



Visit Eden Newsletter Summit Special:

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Welcome to the Visit Eden Summit Special Newsletter

Eden Tourism Summit 2019

The 2019 Eden Tourism Summit will be held on Thursday 17 October at the North Lakes Hotel and Spa, Penrith. The theme this year will be 'Sustainability: Working together to strengthen our visitor economy.'

The Summit will be chaired by **Jim Walker, Chair of the Eden Tourism Network** with a welcome by **Councillor Mary Robinson, Commercial Services Portfolio Holder and Deputy Leader of Eden District Council**.



Our Speakers include:

- Mike Innerdale, Director of National Trust, North Region
- Kurt Janson - Director, The Tourism Alliance
- Anna Harris, Market Intelligence Consultant, VisitBritain
- Helen Tate - Research Manager, Cumbria Tourism

In addition, delegates will have the opportunity to take part in two workshop sessions in the afternoon.

The Workshops will focus on:

- **National Tourism Policy: How does it affect us locally?** Kurt Janson - Director, The Tourism Alliance
- **Sustainability: The natural business lifestyle**, Laura Short, Partner CBEN Partnership and a Case Study from the award-winning Quiet Site, Daniel Holder
- **UKInbound - Understanding overseas visitors and how to meet their expectations**, Nathan Alemany, Business Development Manager UKInbound



There will be an opportunity to network with other tourism businesses during a buffet lunch and there is the chance to have a short tour of North Lakes Hotel and Spa. There is a cost of £30 plus vat (£36) to attend the Summit.

Invitations have now been emailed and we have already had a good response. Places are limited, so please RSVP as soon as possible. The closing date for registrations is **Monday 7 October**. For more information on the Summit, please email tourism@eden.gov.uk

www.visiteden.co.uk

Eden Tourism Summit Speakers:

The Summit will be chaired by **Jim Walker, Chair of the Eden Tourism Network**. Jim will chair the Summit and has worked in private and public sector tourism roles in Cumbria for over 40 years, most recently as Chief Executive of the Lake District Estates/ Ullswater 'Steamers'/ Ravenglass Railway group and also as Interim MD for Cumbria Tourism in 2017. He currently combines part time tourism consultancy with chairing Eden Tourism Network, chairing Cumbria Tourism's Executive Board and working as a semi professional musician.



Mike Innerdale, Director of National Trust, North Region

Mike has spent the majority of his career working in land management within protected areas across a variety of government, private and third sector organisations. He started with the Forestry Commission working in both the Lake District and the North York Moors, followed by roles at Severn Trent Water in the Peak District and as RSPB's Regional Reserves Manager for North of England.

Mike joined the National Trust in 2007 as a General Manager in the Peak District estate. In 2012 Mike became the Trust's North Region Assistant

Director with overall strategic and operational responsibility for Cumbria and North Lancashire. In September 2018, Mike became Director of the North, a region which stretches from Lindisfarne in the North East, to Nostell Priory in South Yorkshire, and from the Lake District to Little Moreton Hall in Cheshire.

The North contains over one third of all National Trust land and support from over 3.5 million visitors and over 1 million members (5 million nationally) helps us care for a wealth of much loved and special sites; a major share in four National Parks and three UNESCO World Heritage Sites.

Kurt Janson, Director of The Tourism Alliance

After graduating with a 1st Class Masters in Public Policy, Kurt was employed by the Department of Conservation and then the New Zealand Tourist Board, working national and regional tourism strategy. He moving to Britain in 1997 to work for VisitBritain as Head of Strategic Planning with responsibility for Policy, Strategy, Business Planning and Marketing Evaluation.



Kurt left VisitBritain in 2004 to become the Director of the Tourism Alliance, an umbrella trade association for the tourism and hospitality sector that comprises over 50 industry associations that together represent almost 200,000 UK businesses to lobby Government on issues that support the development of the UK tourism industry. He is a member of several Government advisory groups including the Tourism Industry Council and HMRC's SMEOF and has written VisitEngland's "Pink Book" on accommodation legislation since 1999.



Anna Harris, Market Intelligence Consultant, VisitBritain

Anna began her career within the travel industry in 2010 joining the leading travel guidebook publisher, *Lonely Planet* as Research and Market Insights Analyst for the EMEA region. Across the next 5 years Anna took on a number of roles within the company, gaining experience in primary and secondary research practises and conducting consumer, market and competitor analysis to shape business strategy, influence business decisions and inform product development.

Anna joined VisitBritain's Research and Forecasting team in 2016 where she holds primary research responsibility for the overseas markets in The Americas region with offices based in USA, Canada and Brazil. She makes up a team of 6 whose remit is to provide, coordinate and share excellent market intelligence and customer insights for stakeholders both within VisitBritain and externally (within government and to the wider tourism industry).

Helen Tate, Research Manager, Cumbria Tourism

With over twenty years of market research experience, Helen is the Research Manager for Cumbria Tourism (the visitor Destination Management Organisation for Cumbria, representing the £3bn visitor economy). Helen delivers their essential research activity, providing evidence to inform and develop tourism strategy, marketing campaigns, and lobbying activity. This includes occupancy surveys, visitor surveys, tourism business surveys, and annual tourism volume and value assessment, as well as the running of their destination tracking system, T-STATS.



Helen has her own research consultancy (Red Research). Local clients include Allerdale Borough Council, CN Group and Newsquest (visitor surveys and economic impact for a range of events including Taste Cumbria and the Lakesman Triathlon), Lake District Estates, Encounter Eden, Penrith Show, the Lake District National Park Authority, Eden District Council, South Lakeland District Council, Out of Eden and Wetheral Parish.



Jessica Goodfellow and Sally Hemsley, Joint Eden Tourism Manager, Eden District Council

Jessica and Sally hold the post of Joint Tourism Manager at Eden District Council. Both have extensive tourism marketing and development experience in Eden and other destinations.

The Workshops will focus on:

National Tourism Policy: How does it affect us locally? **Kurt Janson - Director, The Tourism Alliance**

Sustainability: The natural business lifestyle, **Laura Short, Partner CBEN Partnership and a Case Study from the award-winning Quiet Site, Daniel Holder**

UKInbound - Understanding overseas visitors and how to meet their expectations, Nathan Alemany, Business Development Manager UKInbound

Your chance to promote your business at the 2019 Eden Tourism Summit

We're offering Eden businesses the unique opportunity to promote your business to over 100 tourism and business professionals from around the region in our goody bags handed out to delegates and speakers on the day.



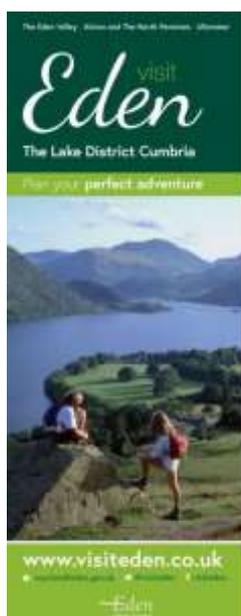
You can include: up to two separate promotional gifts and/or one leaflet which **must** include a special delegate offer which should be valid up until end of 2020 (as a guide).

Gifts and leaflets must be able to fit inside the Delegate Pack which is A5 size. Delegate pack entry is free. A limited number of places are available and space is limited is expected to fill up fast. Do get in touch for more information charles.thornton@eden.gov.uk

The deadline is **7 October 2019**.

Take an Exhibitor Stand at the 2019 Eden Tourism Summit

The Eden Tourism Summit is a great opportunity to network and we are offering businesses the chance to have an exhibitor stand at the event-ideal if you have information that you would like to get across to around 100 local tourism businesses and organisations.



The cost for an exhibitor trade stand is just £80 plus vat and includes one person's attendance at the Eden Tourism Summit.

Additional delegate places are available for £30 plus vat. **Spaces are limited** and allocated on a first come, first served basis. For more information please email charles.thornton@eden.gov.uk

The deadline for booking a stand is **7 October 2019**.

Contact the Eden Tourism Team



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