



Tourism in England's Northwest

The latest news from the region's £14bn visitor economy.



Seven Northwest finalists up for English tourism 'Oscars'

Seven businesses from England's Northwest have been shortlisted for some of the tourism industry's highest accolades in the annual Enjoy England Awards for Excellence. All of the shortlisted nominees have already won at the England's Northwest Tourism Awards organised by the NWDA and will now be pitted against their counterparts from across England at the Awards Ceremony in Brighton on St George's Day (April 23rd).

[More information](#)



VisitEngland: Confidence strong for Easter

VisitEngland has announced the first wave of findings from its new Business Confidence Monitor for accommodation providers. The findings highlight performance in 2009 across the sector and reveal 80% of the industry is confident about the Spring and Easter period. English tourism made a steady start to the new decade with just over one quarter (27%) of businesses reporting a better Christmas and New Year than the previous year. 2009 proved to be successful over-all with 44% of businesses reporting more guests than in 2008.

See the full report [here](#)



A TV first for Cumbria Tourism

Cumbria Tourism has embarked on a new television advertising campaign for the first time in its history. The county's leading tourism organisation is running a series of ads on prime time TV for five weeks. The 10 second ads are being screened within the ITV North region following the popular TV series The Lakes. The first one aired on Monday 22nd February.

[More information](#)



Lakes Alive street arts events boost for Cumbria

The Lakes Alive street arts events in Cumbria have been a big hit with local people and visitors as well as generating £3 million of extra spending in the county, according to an independent report. The report by the ESRC Centre for Research on Socio-Cultural Change (CRESC) at Manchester University into the impact of the Lakes Alive events in Cumbria says 'the 2009 programme was very successful'.

[More information](#)



Open to return to Wirral in 2014

The R&A has announced that Royal Liverpool Golf Club will host The Open Championship in 2014. It will be the 12th time the Hoylake links has hosted golf's oldest Major. The Golf Club has also been named as the host venue for the [2012 Ricoh Women's British Open](#), the first time that the Club has hosted the prestigious Championship.

[More information](#)



New Independent Data Confirms Liverpool's Capital of Culture Success

Latest economic impact figures tracking the success of Liverpool's year as European Capital of Culture 2008 reveal the City Region's visitor economy is on target to be a £2bn a year sector by 2020. Official data compiled under the STEAM* model show visitor spend during the city's year in the international spotlight rose from £1.4billion to £1.6billion. In its Visitor Economy Strategy to 2020 The Mersey Partnership has identified further growth during the next decade to reach the £2bn milestone.

[More information](#)



Garstang's new visitor centre opens its doors

The doors of Garstang's new and improved Tourist Information Centre were flung open on 27 January. Town crier Hilary McGrath welcomed people to the official unveiling, heralding a new era for Wyre's visitor economy. The new and improved Garstang Tourist Information Centre is the latest in a series of major investments made by the NWDA to improve the provision of visitor information across the whole of the Northwest.

[More information](#)

Research update

[Market and Destination Profile](#) reports are now available for the sub-regions. These are in PowerPoint format with easy-to-read charts highlighting key data on destination appeal, visitor motivations, activities and characteristics for day, staying

and business tourism markets. A report analysing the [Volume and Value of Tourism](#) across the Northwest in 2008 has also been published and a new [Food and Drink Report](#) looks at UK consumers' shopping habits and cooking and eating patterns.

New Appointments

New Visitor Economy Chief at TMP

David Andrews will take up his new post of Director of Visitor Economy on 30th March. David brings a wealth of experience to the role having worked for the UK's national tourist body VisitBritain. He is currently completing a contract for the Abu Dhabi Tourist Authority.

[More information](#)

Northwest Tourism

We welcome your feedback: please contact us at the address below or by email to Katherine.OConnor@nwda.co.uk

Cumbria Tourism

01539 822222 - www.cumbriatourism.org

Lancashire and Blackpool Tourist Board

01257 226600 - www.lancashireandblackpool.com

Marketing Manchester

0161 237 1010 - www.marketingmanchester.com

Mersey Partnership

0151 227 2727 - www.merseyside.org.uk/MOST

Visit Chester and Cheshire

01244 405600 - www.visitchesterandcheshire.co.uk

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The Northwest Regional Development Agency works to deliver economic success in England's Northwest by building the competitiveness of businesses, people and places. The Agency is the strategic lead for tourism in the Northwest and works with the region's five tourist boards to support and grow our £14 billion visitor economy.

For more information on the work of the NWDA, visit www.nwda.co.uk

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