



Presentation
to the
Tourism Summit for Cumbria
on
28 June 2011

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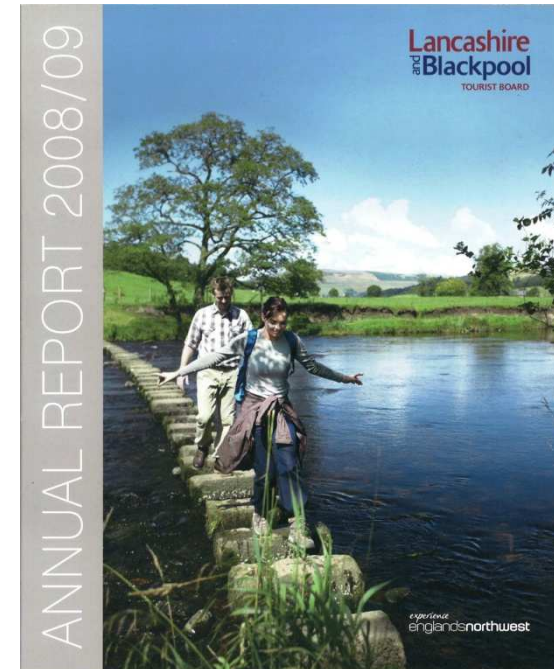
Visitor Statistics

2009

Spend	£3 billion
Visitors	58 million
Jobs	54 thousand

Principles

- Work in Partnership
- Compete through quality
- Encourage excellence
- Embed sustainability
- Be market-led

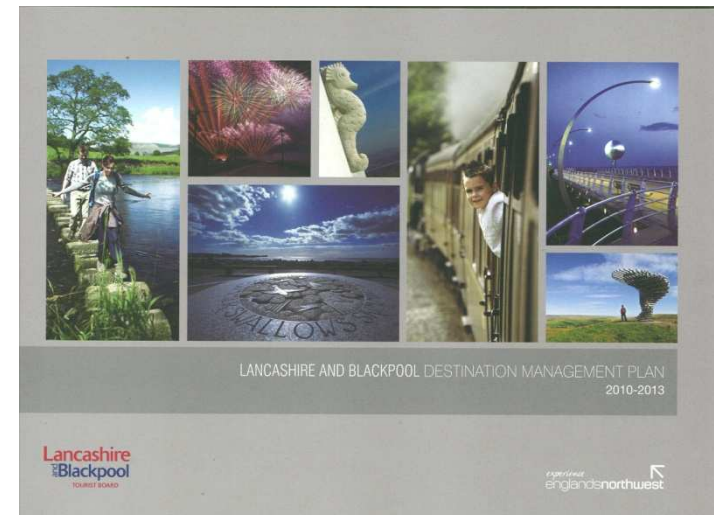


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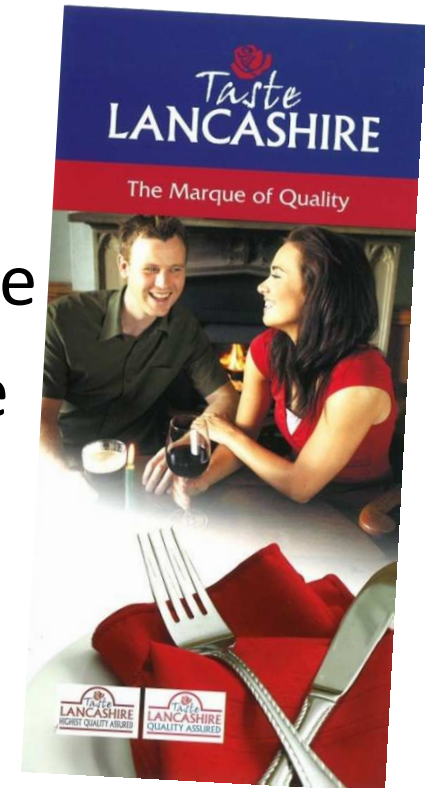
Partnership Working

- Destination Support Partnership
- Visitor Economy Improvement Group
- Tourism Association
- Local Enterprise Partnership
- Visit England/Britain



Quality

- National Quality Assurance Scheme
- Visitor Attraction Quality Assurance Scheme
- Place of Interest Quality Assurance Scheme
- Green Business Tourism Scheme
- Taste Lancashire Accreditation Scheme



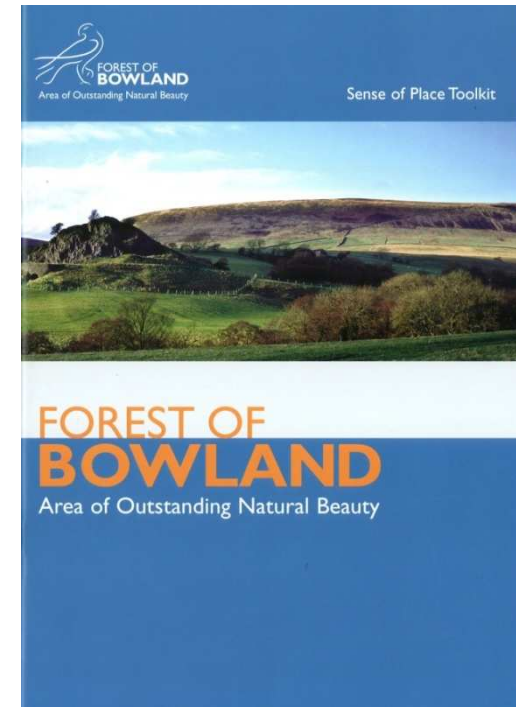
Business Excellence

- Tourism Awards
- Ambassador Programme
- Welcome Gold



Sustainability

- Wise growth
- European Charter
- Sense of Place Toolkit



Destination Marketing

- Lancashire brand and development plan

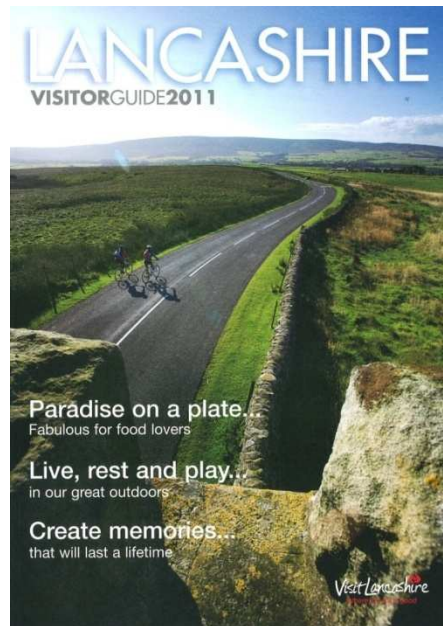
Visit Lancashire
Where life feels good

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Thematic Campaigns

■ Thematic Campaigns



Country Escapes
Family Fun
Heritage Revealed
Coastal Contrasts
Taste Lancashire
What's On

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Digital Communications

- Visitlancashire.com
- Industry website
- Social Media Marketing



Developing the Visitor Economy

- Raising the profile of key events
- Lancashire in 2012:
 - Open Golf Championship
 - Preston Guild
 - Lancashire Witches 1612-2012
 - London 2012
 - Focus on Product Development – innovative experiences



Visit Lancashire.com

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