign is set to continue to benefit from a range of high profile activities such as Beatrix Potter's 150th Anniversary in 2016, Ian Lawson's wonderful photographic exhibition and James Rebanks rising fame as a voice & author for the Cumbrian hill farming community.

FINAL WORD

The world of destination management and marketing continues to change and evolve and Cumbria Tourism will need to adapt and respond to the needs of businesses and other partners. We will need to continue to develop commercially relevant services as we depend increasingly on income from the delivery of marketing services to sustain the organisation. The recent arrival of super-fast broadband at our Staveley offices will certainly help us move forward with our digital marketing work and a new website is being planned in the near future. Public relations and communications will also remain a core function and these services will be deployed once again to bring the maximum positive media coverage for our members and the county.

Finally thank you to all my colleagues, the Executive Board and Commercial Members Committee for the enormous amount of work once again delivered for the Lake District and Cumbria's tourism industry.

Ian Stephens
Managing Director



TOURISM IN CUMBRIA 2014 STEAM (VOLUME AND VALUE)

On average, visitors **staying in Cumbria** spend 3.3 nights in the county and spend **£477 million** on local accommodation.



a total of **£2.44 billion** was generated within the local economy through visitor and tourism business expenditure



Employment Supported by Tourism increased by **3.4%** between 2013 and 2014

6 million visits were made by visitors **staying in Cumbria** as part of a holiday or short break, generating **19.5 million nights** in accommodation across the county

Visitors to Cumbria are vital to local businesses, supporting nearly **34,000 full time equivalent jobs**

more than **55 million Visitor Days & Nights** generated by Cumbria's Visitors in 2014



Economic Impact has risen by **9.2%** between 2013 and 2014, a growth of **£206m**

more than **41 million** Tourism Visits to Cumbria in 2014



35.6 million tourism visits made by Day Visitors to the county in 2014

Visitor Numbers increased by **4.7%** between 2013 and 2014