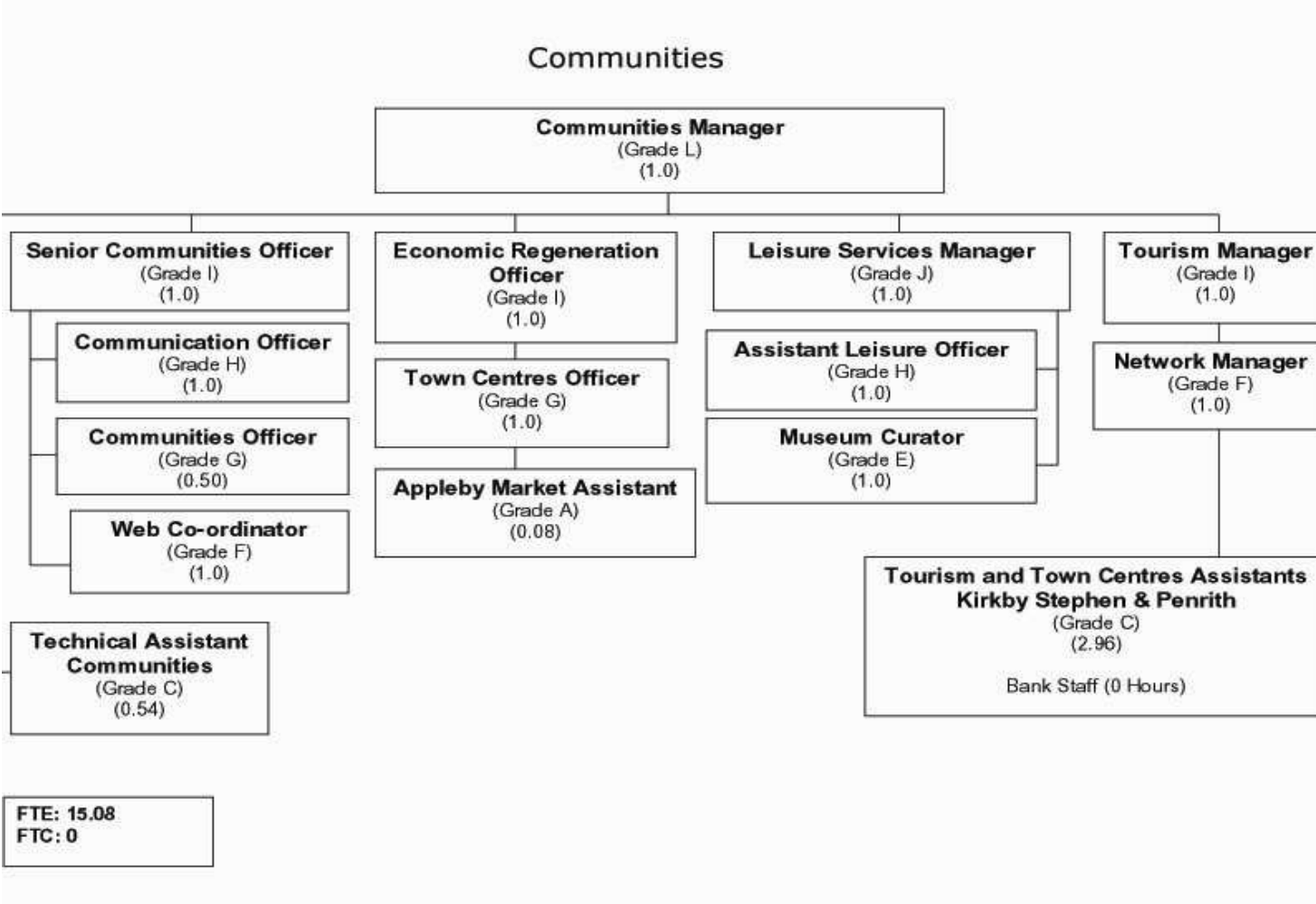


Eden Tourism

Local Authority Case Study



New Communities Team



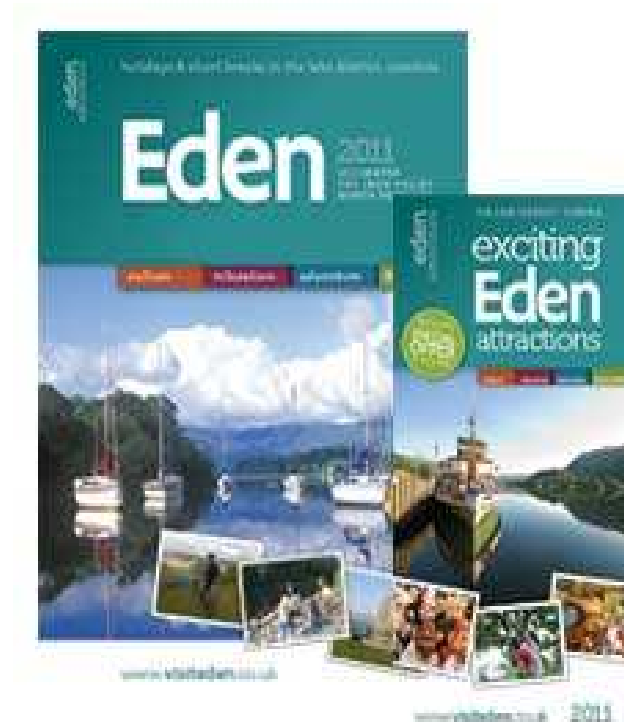
The value and volume of Tourism in Eden 2010

- Tourism spend £217 million
- Number of visitors 4.3 million
- Tourism activity supported 3,500 FTE jobs



Tourism Promotion

- 40,000 Eden Holiday Guides
- 200,000 Eden Attractions Guides
- Selection of town and themed guides
- Website: www.visiteden.co.uk
- Social media - Twitter and Facebook
- Media Campaign and on going professional distribution
- PR
- Tourism Grant scheme

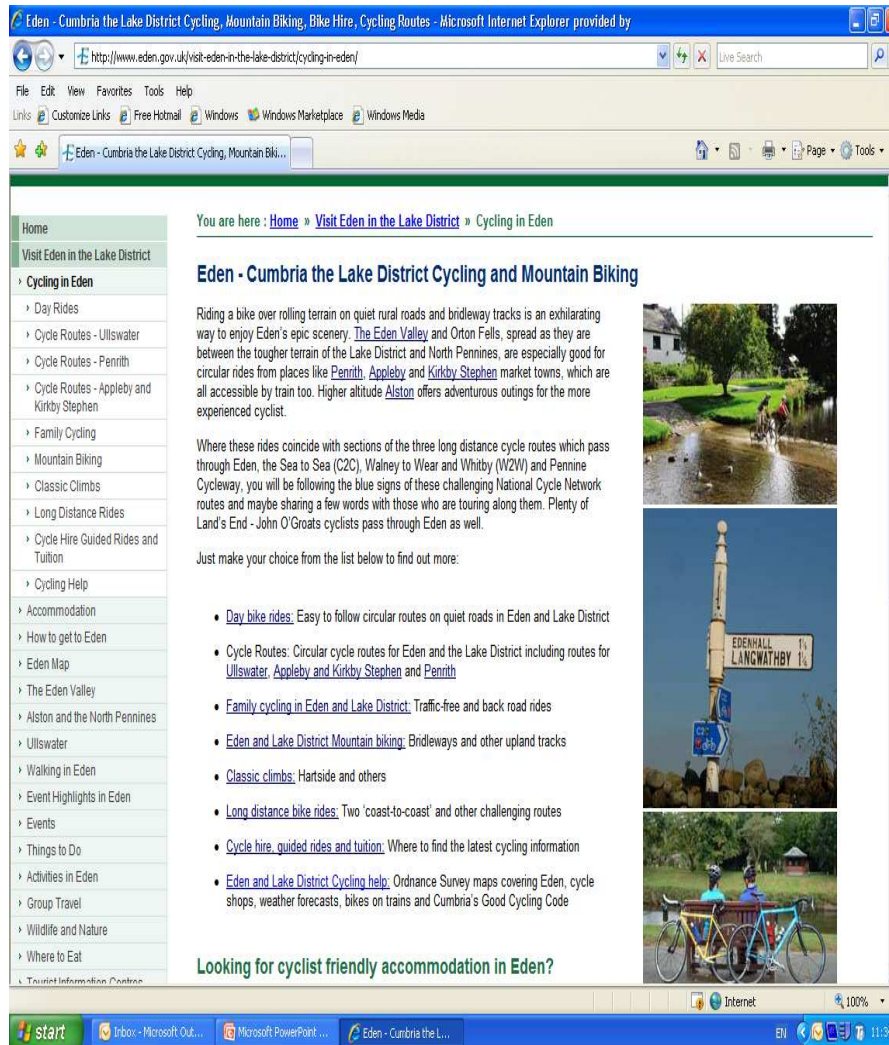


www.twitter.com/visiteden



Visit Eden

Visit Eden website



January to October 2011

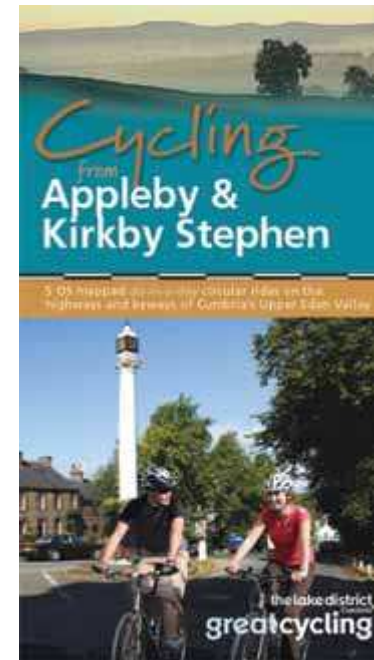
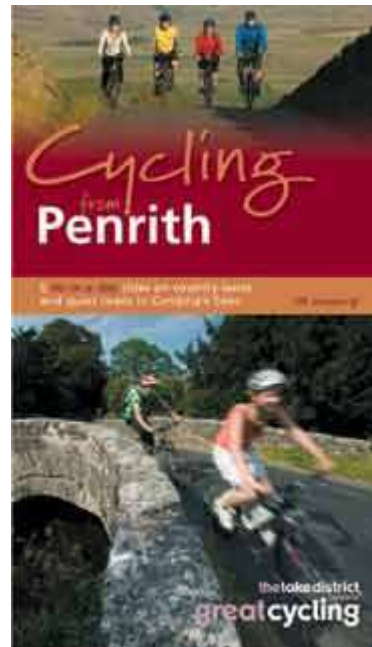
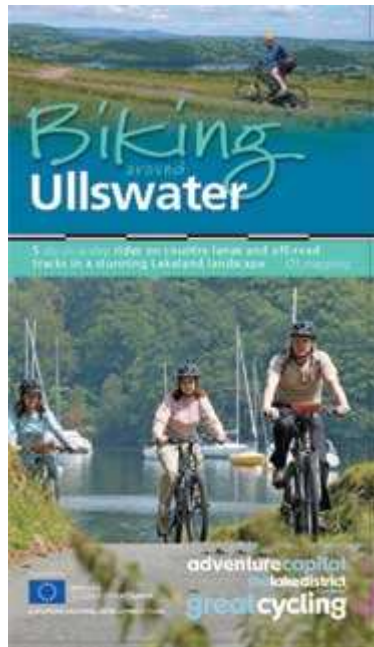
- 110,043 page views to www.visiteden.co.uk

January to September 2011

- 122 direct bookings online
- £16,793 total bookings value
- 542 bed nights

- *‘very good and informative’*
- *‘Excellent website, easy to navigate and I found all the answers to the questions I had, looking forward to a week's fishing in the Eden Valley’*
- *‘Easy to follow eye catching and informative’*

Cycling

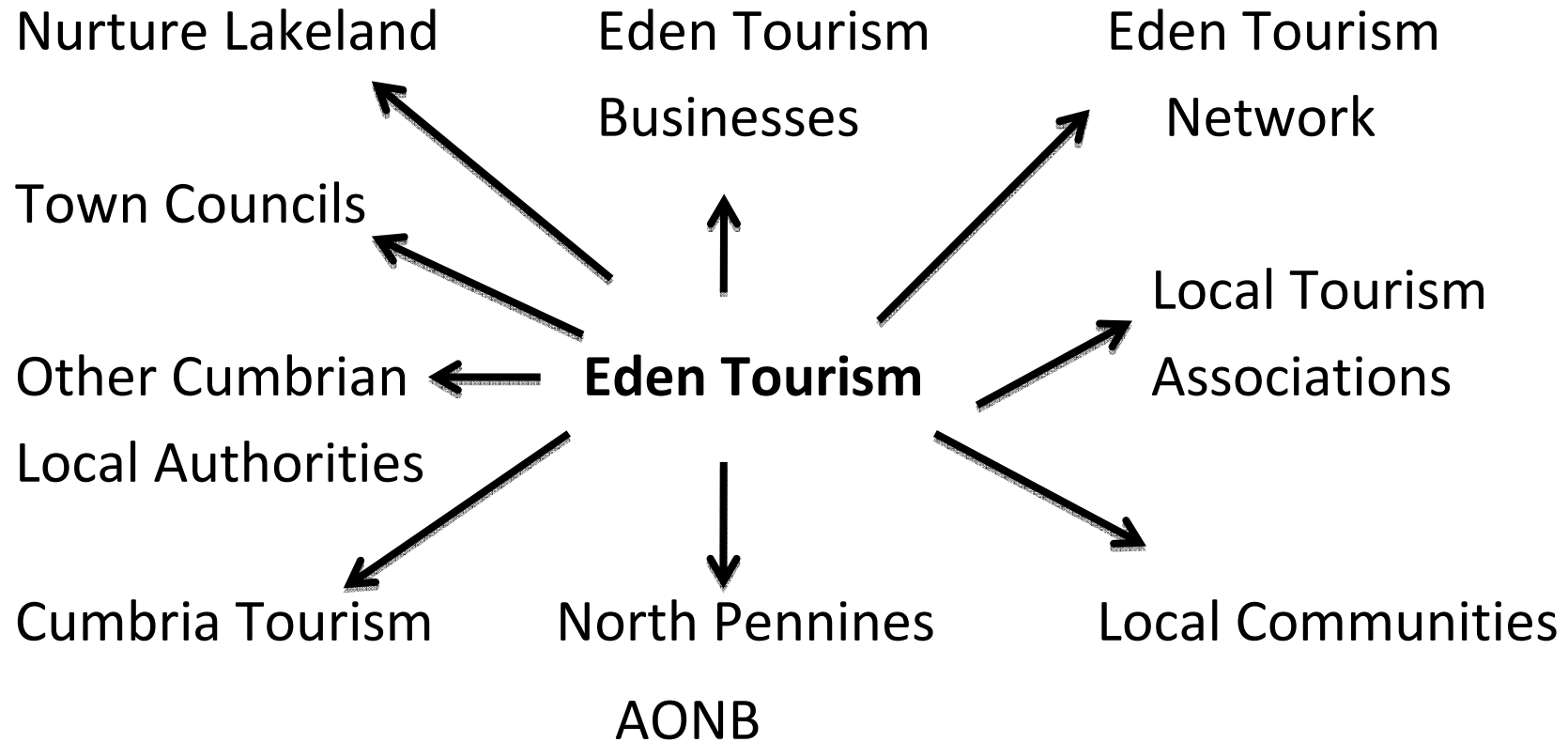


Eden is the first district in Cumbria to have a complete set of cycling guides

Tebay/Orton Leaflet



Partnership Working



Tourist Information Centres (TICs)

- Directly operate & manage Penrith & Kirkby Stephen TICs (*KS TIC operation currently under review*)
- Partnership arrangement between Cumbria County Council & Eden District Council at Alston
- Grant given to Appleby TIC



Any Questions ?



www.visiteden.co.uk