

## Lake District UK Inbound Members promotes cool Britannia to Asian travel markets

UK Inbound Members Ullswater 'Steamers' were amongst featured alongside iconic symbols of 'cool Britannia' and vibrant British culture, The Beatles, Manchester City, the Union Jack, red post boxes and Peter Rabbit, at the recent Destination Britain China and North East Asia 2019 trade event in China. Ullswater 'Steamers' were joined by other UK Inbound Lake District members including The World of Beatrix Potter, Lakeside & Haverthwaite Railway and Windermere Lake Cruises.

Held in the vibrant city of Xi'an, North West China the event was attended by around 100 overseas tour operators from China, Hong Kong, Japan and Korea. The event held over three days provided extensive opportunities to promote the region and the ease of travel from Northern cultural hubs Manchester and Liverpool.

**Rachel Bell** Head of Marketing & Development at Lake District Estates says, 'The event was a huge success. Being able to talk face to face with so many key travel agent and tour operators about not only visiting Cumbria, but the reasons to stay longer and explore further was invaluable. According to research by VisitBritain for every 22 visits from China, one job is created in Britain's tourism industry. That's a significant statistic for Cumbria's economy which relies heavily on the tourism sector. We are delighted to be working with Marketing Manchester to further promote the region to this rapidly growing market.'

[ENDS]

### Notes for Editors

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### Photo captions:

- Rachel Bell Head of Marketing & Development at Lake District Estates, Tim Manley Marketing Manchester and Peter Frost-Pennington Muncaster Castle.
- Street illuminations in the city of Xi'an China
- Rachel Bell Head of Marketing & Development at Ullswater Steamers with the event host
- **DOWNLOAD press images:**  
[www.dropbox.com/sh/5n915m1w1fuopos/AADM3IIUzoTELuHmwbIXAPZoa?dl=0](http://www.dropbox.com/sh/5n915m1w1fuopos/AADM3IIUzoTELuHmwbIXAPZoa?dl=0)

