



Cumbrian heritage attractions take two national tourism awards



Ullswater 'Steamers' and Ravenglass & Eskdale Railway have both taken top honours in two categories at a major awards ceremony.

Now in its 15th year, the **British Coach Tourism Awards (BCTAs)** are among the tourism sector's most sought-after accolades, featuring 19 different categories.

Ullswater 'Steamers' won the 'River and Inland Cruise Operator' category, while its sister-attraction, **Ravenglass & Eskdale Railway**, won the 'Heritage Railway' category. They are part of the **Lake District Estates** portfolio, a family owned organisation with heritage and preservation at the heart of the business.

Both were shortlisted thanks to each attraction's commitment to welcoming coach groups and for creating new experiences tailored for group travel, such as the '*Lake District Steam Tour*' in partnership with National Trust and '*Boots, Boats & Marmalade*' as part of the English National Park Experience Collection all launching in 2019.

Mark Horton, General Manager of Ullswater 'Steamers' who was in attendance on the night to receive the award says, *'There was strong competition in this category so we are delighted that the investment we've put into improving our piers and facilities for groups at Ullswater 'Steamers' has been recognised with this award. Groups are an important part of our business and our team works hard to provide excellent service on a daily basis.'*

Lisa Braithwaite, Attractions Marketing Manager who works with both winners says, *'We welcome groups at Ravenglass & Eskdale Railway and are delighted to receive this award, especially given the high quality railways in the category. Alongside our top class facilities at the station and excellent customer service, it is our partnerships with other key tourist attractions in the Lake District to create group itineraries that really add value to the visitor experience. I'd like to thank the Railway team staff and volunteers who go above and beyond to ensure visitors have a memorable experience.'*

Rachel Bell, Head of Marketing & Development at Lake District Estates, comments *"We are thrilled that both our heritage visitor attractions, Ullswater Steamers and the Ravenglass & Eskdale Railway are winners at the prestigious British Coach Tourism Awards. It is testimony to the continued investment in our heritage attractions by the Board, the dedication of our employees and focus to continually improve, enhance and update our product offering for today's and tomorrow's consumer."*



A panel of industry experts make up the judging panel at the ceremony, organised by the team behind the British Tourism & Travel Show.

The winners were announced on Wednesday night (March 20) at the ceremony at the National Motorcycle Museum in Birmingham.

[ENDS]

Notes to Editors:

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Photo credit:

- In attendance at the black-tie event from left to right were Mark Horton, Lisa Braithwaite and Anna Tilsley representing Ullswater 'Steamers' and Ravenglass & Eskdale Railway.
- Ullswater 'Steamers' and Ravenglass & Eskdale Railway double win at national tourism British Coach Travel Awards 2019

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. For more information about group offers and packages visit <https://ravenglass-railway.co.uk/groups-functions/>

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. For more information about group offers and packages visit <https://www.ullswater-steamers.co.uk/groups/>

Lake District Estates is a family owned business with its head office located in Kendal. The company owns and operates a selection of high quality and award winning tourist attractions, caravan parks, marina holiday apartments and moorings, Peter Rabbit & Friends retail outlets and private and commercial letting properties. Heritage and preservation are at the heart of the business, that operates two of the Lake Districts best-loved attractions Ravenglass & Eskdale Steam Railway and Ullswater 'Steamers'.