

Lake District attractions team up for major tourism and travel show

Leading heritage visitor attractions Ravenglass & Eskdale Railway and Ullswater 'Steamers' have teamed up with Lowther Castle & Gardens and National Trust Steam Yacht Gondola to exhibit at the British Tourism & Travel Show (20-21 March).

With over 270 exhibitors **British Tourism & Travel Show** is the leading trade exhibition for the domestic tourism industry. This year it is taking place at the NEC Birmingham and over the course of two days attendees will be able to explore the whole breadth of the British Isles. It's an essential part of the annual calendar for travel trade professionals looking to source ideas and inspiration for forthcoming brochures, programmes, itineraries and tours.

It is the ideal place to launch new products and visitor experiences and some of those on offer include the brand new *Lake District Steam Tour* revealed by **Ravenglass & Eskdale Railway** in partnership with **National Trust Steam Yacht Gondola** and **Muncaster Castle**. This full day itinerary has been created for small special interest groups with a yearning for the nostalgic age of steam. It will enable visitors to experience the motion, smells and sounds of a slower pace of life driven by steam, which in its heyday was the height of innovation used for both pleasure and industry.

Lowther Castle and Gardens, an exciting new entry to the group market, will be attending the show for the first time. Their exclusive group experiences include *Meet the Owner, Head Gardener Tours, Red Squirrel Tours and out-of-hours Private Dining*. Lowther Castle will launch its new dedicated group catering space for 60 people – the Sculpture Gallery in the East Wing which overlooks the Gardens and Castle ruins. Lowther Castle is also doing a joint tour offer with **Ullswater Steamers**, a nearby neighbour.

Representatives from the heritage attractions will attend the show, among them is **Lisa Braithwaite** Attractions Marketing Manager who says, *'The domestic travel market is hugely important to the Lake District and this exhibition is the ideal platform for us to demonstrate what the Western and North Lakes have to offer visitors in terms of our unique heritage experiences. We're delighted to be partnering with Lowther Castle and the National Trust Steam Gondola to showcase the new itineraries that bring visitors a real slice of Lakeland life.'*

Claire Logan-Stephens, Head of Groups at Lowther Castle, said *'This is an exciting moment in Lowther Castle's history as a visitor attraction. We are looking forward to sharing a selection of new experiences for groups and this coupled with attractive menu options and our location within Lake District National Park and yet only 10 minutes from the M6 (J40) make this both a unique and convenient destination.'*

Jo Haughton, Marketing and Sales Manager National Trust, *'We feel really proud to be part of a pro-active partnership team representing the very best immersive steam experiences in the Lake District. The groups market is a really important part of our business and this show is a great platform to showcase how groups can enjoy the Lakes travelling around in more environmentally-friendly way.'*



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EDITORS NOTES

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Photo captions:

1. Ullswater 'Steamers'. Photo Dave Willis
2. Lowther Castle & Gardens. Photo by
3. Ravenglass & Eskdale Railway, Northern Rock engine. Photo David Mart
4. National Trust Steam Yacht Gondola. Photo National Trust Tیره Dawson

PRESS images can be download from Dropbox.

Lake District Steam Tour with National Trust Gondola Cruise

NEW for 2019. Available Monday to Friday, in Red/Yellow/Green timetables. Price: £35 pp. not including transport.

Ravenglass & Eskdale Railway is a family-owned business operating a heritage, narrow gauge steam railway on the Western Coast of the Lake District. The railway is surrounded by stunning views and walks and is based in Ravenglass, the only coastal village in the Lake District National Park. The business's awards include a Silver Green Tourism award, Coach Tourism's 2015 Heritage Railway award, Cumbria Tourism's 2015 Large Visitor Attraction of the Year award among many others. www.ravenglass-railway.co.uk

Ullswater 'Steamers' is a family-owned business that has been operating in the tranquil Ullswater Valley since 1859. Today, the company provides a sustainable and environmentally friendly way of linking some of the most iconic walking routes and views in the Lake District National Park. Ullswater 'Steamers' has one of the largest heritage passenger vessel fleets in England, including the oldest working passenger vessel in the world, Lady of the Lake. In 2019 the 'Steamer's will celebrate the 160th anniversary of their first steamer on the water. The business's awards include Green at Heart Award, Gold for the 2018, Gold at CREA's 2015, 2014 GTBS Visit England award and winner of Cumbria Tourism's 2011 Sustainable Tourism award and 2016 Large Visitor Attraction of the Year award among many others. www.ullswater-steamers.co.uk

Lowther Castle & Gardens is situated a few miles south-west of Penrith, in the northern Lake District. Built at the turn of the 19th century, the castle was a grand affair boasting a room for every day of the year. Its gardens were the envy of the north. But in 1957 the castle was demolished. Seventy years on from its demolition, Lowther Castle is now one of the most intriguing visitor attractions in the country. In 2018 it was voted Large Visitor Attraction of the Year in the Cumbria Tourism Awards. www.lowthercastle.org

National Trust Steam Yacht Gondola more than just a boat trip, it is a Victorian lifestyle experience played out on Coniston Water, one of England's most beautiful lakes. www.nationaltrust.org.uk/steam-yacht-gondola