



Carlisle Tourism Partnership

Laura Boyle

**Tourism Marketing and Development
Officer**

**Our residents and our visitors both want better
events, great places to eat and drink and great
places to visit.....the only difference is that our
visitors need great places to stay!!**

A reminder of our Priorities....

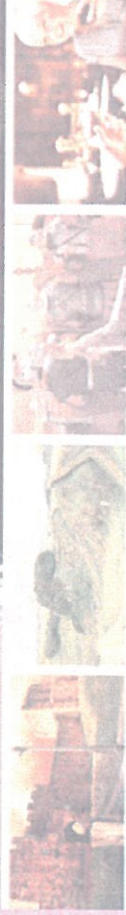
- Carlisle Tourism Partnership needs to deliver:
 - Programme to increase the value of tourism in Carlisle
 - Enhance communication and joint working between Carlisle City Council, Cumbria Tourism and Hadrian's Wall Heritage
 - Re-engage and enthuse the private sector and create effective tourism networks
 - Avoid duplicating resources
 - Enhance Business Tourism on a county basis

www.historic-carlisle.org.uk



Places to Visit Guide 2010

www.historic-carlisle.org.uk



Holidays & short breaks in the city or countryside 2010

Develop Carlisle's Visitor Economy

- Carlisle's Visitor Economy is worth a MASSIVE £330,000,000 per year and supports 4000 direct and 1000 indirect jobs, and this figure keeps growing!
- Carlisle has bucked the national trend this year and seen an INCREASE in accommodation occupancy
 - Carlisle Tourism Partnership – Outputs for Carlisle City Council
 - » 4 travel trade newsletters which have led to coverage in many broadsheet and tabloid national papers
 - » 30 press releases issued to national papers
 - » 4 board meetings held
 - » 4 consumer e-newsletters resulting in over 10,000 new potential customers for Carlisle

Source: STEAM 2009 (Scarborough Tourism Economic Activity Monitor) – The UK National recognised Economic Impact of tourism measure

Encouraging Investment into new facilities

- Stead McAlpin
- Eden Golf Course – marquee site
- Eden Golf Course – leisure development
- Lanercost Self Catering Accommodation
- Lanercost Tea Rooms

Improving Quality

- 150 people through 'Welcome to Carlisle'
 - the most successful ever 'Welcome' programme ever ran by Cumbria Tourism!!!!
- All advertised and promoted accommodation must be quality assessed
- Brand new www.discovercarlisle.co.uk website – LAUNCH OCTOBER 2010
- Business advice and communication ongoing

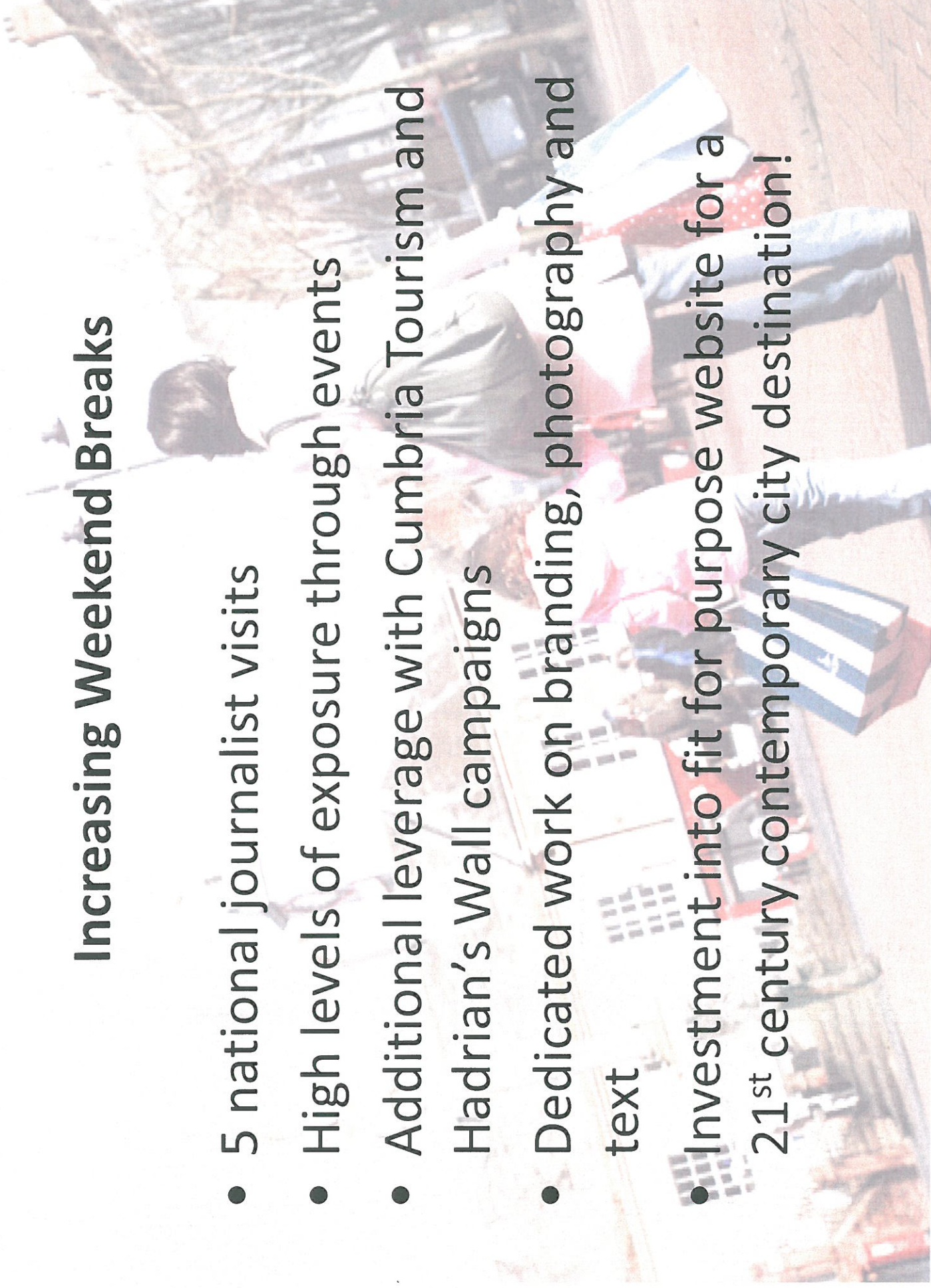
Improve Performance of Carlisle's Conference

Sector

- County wide NWDA funded scheme headed up by Carlisle Tourism Partnership
- 24 businesses members and have now been accredited by Meetings Industry Association
- Exciting new Ambassador Leadership Programme funded by RDPE
- For more information contact Steve Carruthers on steve@myplacecumbria.co.uk

Increasing Weekend Breaks

- 5 national journalist visits
- High levels of exposure through events
- Additional leverage with Cumbria Tourism and Hadrian's Wall campaigns
- Dedicated work on branding, photography and text
- Investment into fit for purpose website for a 21st century contemporary city destination!



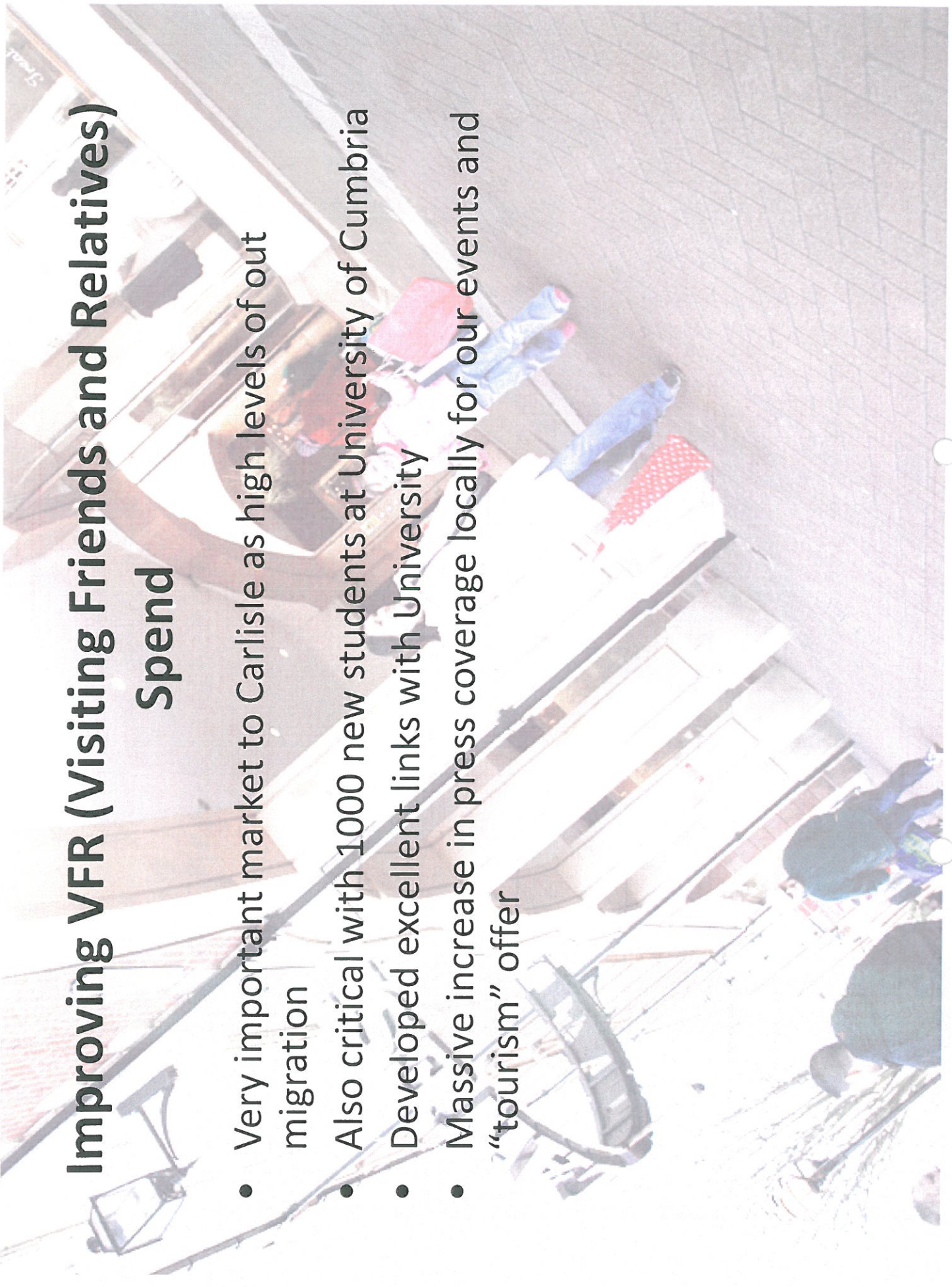
Improving Performance of Carlisle's Events

- 2010 has been the YEAR OF EVENTS!!
- CTP have worked in partnership to deliver...
 - Illuminating Hadrian's Wall/Welcoming The Light
 - We Built This City
 - Theatre Titanic
 - Into the Woods at Talkin Tarn
 - Winter Lighting Festival – FIRST EVER FOR CARLISLE!
 - Jools Holland at Carlisle Racecourse
 - Lanercost Country Fair



Improving Performance of Carlisle's Events

- 2010 has been the YEAR OF EVENTS!!
- Coming Soon.....
 - Carlisle's BEST EVER Christmas
 - 6 weekends of FREE activity for residents and visitors including the first ever Santa carnival and parade incorporating the daytime and evening economies!
 - Carlisle Fireshow
 - The Big Switch on 2010
 - Starlight Lantern Procession
 - Traditional Cumbrian Christmas Market
 - Continental Market



Improving VFR (Visiting Friends and Relatives) Spend

- Very important market to Carlisle as high levels of out migration
- Also critical with 1000 new students at University of Cumbria
- Developed excellent links with University
- Massive increase in press coverage locally for our events and “tourism” offer

Raise profile of Carlisle and generate increase in visitors

- Investment into website to enable us to communicate with potential visitors
- Increase in Tourist Information Centre enquiries
- Increase in accommodation occupancy of just over 1% when rest of the UK was down by an average of 2%
- Inclusion in Britain's Heritage Cities for the first time giving us an increased profile in North America and Canada
- New restaurants opening in city against a backdrop of recession

Secure Grants and Additional Funding to market and promote Carlisle

- In 2010, Carlisle City Council provided a grant of circa £90,000 to Carlisle Tourism Partnership, we have match funded this as follows:
 - Cumbria Tourism £50,000
 - NWDA £70,000
 - Rural Development Programme for England £31,000
 - Hadrian's Wall Heritage £30,000
 - Carlisle Renaissance £60,000
 - Future Jobs Fund £20,000
 - Innovation Fund £4,000
 - DCLG (Real Help for Business Now) £40,000
 - Private Sector £60,000
- Our budget for this year has been turned from £90,000 into £455,000

AND FINALLY.....

THE GOOD NEWS STORIES!!



Love Carlisle Day

Sarah Middling, 42, of London Road, Carlisle, said "People are so friendly around here – it's one of the good things about Carlisle."

Kallie Wolstenholme, of the Antz Orkezdra, said "I think it's fantastic. It's getting a bit of a buzz about Carlisle, getting people down here and getting involved in some culture on a Saturday."

Cumberland News

FUN AND GAMES ON LOVE CARLISLE DAY

By Meg Jorsh

Last updated at 13:45, Monday, 09 November 2009

Fire dancers, stilt walkers and a procession of 12 foot ants welcomed hundreds of visitors to Carlisle city centre this weekend.



The Cumberland News

Carlisle Fireshow 2009

Based on the theme of Love Carlisle, the centrepiece was a giant flaming heart between a reconstruction of the Citadel.

Fireshow organiser Gill Burns said "I thought it was an absolutely brilliant show – really one of the best we've done. I thought the build was superb, a really good interpretation of what we wanted to get across, and after days of gruelling weather the conditions were absolutely perfect."

MORE THAN 25,000 PEOPLE ATTEND CARLISLE FIRESHOW

Last updated at 10:19, Monday, 09 November 2009

Explosions of colour filled the skies over Carlisle as more than 25,000 people gathered to watch the city's annual fire show.

 Video: Carlisle Fireshow 2009



The Cumberland News

Christmas Lights Switch-on 2009

The Sands Centre's Jonathan Higgins, who is producing the show for CLL, said: "Putting together the Christmas Lights Switch-On Show for the city is hugely exciting for the CLL Events Team. We have worked hard to come up with a show that will appeal to all age groups."

HUGE CROWD EXPECTED FOR CARLISLE CHRISTMAS LIGHTS SWITCH-ON

By Elizabeth Broughton

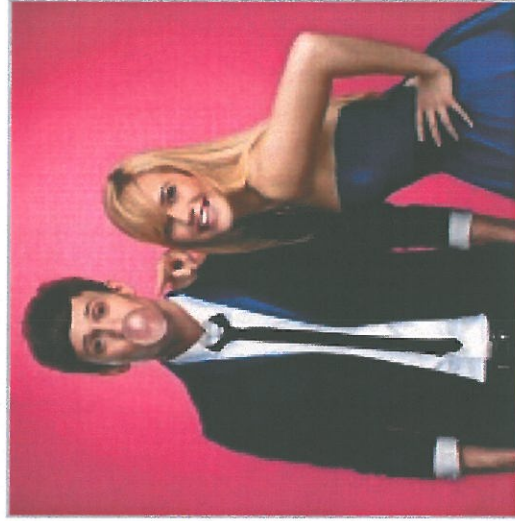
Last updated at 16:05, Friday, 13 November 2009

The seasonal drive to attract thousands of visitors and shoppers to Carlisle begins on Sunday when the Christmas lights will be switched on.

It's the day that Christmas officially arrives on English Street, and Children's BBC presenter Iain Stirling will bring the celebrity sparkle to the event when he joins Mayor William Graham on stage for the switch-on.

A bumper crowd is expected for The BIG Switch-On, organised by Carlisle City Council and Carlisle Leisure Ltd (CLL), with the galaxy of lights and a host of Christmas events.

A 10m Christmas tree will be the



Same Difference

The Cumberland News

Christmas Lights Switch-on 2009

Carlisle City Council leader Mike Mitchelson said "This is getting bigger each year and it's always got a great family atmosphere."

Councillor William Graham said: "It's been brilliant to see the place like this and it's lovely to see the expressions on the children's faces."

Sarah, one half of Same Difference, said "We absolutely loved it, the people were amazing."

SAME DIFFERENCE WOW 9,000 CROWD AT CARLISLE CHRISTMAS LIGHTS SWITCH-ON

Last updated at 08:28, Monday, 16 November 2009

X Factor finalists Same Difference gave a sparkling performance full of fun and energy at Carlisle's Christmas lights switch-on.



Same Difference on stage

1 of 26 Photos



News & Star

Carlisle Homebase Advert

Film crews spent five days shooting the ad, which went out for the first time at 6.30pm on Saturday on Channel 4.

They used 1,800 litres of paint, 1,500sq m of flooring and 135 seats from sofas to stools and garden furniture.

The advert centres around 'Mary' – the owner of a train station cafe who dreams of having better surroundings.

The idea was to show people doing up the station – using Homebase products – as they would do up their own home.

HOMEBASE TV ADVERT BRINGS BUSINESS BOOM TO CARLISLE

Last updated at 15:10, Wednesday, 10 March 2010

Businesses around Carlisle's Citadel Railway Station have enjoyed a bumper start to the year thanks to the filming of a new advert.



The station is transformed

The Cumberland News

Carlisle Homebase Advert

The production team told the News & Star that they had selected Carlisle's station for the location of the advert because of its character and the space that it afforded them.

[Click here to see the advert.](#)

CARLISLE TRAIN STATION BECOMES A PLATFORM FOR DIY STORE

By Elizabeth Broughton

Last updated at 12:41, Tuesday, 16 February 2010

Carlisle train station was awash with colour yesterday as walls were painted, wallpaper hung and sofas set up for the filming of a new TV ad.



The station's new colour scheme

1 of 3 Photos



The Cumberland News

Welcoming the Light event

Julie Tait, from Lakes Alive which organised the Welcoming the Light event, said: "It was exactly what we had hoped for – a magical procession with a real sense of occasion and anticipation and a fantastic atmosphere."

"Carlisle was very busy with hotels fully booked and the restaurants and many other businesses got a lot of extra people through their doors too."

The cost of the event was estimated to be about £300,000 with funding coming from the Arts Council, Culture10, Lakes Alive and Carlisle Renaissance.

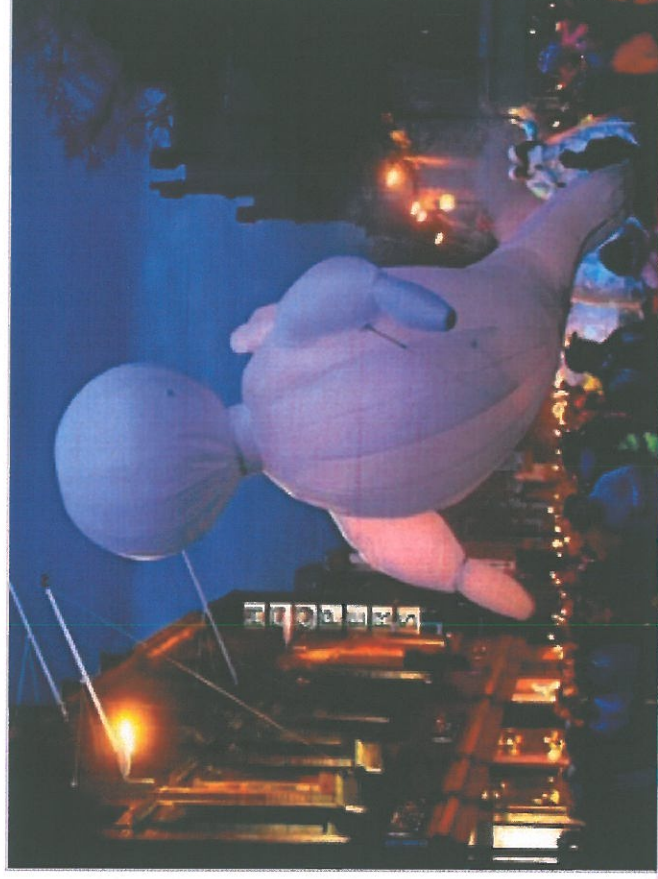
Cumberland News

CALL FOR HADRIAN'S WALL ILLUMINATION TO BECOME ANNUAL EVENT

By Pam McClounie

Last updated at 13:28, Tuesday, 16 March 2010

Calls have been made for the illumination of Hadrian's Wall to be made an annual event.



The Cumberland News

Welcoming the Light ev

Kathryn Agar, 33, said "The even Carlisle seemed like the best bit c whole thing for kids. It's something unique, that's not been done before and might never be done again, s wanted to be able to say we were of it."

Julian Longcake, 46, from Blindcr near Cockermouth, said "We just wanted to enjoy the festivities an atmosphere. There are some real high quality artists involved."

News & Star » News

TWELVE THOUSAND JOIN 'CARNIVAL' FOR LIGHTING UP OF HADRIAN'S WALL

By Meg Jorsh

Last updated at 16:16, Monday, 15 March 2010

Hundreds of torches formed a river of fire through Carlisle in a procession to mark the lighting of Hadrian's Wall.



Video: The Carlisle procession



News & Star

Wall proves a tourist beacon for city hotels

BY VICTORIA BRENNAN

MANY hotels in Carlisle are fully booked this weekend for the illuminating of Hadrian's Wall event when 500 beacons will be lit along the 84-mile wall.

Hundreds are also expected to take part in a torchlight procession through the city.

Residents and tourists can join the parade - accompanied by a band, costumed characters and musicians - to Bitts Park, where flaming beacons will mark the line of Hadrian's Wall.

Tomorrow's event sees the wall lit from Segedunum Roman Fort at Wallsend to Bowness-on-Solway.

The parade, which starts at 5.30pm in the city centre, will follow an airborne helicopter to Bitts Park for a fireworks display and lighting of the beacons. A spokesman said more than 300 torches had been sold online - from the Go Lakes website - and hundreds more are available from Carlisle's Tourist Information Centre.

They will also be sold on the night at stalls and cost £3 if bought in advance and £4 on the night. Profits will be donated to local charities.

Many fully booked for Hadrian's event

A spokesman for Carlisle Tourism Partnership said the event was a huge boost for tourism in the city and county, with many city centre hotels fully booked.

Organisers of the event said they were inundated with people applying to light one of the 500 beacons at stages along the wall, with 4,000 applications submitted.

They increased the number of illuminators from 500 to 1,000 by doubling the size of illuminator teams and hundreds are expected to go out and watch at the 250 sites.

Linda Tuttle, the chief executive of Hadrian's Wall Heritage Ltd, said: "We're delighted that so many people want to get involved in illuminating Hadrian's Wall.

"The fact that people rushed to put their names forward to be part of the event shows just how much it has captured the public imagination."

She said some of them were celebrating an important day

in their own lives such as a birthday or wanted to pay tribute to a loved one.

The parade, which starts outside the Tourist Information Centre on Greenmarket, itself will be accompanied by street band Tongues of Fire and will greet the line of light as it reaches Bitts Park.

The Carlisle event is expected to finish at around 7pm when the line of light will continue towards the coast. A spokesman for Carlisle Tourism said anyone who wanted to take part in the torchlight procession must wear gloves as the wax torches would melt.

To buy a torch in advance go to www.golakes.co.uk/ shop or visit the Tourist Information Centre.

■ Share your pictures from the Illuminating Hadrian's Wall at www.flickr.com/groups/hadrian

■ The best of the pictures will be used in the *News & Star* and *The Cumberland News* next week.

The Cumberland News

Welcoming the Light event

Roaming with the Romans

As British Tourism Week begins on Monday, we dedicate this week's travel section to the Best of British – starting with **DAVID ATKINSON** in Cumbria

WHAT did the Romans ever do for Carlisle? Well, quite a lot actually. The border city in northern Cumbria is renowned for its rich Roman legacy. Some 650,000 Roman troops were stationed along nearby Hadrian's Wall until 410AD and today it remains an important hub for walkers, school groups and history buffs keen to explore the 84-mile stretch.

However as a major public art event today highlights, the Roman city is also keen to develop more contemporary ways to celebrate its historic past, illuminating the Wall, which marks the start of British Tourism Week, will light up the barrier's entire length for the first time in its history. It starts at dusk at Wallsend in North Tyneside and ripples along with beacons lit at 250m intervals all the way to Bowness-on-Solway on the west coast.

Carlisle is hosting a free event tonight, Welcoming The Light, which will see street performers, music and a torchlit procession.

I've come to Carlisle for an exclusive preview of events but before heading out into the countryside, I have a date at Tullie House Museum and Art Gallery. Tim Padley, the Keeper of Archaeology, gives me a crash course in Roman history. In 122AD the Emperor Hadrian ordered the construction of the wall, which came to symbolise

the dominance of the empire for some 300 years. Unesco listed it as a World Heritage Site in 1987.

Hadrian's Wall is often misrepresented as the de facto border between the English and Scottish tribes but as Tim explains, it represented far more to the Romans. "The Wall was partly a frontier to control people, much like the Berlin Wall or the US-Mexico border, but it was also about collecting customs dues and making a statement," says Tim, as he points out stonework, armour and other Roman artefacts.

As the early spring sunshine casts its shadows across the rugged landscape, I drive 45 minutes out of Carlisle following the contours of the Hadrian's Wall Path, a National Trail. My destination is Housesteads Roman Fort, the most complete example of a Roman fort in Britain today.

Administered by English Heritage, you can walk down the main thoroughfare passing ancient grain stores and dining halls. From here I yomp across fields towards the ragged stone curve of the Wall.

This central section is the most visually arresting. It commands views of a rugged moorland landscape that became the lawless domain of cattle rustlers and vagabonds after the Romans

left Britain 1,600 years ago. As people in fluorescent jackets busy themselves with flares and gas burners for the dress rehearsal of lighting up the wall, I seek out Linda Tuttle, chief executive of Hadrian's Wall Heritage, who is supervising the test run.

"Hadrian's Wall is Britain's biggest World Heritage Site and the Roman era was one of

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Daily Express (Main)

Carlisle Spring 2010
Newsletter

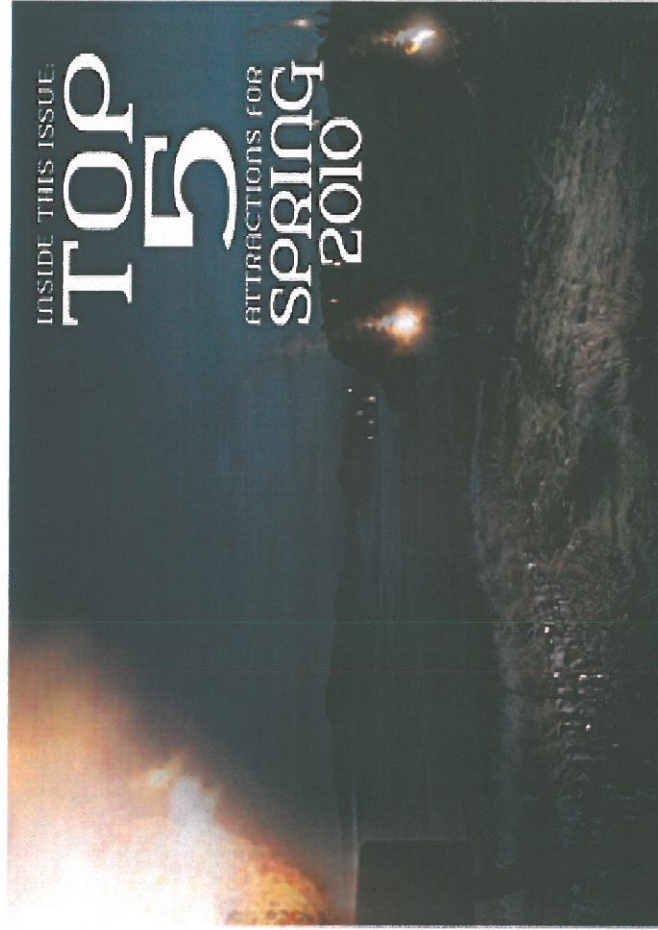
Historic Carlisle & Hadrian's Wall Country

TRAVEL
WRITERS
NEWSLETTER
SPRING 2010

INSIDE THIS ISSUE:

TOP 5

ATTRACTIONS FOR
SPRING
2010



Carlisle
First for
Culture



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till you
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Ideas, inspiration and news for travel writer's...

www.historic-carlisle.org.uk

Discover Carlisle and Hadrian's Wall Guide

DISCOVER CARLISLE AND HADRIAN'S WALL

the **lakedistrict.**
Cumbria



A CUMBRIA TOURISM PROMOTION IN ASSOCIATION WITH CUMBRIA LIFE

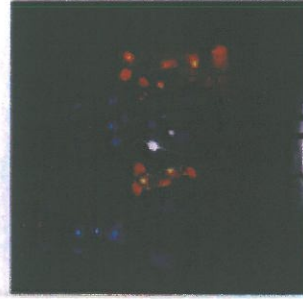


Discover Carlisle and Hadrian's Wall is the
second of a five-part Cumbria Tourism
promotion produced by Cumbria Life to a brief
agreed with Cumbria Tourism

experience
englandnorthwest

WHAT TO DO IN 2010

This year sees a myriad of events in and around the city



Saturday, March 13: Lakes Alive

Welcoming the Light
A magical torchlight procession through the streets led by international artists and featuring a spectacular finale. The show coincides with the lighting of illuminating Hadrian's Wall also taking place on the same night and takes place from 5.30pm outside Carlisle's Tourist Information Centre, leading to the fields in Bels Park.
www.lakesalive.org/events or www.historic-carlisle.org.uk



Thursday, April 1 - Monday, April 5: Continental Market

The popular continental market arrives in Carlisle for the Easter weekend. A host of traders from across Europe will be in the city centre offering everything from food stalls including cheeses, specialist meats and cakes, to arts and crafts such as jewellery.

Friday, April, 2 - Monday April 5

Easter Fairy Tale, Carlisle

Join the hunt for mini model Victorian faires, concealed within the grounds of Carlisle Castle and enjoy a yummy Easter prize if you are lucky enough to find them!
www.mini-models-heritage.co.uk

Thursday, June 3 - Saturday, June 5:

Lakes Alive: We Built This City



A family fun event for children and parents, We Built This City is a three-day hands-on outdoor arts course to build an entire city out of cardboard. Using imagination and ingenuity - and thousands of cardboard boxes - a magnificent city of dreams will be built in a day. The event takes place outside the Tourist Information Centre in Carlisle.
www.lakesalive.org/events or www.historic-carlisle.org.uk

Thursday June 24 - Sunday, June 27:

Lanercost Festival



This annual music and arts festival has become a highlight of Carlisle's cultural calendar. This year's programme includes a concert by young musicians from Chesham School, a performance of Shakespeare's A Midsummer Night's Dream and, for first time at Lanercost, a professional orchestra will accompany the 80 strong Festival Chorus and soloists in Handel's Judas Maccabaeus.
www.lanercostfestival.co.uk

Saturday, July 3: CFM Summer Family Festival and Joels Holland in Concert



Holland takes the stage with his Rhythm and Blues Orchestra following an evening of home mixing at Carlisle Racecourse. The event is expected to draw around 10,000 spectators and will close with a spectacular fireworks display set to music.
www.carlisle-cfm.co.uk

Saturday, July 3 - Sunday July 10:

Carlisle Festival



Carlisle Cathedral's annual music festival brings international musicians to the city as

Tourism awards deadline looms

BY STEPH JOHNSON

BUSINESSES in Carlisle and surrounding areas are being urged to enter the Cumbria Tourism Awards before next week's deadline.

Among the categories are best hotel, visitor attraction, B&B, tourism expertise and self-catering accommodation.

Cumbrian winners will go up against the best in the north west at a regional heat then maybe on to the national final of the tourism 'Oscars'.

Last year Walby Farm Park at Crosby-on-Eden took the title for best Cumbrian visitor attraction and the five-star cottages at Hall Hills in Dalson was named the county's self-catering holiday of the year.

Marie Whitehead, director of Carlisle Tourism Partnership said: "The more people hear what's good about Carlisle the more people will visit, which helps the area's profile, the city's businesses and its economy."

The deadline for entry is next Friday. Visit www.cumbria-tourism.org to download an application form.



Best attraction Walby Farm Park won last year

The Partnership's chairman Fione Armstrong said

"The people are great, and the city's small enough to have charm but big enough to offer fantastic shopping and delicious eateries"

OUR GREAT BORDER CITY

From railway city to heritage city, Carlisle has it all

Carlisle's 2,000 year history has been a turbulent one: the Romans built a wall through it, the Vikings invaded it and the Scots and English fought over it for hundreds of years.

The Border City's strategic position on routes north, south, east and west led to it blooming into the Railway City in Victorian times, when it became a hub for transport and industry. It's still a route centre today: accessible by train from London in just over three hours or Glasgow and Edinburgh in little more than an hour, and with three exits

from the busy M6.

Carlisle looks set to be going places this year as it steps into the limelight as Britain's newest Heritage City – a richly deserved title for a city where the castle and cathedral have dominated the skyline and the life of the community for over nine centuries, and which also has a world-class Roman heritage.

With a new tourism partnership developing a programme of large-scale events, an ambitious bid to become the UK's next City of Culture led by Carlisle

Cumbria Life

PR Highlights





Thank you
Any Questions ?