

Looking Ahead Making the Most of 2012

Angela Metcalfe
Cumbria Tourism

2012 Opportunities & Trends

- World-wide financial Crisis
- Cost of flying will increase
- Tourism - Cheaper, Shorter, Closer to home – ‘staycation’
- Decline in package holidays – growth from niches
- Emerging markets – China, India, Russia and Brazil
- Social networking boom – power with the customer
- Facebook, Google and Twitter importance fuelled by mobile, iPad etc..
- Who would you trust ?

Highlights for Cumbria 2012

- Lowther Castle & Gardens
- Olympic Torch – Carlisle and Bowness
- Lakes Alive
- Whitehaven Festival & Jubilee Celebration
- Taste Cumbria Food Festival (20k+)
- Great North Swim (10.5 competitors + family)

Our Plans

- Digital Marketing Review
- Membership Review
- Marketing Opportunities & Plans
- PR & Communications
- New Initiatives

GoLakes-Digital Review

Where we are now

- Award winning website – Travolution 2011 – best website design
- 4.3 million users and growing
- Actively looking for growth to achieve sustainability
- Sedley Place/Occupational Marketing appointed to undertake review

GoLakes-Digital Review

Where we want to be

- Traffic increase to 5 million plus
- Digital Review – 3 year project – covers all aspects of the website, inc design of, ecommerce, online advertising, SEC etc which can only increase web traffic
- Make the visitor journey on the website as efficient and effective as possible
- For **both** Industry and consumer facing sites

Membership Review

Working with Lamont Pridmore to:

- Enhance membership.
- Review cost of membership V's perceived value of membership.
- Consider and implement new member benefits.
- Attract and identify 'New' Members.

Print and Marketing Opportunities

- Holiday Guide
 - 150,000 guides printed, new distribution routes
 - eGuide to 200,000 'hot' leads
- BOL
 - Attractions, events and things to do...
 - 420,000 copies
 - 'official' attraction guide for Cumbria
 - 6 languages
- Considering new food & drink leaflet and possibly a 'Coastal leaflet'

PR & Communications

- Major strand of CT's marketing
- VisitEngland and VisitBritain
- Press visits/fam. trips for UK and Overseas journalists
- Commercial service for 'in depth' support available
- Training events for the industry and partners

Finally...

- CT undergone significant change
- Core Tourist Board functions/skills retained
- Financial stability being achieved
- Importance of partners investment
- Wider visitor economy benefits