

16 February 2010



Cumbria Tourism
At the heart of our visitor economy

A TV FIRST FOR CUMBRIA TOURISM

CUMBRIA Tourism will shortly be embarking upon a new television advertising campaign for the first time in its history.

The county's leading tourism organisation will be running a series of ads on prime time TV for five weeks commencing on Monday 22nd February.

The 10 second ads will be screened within the ITV North region following the popular TV series *The Lakes* presented by Rory McGrath, and will feature creatives from the destination's current 'Wilderness Refined' marketing campaign to drive viewers to the website www.golakes.co.uk.

'Wilderness Refined' was created to challenge consumer perceptions of the Lake District as being more than just an outdoors destination by highlighting the area's wealth of luxury accommodation, award-winning Michelin starred restaurants and top quality indoor and outdoor attractions.

This first foray into TV advertising is in direct response to last November's unprecedented flooding in parts of Cumbria, which resulted in a number of cancelled and lost bookings costing the county's tourism industry an estimated £2.5 million.

With support from the Northwest Regional Development Agency (NWDA), Cumbria Tourism has allocated an additional £150,000 to market the area in the aftermath of the floods of which the TV advertising is a key component.

Alex McCoskrie, Marketing Director at Cumbria Tourism, said: "This is completely new territory for us and I will be interested to assess the effectiveness of the campaign. Our tourism businesses took a real hit before Christmas so it is all the more important that we continue to look at new ways of attracting people back into the county. *The Lakes* series is doing a good job of showcasing the beauty of our landscape to millions of viewers each week and there is no doubt that the power of film and TV footage can be a great way of helping people discover more about an area."

Peter Mearns, Executive Director of Marketing and Communications at the NWDA added: "Since November, Cumbria Tourism has reacted quickly and efficiently to extend support for Cumbria's tourism industry. I'm pleased that

additional support from the Agency has enabled them to target television audiences across the North; coupled with the current ITV series, we hope to see uplift in interest over the coming weeks.”

The adverts were produced by advertising agency, Artavia and will run for five consecutive weeks on Monday evenings on ITV 1 at 8.28pm and 8.30pm from Monday 22nd February.

Emma Scott-Goldstone, Director of Client Services at Artavia Advertising, said: “These ads are perfectly placed within the ITV 1 peak schedule to give weight and the very important call to action for those viewers tempted to visit the region on the back of The Lakes TV programme.”

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Notes to Editors:

1: For further information please contact Cumbria Tourism Press Office on 01539 825075 or on pressoffice@cumbriatourism.org

2: Cumbria Tourism is the lead organisation for tourism in the county and is at the heart of the Cumbria Visitor Economy. It is also the largest membership organisation in Cumbria with more than 3,000 members. Over 15.3 million annual visitors to Cumbria contribute more than £1.1 billion to the local economy and support around 36,000 jobs. To find out more about the work of Cumbria Tourism, visit www.cumbriatourism.org

3: Cumbria Tourism is supported by the Northwest Regional Development Agency (NWDA). The NWDA leads the economic development and regeneration of England's Northwest and is responsible for: Supporting business growth and encouraging investment; Matching skills provision to employer needs; Creating the conditions for economic growth; Connecting the region through effective transport and communication infrastructure; Promoting the region's outstanding quality of life.

4: To book accommodation in Cumbria – the Lake District, visit www.golakes.co.uk