



# Visit Eden Newsletter:

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# Welcome to Issue 54 of the Visit Eden Newsletter

## Eden sees the biggest rise in tourism value for Cumbria in 2018

It's great news for Eden's tourism businesses and their impact on the local economy as the district sees a massive 8.6% increase in tourism revenue, between 2017 and 2018, the highest percentage increase in the county.

Eden welcomed 5.06million visitors (an increase of 1.2% on 2017) and tourism activity supported 4,639 full time equivalent jobs in 2018 (an increase of 3.7% on 2017). The statistics come from the Scarborough Tourism Economic Activity Monitor, commonly known as STEAM.



“We are delighted to hear that tourism in Eden continues to grow in value and make such a substantial contribution to our local economy,” Councillor Mary Robinson, Commercial Services Portfolio Holder stated.

The fantastic product offer we have for the visitors in Eden is reflected by the investment and dynamism of the tourism businesses in our area and the continued growth in the value of tourism to the local economy bears testament to the positive relationship Eden Tourism, the tourism team of Eden District Council has with its businesses and the variety of projects jointly undertaken.

The Chair of the Eden Tourism Network, Jim Walker commented, “this latest research is a brilliant endorsement of partnership working in Eden between public and private sector tourism operators and the passion with which tourism services are delivered to the highest possible standards. Eden is such an amazing area which we know is popular and only by teamwork between the Eden Tourism team and those of us operating businesses can the maximum impact be realised for the local economy and the benefit of local communities and residents.”

We are forging ahead with a number of new projects including increased social media activity, further development of the Visit Eden website, organisation of the annual Eden Tourism Summit, 2020 visitor guide production and new promotional projects which will be aimed at the overseas market. Partnership is key to promotional success and the Eden Tourism Network, made up of businesses from all areas of the tourism industry continues to meet on a quarterly basis to look at new initiatives and joint projects. The next meeting of the network takes place on Tuesday 3 September at Lowther Castle and Gardens.

Jessica Goodfellow and Sally Hemsley, Joint Tourism Managers at Eden District Council confirmed “We recognise the importance of meeting our visitors’ needs and expectations and will continue to work with our businesses and partners to grow the visitor product in Eden.” If you are a tourism business or attraction and want more information about the work of the Eden Tourism Network contact [jessica.goodfellow@eden.gov.uk](mailto:jessica.goodfellow@eden.gov.uk)

## 2020 Eden visitor guide - it's almost advertising time!

As we mentioned in our previous newsletter, we will again be working in partnership with Bucket and Spade on the 2020 Eden visitor guide.



The guide will follow a similar format to this year's guide with paid for advertising from accommodation, attractions, eateries and shops. This will be in addition to editorial pages and information on key events, visitor information and TIC provision in Eden.

Accommodation advertisers in the visitor guide will also receive an online advert onto the Accommodation section of the Visit Eden website.

It's hoped the sales process will begin in early July but for more information in the meantime contact us [tourism@eden.gov.uk](mailto:tourism@eden.gov.uk) or Claude at Bucket and Spade [claudes@bucket-spade.co.uk](mailto:claudes@bucket-spade.co.uk)

## Filming in Eden for the next series of The A Word

It was great to see the recent filming at Penrith Bus Station for the next series of BBC1's The A Word. We were delighted to help with the initial planning for this. Look out for this and other scenes filmed in Eden when the series returns.



## Cumbria Tourism Award winners



Congratulations to the Eden winners at the 2019 Cumbria Tourism Awards which took place on 19 June. It was great to see Eden represented so well. Huge well done to you all for your hard work.

- Ethical, Responsible & Sustainable Tourism Award (Sponsored by the University of Cumbria) - The Quiet Site
- Large Hotel of the Year (Sponsored by Christie & Co) - Another Place The Lake
- Pub of the Year - Black Swan, Ravenstonedale
- Taste of Cumbria (Sponsored by The Cumberland for Business) - 1863, Ullswater

## Update on the new Pooley Bridge from Cumbria County Council



Works have now commenced on the construction of a new bridge in Pooley Bridge. There is a temporary car park open and available free of charge to visitors with a shuttle bus service stopping at the pier, the village and the car park every 15 minutes.

The timetable is available at the bus stop at the car park or online as this is in place of the existing Dunmallard car park located adjacent to the old bridge site.

Works have started, to improve a section of the Ullswater way footpath located behind the Dunmallard car park and these are due to be complete by early July. More updates regarding the bridge can be found on the above website. Any queries please get in touch. Our project email address is [talkaboutpooley@cumbria.gov.uk](mailto:talkaboutpooley@cumbria.gov.uk)

## Tell your guests about Eden's wonderful outdoor pools!

With the warm summer weather here why not take a refreshing dip in one of Eden's outdoor rural swimming pools?

There are pools at Askham, Shap, Greystoke, Lazonby and Hunsonby. They all offer refreshments too! A great way to spend the day for the whole family.

You can pick up a free leaflet at local tourist information centres.

For more details see our website.



## Ullswater 'Steamers' celebrates 160th Anniversary

Congratulations to Ullswater 'Steamers' who celebrate their 160<sup>th</sup> anniversary this July.

In a double celebration, Ullswater 'Steamers' celebrates both the 160th Anniversary of the Ullswater Transit and Navigation Company and the 130th Birthday of M.Y Raven with a Victorian themed weekend (13-14 July) and spectacular Evening Flotilla on the lake (16 July). A once in a lifetime experience for passengers this will be the first time in the company's history that all five heritage boats assemble on the lake together.



## Save the date! 2019 Eden Tourism Summit

Just a reminder that the 2019 Eden Tourism Summit will take place on **Thursday 17 October** at the North Lakes Hotel and Spa, Penrith.

We're already getting enquiries about the Summit - invitations will be emailed in early September.

Keep an eye on our Eden Tourism Summit webpage for more details.



## Contact the Eden Tourism Team



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