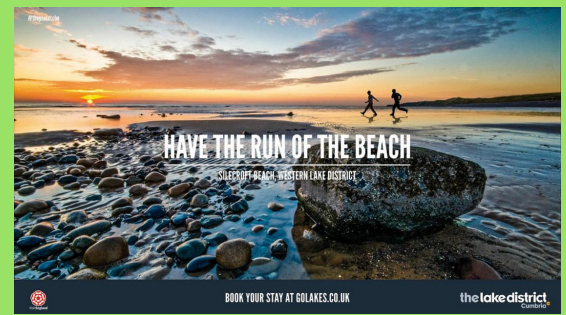


Information Sheet Number 2 Tourism



Cumbrian tourism key facts

- 47 million visitors/year (19.5 million/year in Lake District National Park)
- 6.6 million stays overnight/year (5 million stays/year)
- 37,700 full time job equivalents
- £3 billion/year contribution to economy
- 2nd largest revenue source in Cumbria

Visitors

- 86% from UK - most from area North of Birmingham, South of Edinburgh
- 14% from outside of the UK - German and Dutch main visitors from Europe, visitors from China, India, and Arab countries are increasing
- Visitors come for landscape, food and drink, to spend time with friends and family, events (increasing importance), adventure, and challenges. Competition with Scotland, North Wales, the Alps.

Challenges to Cumbrian tourism

- Connectivity - sustainable transport, Wifi access
- Talent - difficult to find good quality staff and difficult for those staff to afford accommodation or access employment, the number in the local Cumbria work force is declining
- Over tourism - (example Barcelona) disadvantages local people seeking accommodation
- Tolerance - signs, social media protesting development is not welcoming to visitors

Opportunities

- Provide unique visitor experience
- Learn from 'honey pot' experiences and Yorkshire Dales extension on how to promote tourism without undesirable impacts
- Consider tourism tax to offset impacts
- Coordinate efforts amongst businesses, communities and agencies
- Anticipate the different needs, expectations, information sources of millennial generation tourists

Summary

The location of the National Park Boundary is not a factor in itself in attracting visitors. Instead communities, businesses and agencies can work together to develop unique selling points for their areas to promote tourism, manage impacts and plan for the future.