



## **Tourism businesses head to India to sell Cumbria to the world**

A group of Cumbrian tourism businesses are heading to two of India's largest cities next week (13-16 January 2020), to help make the most of the UK's growing appeal to visitors from one of the world's fastest growing economies.

The newly launched 'English Lake District India Forum' was recently set up by Cumbria Tourism to bring together businesses to collectively target the fast-growing Indian market.

VisitBritain's trade mission is being supported locally by Cumbria Tourism and will be the first trip of its kind involving such a large Lake District contingent. It will include a series of face-to-face meetings, workshops and networking events with around 300 influential Indian travel agents and tour operators.

The Cumbrian delegation of thirteen businesses will be part of forty from the UK who are making the trip to Mumbai & Delhi, which accounts for more than 40% of outbound tourism businesses from India to Britain.

The full list heading to the Indian sub-continent includes:

- Cumbria Tourism
- Armathwaite Hall Hotel & Spa
- Gilpin Hotel & Lake House
- Grasmere Gingerbread
- Langdale Hotel
- Lake District Country Hotels
- Lakeside & Haverthwaite Railway
- Mountain Goat & Lindeth Howe
- Pennington Hotels & Muncaster Castle
- Ravenglass & Eskdale Railway

- Ullswater 'Steamers'
- Windermere Lake Cruises

Sales & Marketing Executive at Cumbria Tourism, Francine Bult, will be among those flying to India. She says, *“India is a region of significant growth and offers some incredible opportunities to help grow our £3billion visitor economy. Cumbria Tourism’s renewed India-focus is a key international marketing priority and we are excited to be working with so many like-minded businesses to help forge even stronger links with overseas trade contacts and promote our region to potential visitors from the Indian sub-continent.”*

The trade mission is just one part of a busy calendar of activity the English Lake District India Forum have planned for the coming months. Other upcoming plans include the release of a destination video for Indian travel trade, along with a series of targeted online developments and continued one to one meetings and networking sessions with top Indian travel contacts.

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Notes to Editors:

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For more information, please contact Cumbria Tourism Press Office on: 01539 822222 or email [pressoffice@cumbriatourism.org](mailto:pressoffice@cumbriatourism.org)

1. **Cumbria Tourism** is the county’s official Destination Management Organisation and is at the heart of the Cumbria Visitor Economy. It is also the largest membership organisation in Cumbria with 2,500 members. In 2018, more than 47 million people visited Cumbria, contributing more than £3billion to the local economy and supporting almost 65,000 jobs.
2. To find out more about the work of Cumbria Tourism, visit [www.cumbriatourism.org](http://www.cumbriatourism.org)
3. For more information about visiting the Lake District, Cumbria, visit: [www.golakes.co.uk](http://www.golakes.co.uk)