

## **Cumbria Tourism Strategy**

**Head of Service:** Tim Capper, Head of Democratic Services  
**Report Author:** Neil White, Scrutiny Support Officer

**Recommendation: that the presentation from the Whitehaven Chamber of Trade and Whitehaven Business Community be received and considered.**

### **BACKGROUND**

Cumbria Tourism has prepared in partnership with a wide range of agencies and organisations in the county a draft '10 year tourism strategy for Cumbria the Lake District.' A copy of the strategy is at Appendix "A".

Cumbria Tourism would like the new strategy to spark a fresh debate about the future for Cumbria's visitor economy and have asked for comments on it by 18 April. A representative of Cumbria Tourism has been asked to attend the meeting to give a presentation on the proposals.

Cumbria Tourism is a membership organisation with over 2,300 members. It invites anyone who has a tourism business or is interested in tourism to join.

The Committee is invited to make a formal response to Cumbria Tourism on the strategy on behalf of the council.

### **List of Appendices**

Appendix "A" - A Realistic Dream A 10 year strategy for improving the visitor economy of Cumbria the Lake District

### **List of Background Documents:**

None