

# CARLISLE TOURISM PARTNERSHIP

## Overview of Priorities

& HADRIAN'S WALL COUNTRY

& HADRIAN'S WALL COUNTRY

*Alive with history*

- Carlisle Tourism Partnership needs to deliver:

- Strategy and Programme to increase the value of tourism in Carlisle
- Enhance communication and joint working between Carlisle City Council, Cumbria Tourism, Hadrian's Wall Heritage Ltd and Carlisle Renaissance
- Re-engage and enthuse the private sector and create effective tourism networks
- Maximise the potential of, and avoid duplicating resources
- Enhance Business Tourism on a county basis

City & countryside 2009

Places to

Guide 2009

# CARLISLE

& HADRIAN'S WALL COUNTRY

*Alive with history*

## • Carlisle Tourism Partnership needs to :

- Improve the quality of the visitor experience
- Marketing and promotion to raise the awareness of

Carlisle

- Improving leadership by strengthening Carlisle's visitor economy vision and strategy
- Improve quality and profitability of the business and conference market for Cumbria

## **Main Activity Programmes**

- Sense of Place for Carlisle – Marketing and Promotional Strategy
- Strategic leadership for all city centre events
- Website and electronic marketing and promotion
- Quality Improvements for tourism businesses
- Visitor Welcome
- Improving the quality and performance of business tourism in Carlisle and Cumbria
- Assisting/advising and communicating Carlisle's Capital Investment Programme



## Key benefits to Carlisle City Council/ Carlisle Tourism Partnership

- Avoiding duplication, maximising resources and enhanced communication
- Greater input into strategic plans of regional and national partners
- Turning £90,000 marketing and promotion budget into £300,000
- Staff cost savings (circa £60,000)
- Motivated, enthusiastic and professional team
- Increased flexibility outwith council structure