

Winter boost for Lake District tourism

MORE than 32 million visitors arrived in the Lake District between November and March which is a 28 per cent increase on the same period the previous year.

Cumbria Tourism ran a social media campaign aimed at showcasing the events and attractions on show during the winter. Sales and marketing manager Sue Clarke said it had done a fantastic job of promoting the county as an all-year-round destination to visitors, and challenging the perceptions of the Lake District during a traditionally quieter time of year

www.investinsouthlakeland.co.uk is the shop window for business support in South Lakeland and is run by the District Council's Economic Development Team. It aims to provide businesses with support and information about how to expand to bigger premises or relocate to South Lakeland, how to gain financial assistance, and recruit or train their workforce. We also aim to provide useful business news. If you have a story you would like us to feature call us on 01539 793 555 or email team@investinsouthlakeland.co.uk