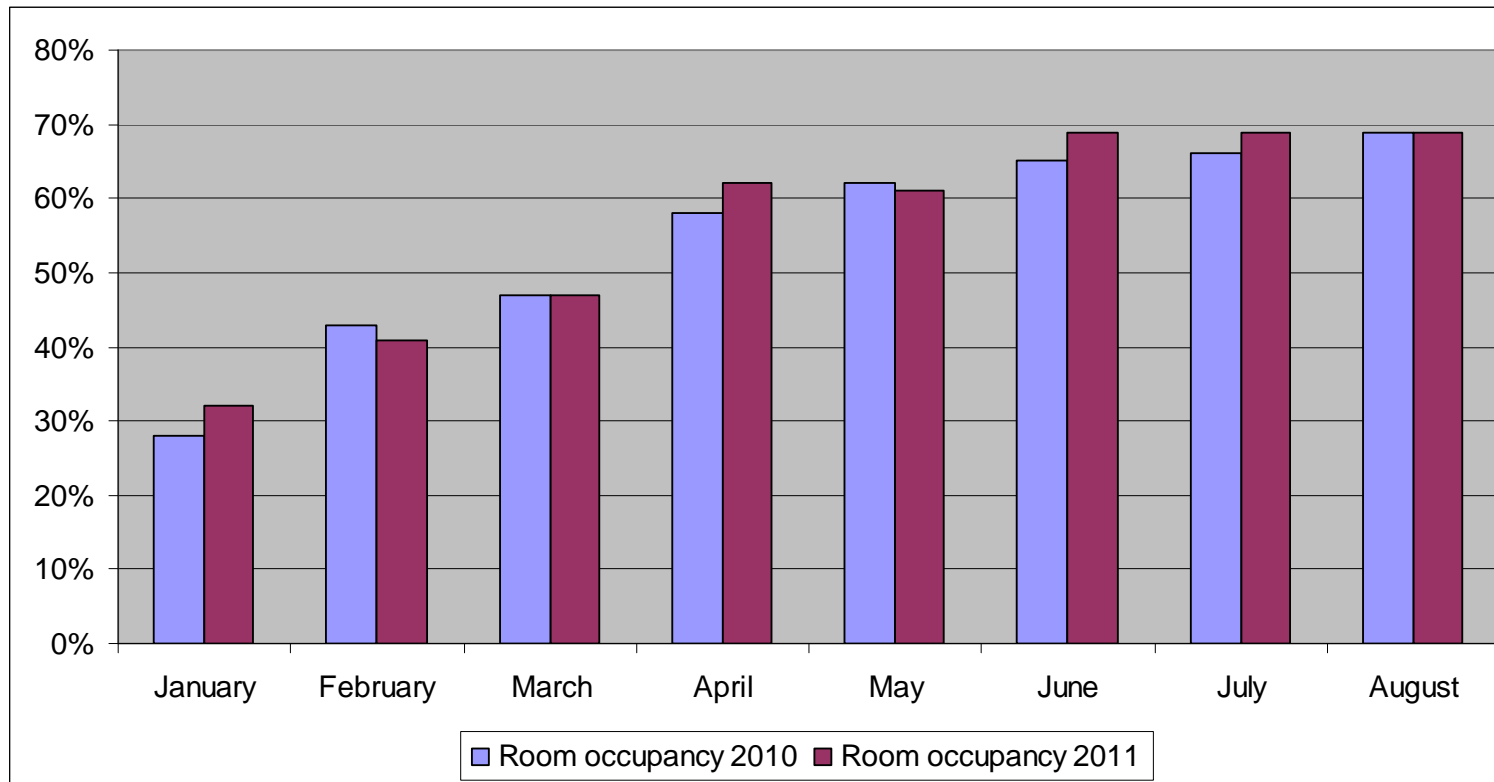


Tourism in Cumbria – Key Facts

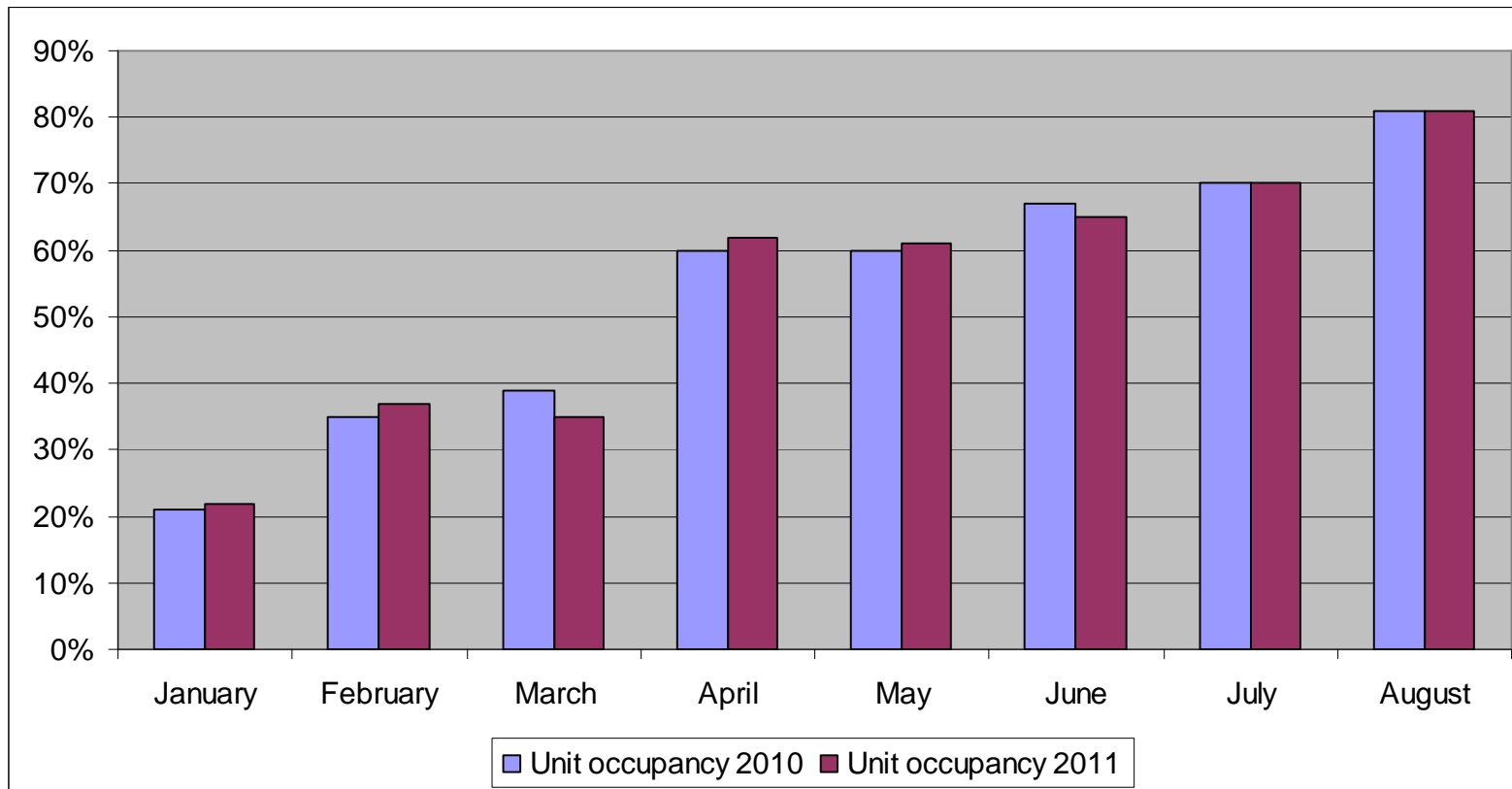
- **40 million visitors in 2010**
- **Tourism valued at £2bn**
- **Tourism supports 32,573 FTEs (in reality 56,011 actual jobs) estimated at 19% of all employment in the county**
- **Day trips account for 88% of trips and 55% of revenue**
- **Staying visitors account for 12% of trips and 45% of revenue**
- **5,700 accommodation businesses; 98,000 beds**
- **Average room occupancy in 2010 for serviced accommodation throughout Cumbria was 55%**
- **Average unit occupancy in 2010 for self catering accommodation was 50%**

Intelligence for 2011



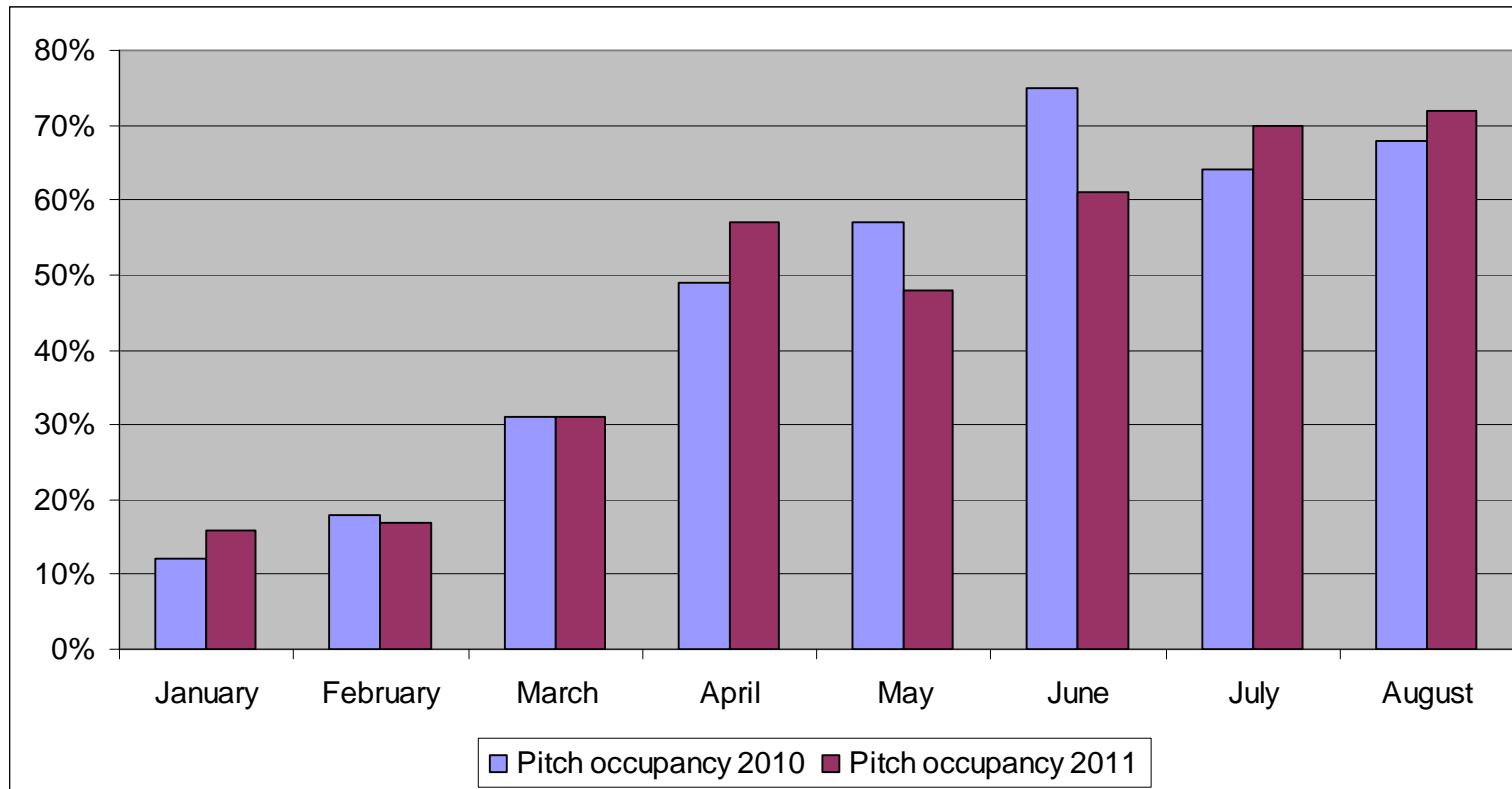
- During the first eight months of the year **serviced accommodation** room occupancy averages are running +1.5% up year-on-year, at 56%. However, as 2010 was down on previous years this should really be interpreted as average performance. National comparisons for serviced accommodation show a 5% increase on last year.

Intelligence for 2011



- During the first eight months of the year **self catering** accommodation occupancy averages are the same as last year, running at 54% to date. In 2010 unit occupancy over the course of the year stood at 50%, the lowest since research began, so again a comparable year is no great achievement.

Intelligence for 2011



- Caravan and camping occupancy is performing at comparable levels to last year. July and August figures were up on 2010.

Business Performance 2011

- 235 businesses responded with details of April-September performance
- Headlines
 - 30% visitor numbers up
 - 66% profits down
 - 50% turnover down
 - 53% forward bookings “not great”
 - 25% positive business expectations

Visitor attractions, serviced accommodation performing best; Carlisle’s positive trends

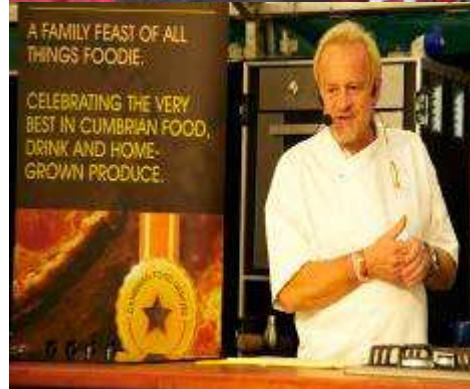
Factors affecting business: 2011 Survey

- Rising fuel prices
- Increased costs
- Recession
- Weather
- Fewer holidays and shorter breaks
- Price reductions/special offers
- Expensive car parking
- VAT increase
- Media gloom

2011 Activity- Marketing

- Digital marketing
- E newsletters
- Cumbria Guide
- Best of Lakeland
- Themes
 - Quality
 - Culture
 - Adcap
 - Food and Drink
- PR activity







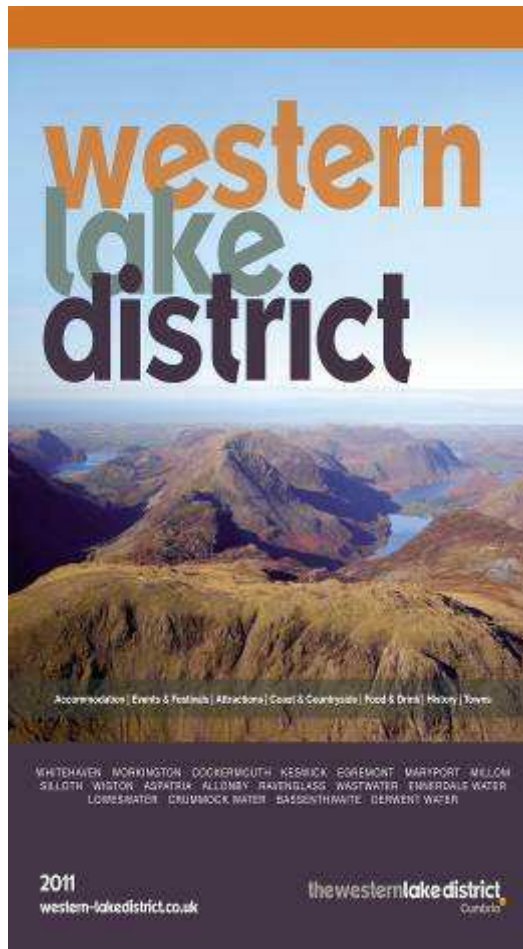
Tourism

Connect



a grant scheme
improving tourism
accommodation in
Cumbria



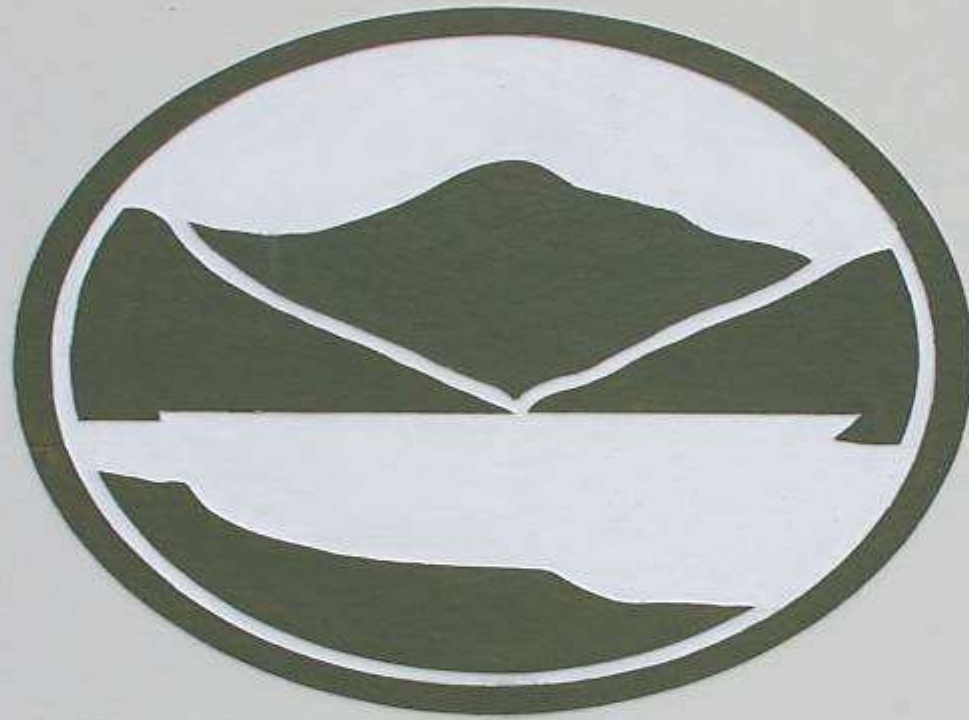












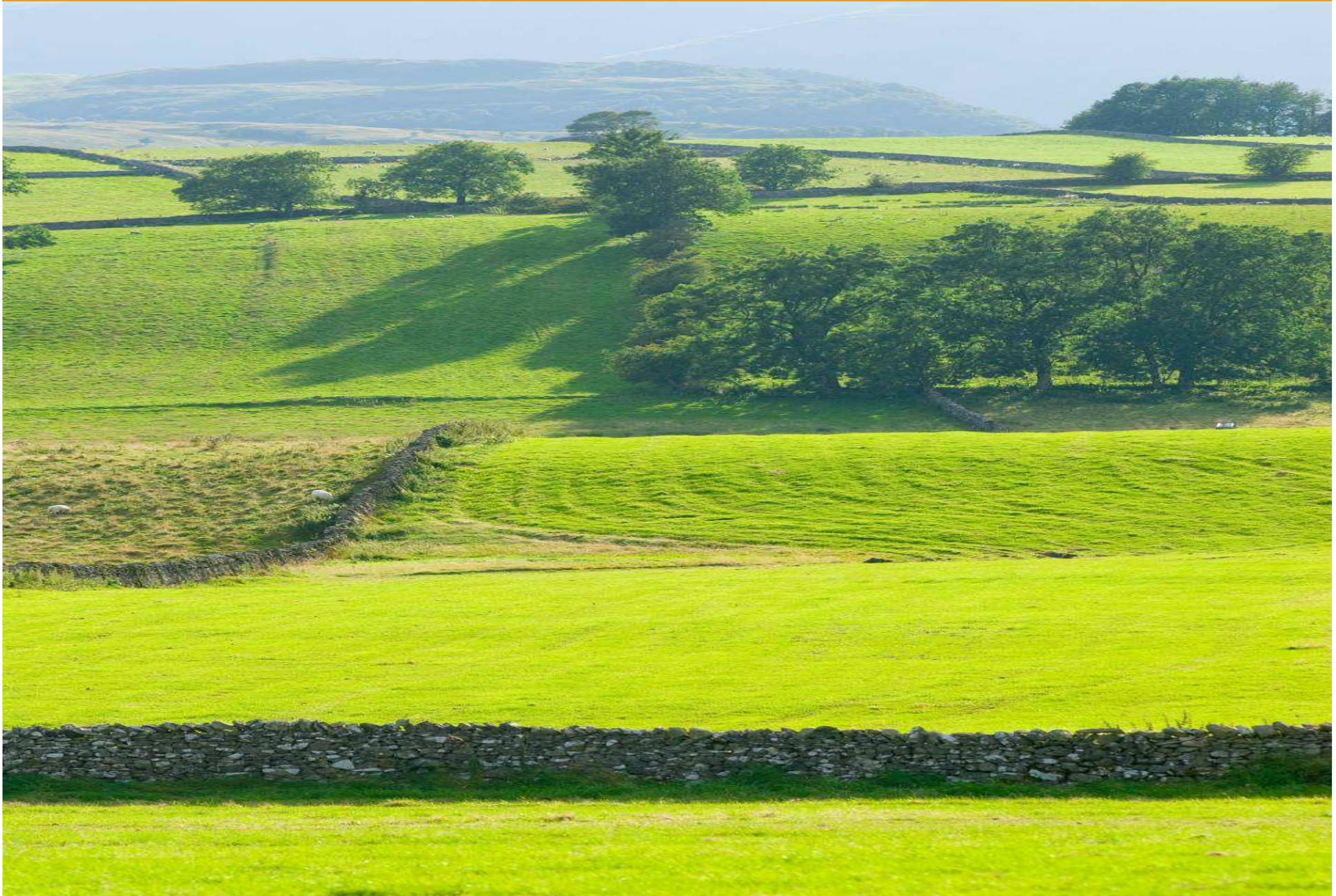
Lake District

National Park












Piel Castle
Ferries generally available Easter
to September from this jetty
Outside this period or for further
information please enquire

John Cleasby
MON-SAT 11-5
SUN 11-6
The ferry runs on demand
between the start and finish times
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ADULT CHILD
(UNDER 4yrs FREE)
£1.50 EACH WAY 75p EACH WAY
ALL ENQUIRIES:
07798794550





