



# Destination West Cumbria

A quality experience in a distinctive place

[www.western-lakedistrict.co.uk](http://www.western-lakedistrict.co.uk)



# Cumbria - The Lake District has over 41 million visitors annually

## 35 million day trippers & 5 million overnight visitors

This brought in £2 billion to the region's economy and provided employment for 32,860 full time workers. As many jobs are actually part time, or seasonal, the total number of people in tourism jobs is estimated at 56,505

In Western Lake District those figures equate to:

- £519m visitor spend
  - 14431 day visits
  - 10164 staying visitors
  - 8623 FTE employees in the sector
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# Did you know?

We have the highest mountain – Scafell

We have a stunning coastline with award winning beaches

We have Britain's Favourite View – Wastwater

We have authentic experiences on offer such as sheep dog handling, brewery tours and wild food & foraging

We offer extreme activities from high adventure at Whinlatter and Via Ferrata in Borrowdale to sea kayaking and caving

We have an amazing, Cumbrian food & drink offer which now cumulates in an annual food festival in Cockermouth

The famous Coast to Coast route starts here

We have a rich Roman Heritage

We have an Area of Outstanding Natural Beauty - Silloth

We have iconic wildlife including ospreys and otters and are part of the Lake District National Park

And to top it all - We are an award winning destination\*

\*Cumbria Tourism 2011 Awards Large Hotel of the Year – The Trout Hotel, Large Visitor Attraction of the Year – Muncaster Castle, Self-Catering Holiday of the Year – Monkhouse Hill. Enjoy England Awards 2010 Best Tourism Experience – Cumbrian Heavy Horses



ESKDALE SHOW  
1<sup>st</sup>

ESKDALE SHOW  
2<sup>nd</sup>

ESKDALE SHOW  
3<sup>rd</sup>

**'The sea to the west  
The land darkening-  
Let our eyes at last  
be blinded  
Not by the dark  
But by the dazzle.'**

**- Norman Nicholson**







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