

Katie to lead Copeland's tourism agenda

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MAKING Copeland “the place to be” for visitors is the aim of Copeland Council’s newly-appointed Tourism Sector Development Officer.

Katie Read, who has extensive experience in the tourism sector, took up the post last week and her role will see her work with the private and public sector, as well as community partners, to develop new products, activities and attractions in the borough to increase visitor numbers.

She will also work closely with her previous employer Cumbria Tourism, and local tourism businesses, to build on existing initiatives to support the development of skills, business start-ups and investment in the sector.

Further to her two-year spell as Cumbria Tourism’s Business Development Executive, Katie’s impressive CV includes a range of senior roles in tourism and marketing, including Senior National Account Manager at Lakes Distillery, Destination Tourism Partnership Director for West Cumbria, and Marketing Officer for the Royal Marines Museum in Southsea.

Speaking on World Tourism Day (September 26), Katie said: “ I am delighted to have the opportunity to support and develop a world class visitor experience, evolving quality products and outstanding customer service. It’s about encouraging visitors to stay longer in our towns, explore more of our coast and heritage, increase visitor spend through retail, food and drink and experiential offers. This is my dream job in a unique and inspiring destination; this is the place to be and the place for me.”

Mike Starkie, Mayor of Copeland, said: “It’s a major coup for Copeland Council to attract a person of Katie’s calibre to join the organisation in this newly-created role.

“She is widely respected in the tourism sector, and has long-established links in the local visitor economy, and it’s a great opportunity for Copeland’s businesses to tap into Katie’s knowledge and experience.

“The council is pushing forward with its agenda to increase and promote tourism in Copeland, and Katie’s passion and drive will be key to us – and the whole borough - achieving our ambitions.”



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