

Cumbria Tourism Marketing Wasdale

Cumbria Tourism communicate with visitors in the following ways

- www.vivistlakedistrict.com
- E-newsletter database
- Social Media
- Print
- PR

“Attract & Disperse”

- Visitors are drawn to the better known honeypots. We work to spread them out and educate them about the lesser known, quieter areas



How do we market Wasdale?

- Wasdale is classed as a honeypot area and we work closely with the Strategic Visitor Management Group in terms of how we promote these areas. As a general rule we do not actively promote these areas
- At certain times of year we ensure our communications don't contain any mentions, or even images of Wasdale. We will however have our more general online area-based content. Which people can find if they actively search for it. Similar to NT & LDNPA



How people are influenced is changing

- **Many people did not source information ahead of their visit, as they had visited before.**
- **32% relied on recommendations** from friends and family (**up from 17%** in 2018)
- **28% searched on Google** (a new category for 2022).
- **22%** looked for information on **Trip Advisor**, slightly up on 20% in 2018.
- **19%** visited Cumbria Tourism's own website **visitlakedistrict.com**, more than double the 8% that had used the previous **golakes.co.uk** website in 2018.
- **Social media 28%** (e.g. Facebook, Twitter) was used by **just 3% in 2018**
- **Guide-books and brochures 5%** (has fallen from **25%**)

- Stats from the 2022 Cumbria Visitor Survey

How do we influence the influencers?

- **Media Enquiries**
Our PR team work with media enquiries and try to get them to consider other areas. If they are set on visiting an area we encourage them to highlight the shuttle services etc
- **Influencer Trips**
We host and sometimes pay social media influencers to come and write about alternative experiences/visiting in a less impactful manner
- **Advertising options**
Looking into options of advertising on You Tube and other platforms used by content creators

