

Spring 2010 Edition

Signpost

welcome

sign up now for the online edition of Signpost

We're sorry to announce that this is the final paper edition of Signpost! It's a farewell to the printed and posted edition but fear not! It might be the end of an era but it's also the beginning of a bold new chapter. We're moving this much-loved newsletter to an exciting e-brochure format.

From now on, you'll be able to flick through Signpost's pages on screen, click links for further information and forward easily to friends and colleagues.

Make sure we have your email address by emailing us now at grouptravel@cumbriatourism.org

best of Britain and Ireland 2010

Come and see us at Best of Britain and Ireland 2010 (BoBI) on stands K60 and K65. We're part of the England's Northwest stand and we're looking forward to meeting old friends and new contacts. There's a host of Cumbrian stand partners and they'll be playing their part to represent the variety on offer for group bookers and coach operators. These include:

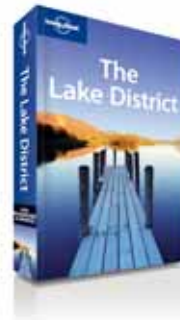
Cumbria Tourism - Freedom of the Lake District Pass - K Village, the Lakes Outlet
Lakeland Motor Museum - Lakeside & Haverthwaite Railway - Lindeth Howe Country House Hotel - Mountain Goat Tours and Holidays - Muncaster Castle - Peter Rabbit Shop
Ravenglass & Eskdale Railway - The Wordsworth Trust - Ullswater 'Steamers'
Windermere Lake Cruises

We're also sharing our stand with regional partners Visit Manchester, Visit Chester & Cheshire, Visit Lancashire & Blackpool and Visit Liverpool.

Whichever way you look at it, the England's Northwest stand is not to be missed at BoBI 2010.

the lakedistrict
Cumbria


Cumbria Tourism
At the heart of our visitor economy



The Lake District makes it into the Lonely Planet's 'Top ten places to visit in the world'

as seen on TV...

Over the last few months, millions of prime-time viewers tuned in to ITV1's 'The Lakes' on Monday nights. Presented by Rory McGrath, the 12-part programme combines breath-taking aerial photography, snapshots of Cumbrian life, coverage of big events and interviews with local people and characters.

The Lakes has been a fascinating insight into one of the UK's favourite destinations and an invaluable boost to tourism. It has provided 'money can't buy' publicity and encouraged thousands of people to visit the Lake District and Cumbria in 2010.

Ian Stephens, Chief Executive of Cumbria Tourism, said: "The Lakes has put the Lake District and Cumbria into the homes of millions of potential visitors every week to showcase the dedication of the 35,000 individuals who work hard each year to ensure that visitors to Cumbria have an enjoyable and memorable stay".

here comes the summer!

As Cumbria's tourism industry prepares for the coming season, it does so with a severe winter well behind it. Snow and floods have all made their mark on the news but beyond the headlines, the Lake District and Cumbria are back to normal and doing what it does best - making visitors happy.



The new K Village



The new K Village

Lakeside & Haverthwaite Railway

This popular and nostalgic steam railway attraction offers excellent value packages in conjunction with other top tourist attractions - starting from £8.60 per adult. New for June 2010, find out about the Leven Valley Special package. One call books them all and includes motors at Lakeland Motor Museum, otters at Lakes Aquarium and trains on the Haverthwaite Railway. Special arrangements for groups include free coach parking, free reserved seats, free engine shed tour (must be pre-booked), 10% discount at the shop and even a £5 meal voucher for the driver.

www.lakesiderailway.co.uk

Windermere Lake Cruises

With ample parking and disabled access in one of the most beautiful spots in England, it's easy to see why Windermere Lake Cruises are such a firm favourite. They operate all year round and offer additional sailings to Brockhole, the Lake District Visitor Centre, Fell Foot Country Park, Wray Castle and Ferry House during the summer months.

New for 2010, their flexible combination tickets can include a visit to Lakeland Motor Museum in its brand new location, The Old Blue Mill, Backbarrow. Returning for 2010, the popular Evening Buffet Cruise runs from June to August and includes a 2 ½ hour cruise, full buffet and onboard entertainment.

www.windermere-lakecruises.co.uk

K Village, The Lakes Outlet

The new K Village, The Lakes Outlet will open on 25th June 2010. The £100m redevelopment will create a free to enter 'K' Shoe Heritage Centre, a premium factory outlet centre, riverside restaurants and cafes, tourist facilities and free coach parking.

As K Village is on the site where the 'K' Shoe industry began in 1845, a Heritage Centre will explore the history of the original factory, its employees and the local community. Confirmed retail outlets include Clarks, National Trust Gift Shop, Double Two, Klass, Staccato, All Wellan Good, The Works, Mountain Warehouse, Bedeck, Bags etc, Denby, Julian Graves and Cadbury.

With dedicated free coach parking, coach meet & greet service, passenger and coach incentive schemes and full disabled access, K Village will be an exciting new destination in the heart of the Lakes.

www.kvillageoutletcentre.co.uk

Lakeland Motor Museum

Opening in late May, Lakeland Motor Museum will re-open at purpose built premises at Backbarrow near Newby Bridge. After 32 years at Holker Hall, the new museum will offer state of the art visitor facilities and enjoy links with Lakeside and Haverthwaite Railway and Windermere Lake Cruises.

www.lakelandmotormuseum.co.uk

Ullswater 'Steamers'

If your groups are looking for scenery, nature or just a chance to relax, sail on 'England's most beautiful lake' - Ullswater. Lady of the Lake, Raven, Lady Dorothy and Lady Wakefield are four historic 'steamers' in the fleet of a company that has sailed on Ullswater for over 150 years. The events programme at Ullswater 'Steamers' also combines cruises with themes that include photography, food, Halloween and Christmas (to name just a few!).

New for 2010, 10% off 09.45 sailings from Glenridding or Pooley Bridge in spring and autumn. For groups packages, try 'Ladies at Lunch' in association with Dalemain Historic House, 'One Happy Family' with the sister attraction Ravenglass and Eskdale Railway, or heritage trails with Aira Force and Dove Cottage.

www.ullswater-steamers.co.uk

Muncaster Castle

Muncaster is one of Cumbria's best group destinations. It combines a castle, glorious gardens, the World Owl Centre, a Meadow Vole Maze for children as well as a number of special events all in one place. There's also a comprehensive range of seasonal and event based packages for groups with real added value.

Muncaster has special rates for groups. Entry to everything including the castle is only £9 for adults (standard adult rate is £11) and only £6 for children aged 5 to 15 years (standard child rate £7.50). If the Castle is not included, admission costs are even less (£7 per adult, £5 per child, group rates). Regular visitors and pre-booked large groups may receive additional discounts.

www.muncaster.co.uk



something completely different

Cumbria is a well loved-destination partly because of the incredible variety of things to do, see and visit. To try something different, why not try the following events? These events are co-ordinated by local farmers and Cumbria-based craftspeople and have become word-of-mouth favourites, growing in popularity every year.

Fell Gather

Mitchell's Lakeland Livestock Centre, Cockermouth.
12 June, £5 adults.
A celebration of Lakeland food and farming.

Woolfest

Mitchell's Lakeland Livestock Centre, Cockermouth.
25-26 June, £6 adults, children free
Celebration of all aspects of natural fibres - their sources, uses and products.
www.woolfest.co.uk

Potfest in the Park

Hutton-in-the-Forest, Penrith
30 July - 1 August, £5
Now in its 10th year, this is an international gathering of over 100 modern potters, all in the beautiful grounds of Hutton-in-the-Forest.
www.potfest.co.uk

Potfest in the Pens

Skirsgill Auction Mart, Penrith (just off J40 M6)
6-8 August, admission £5
Over 100 potters including many new names and younger designers.
www.potfest.co.uk



Lindeth Howe Country House Hotel

Once owned by Beatrix Potter, Lindeth Howe Country House Hotel in Bowness-on-Windermere is set in 6 acres of private grounds, with spectacular views over Lake Windermere and the fells beyond. This luxury hotel boasts classic and luxurious décor, quality service and has recently invested over £250,000 to achieve four star status.

www.lindeth-howe.co.uk



Mountain Goat Tours & Holidays

Established in 1972, the first Mountain Goat minibus ran between Windermere and Ullswater. Today, Mountain Goat operates sightseeing tours, private hire for groups, walking guides and short breaks. The company work with UK operators and international tour companies, particularly Japanese, American, and Australasian.

www.mountain-goat.com

special offer

Mountain Goat and Lindeth Howe Country House Hotel are jointly owned and can offer some great deals. Save an impressive 50% off a Lake District Short Break and combine sightseeing Mountain Goat tours and luxury Lindeth Howe accommodation for just £299 per couple.

news

New café at Cranstons Food Hall, just off J40 of M6. Oswald's Café provides a light and airy environment to relax and enjoy Cranstons famous high quality local produce. The Café also houses changing exhibitions by local artists. Call 01768 868680 or visit www.cranstons.net.

New 'Full Steam Ahead: Quakers and Railways' feature at The Quaker Tapestry, Kendal, explores George Stephenson and Edward Pease's dream to build a public railway from Stockton to Darlington. The new display features a model railway. Call 01539 722975 or visit www.quaker-tapestry.co.uk

New 'Keeping House With Mrs Tittlemouse' exhibition at the Beatrix Potter Gallery, Hawkshead - celebrating 100 years of Mrs Tittlemouse and with a children's activity sheet to bring the exhibition to life. Call 015394 36355.

Spectacular new bulb display for Spring at the National Trust's Sizergh Castle and Garden in Kendal thanks to the planting of 7000 tulip and Dutch iris bulbs in the Kitchen Garden. Pre-booking essential 01539 560951 or www.nationaltrust.org.uk

New booking arrangement for groups and school parties visiting Grasmere Gingerbread, plus refreshments and sampling for pre-booked groups. Call 01539 435428 or visit www.grasmeregingerbread.co.uk

New 'Garden Café' at Beetham Nurseries, Milnthorpe. All the charm of the original tearoom with seating for 120. Table service provided with delicious food and good value. Look out for Food Tasting, Cooking Demonstrations and other events. Coach parking on site. Call 01539 563630 or visit www.beethamnurseries.co.uk

events

- 1 Apr Tom Fools Day, Muncaster Castle
2-4 Apr Model Railway Exhibition, the Forum, Barrow
3-5 Apr Easter Family Fun, Muncaster Castle
16-18 Apr The Dorothy Wordsworth Festival of Women's Poetry, Dove Cottage
17 Apr Damson Day, Low Farm, Lyth Valley
29 Apr - 2 May Lakes Alive: Sufi : Zen, Furness Abbey
30 Apr - 3 May Feast of Flowers, Muncaster Castle
8-9 May Postman Pat Weekend, Ravenglass & Eskdale Railway
10-16 May Great British Sandwich Week, World of Beatrix Potter
13-16 May 19th Jennings Keswick Jazz Festival, Theatre by the Lake
15-16 May RSPB Cruises, Ullswater 'Steamers'
29-30 May Country Fest, Kendal
29-30 May Lakes Alive, Whitehaven
30 May - 3 Jun Festival of Fools, Muncaster Castle
31 May Bank Holiday Carnival, Carlisle Races
31 May Cartmel Races, Cartmel
31 May Dalton Medieval Market, Dalton
2 Jun Cartmel Races, Cartmel
3-9 Jun Appleby Horse Fair, Appleby
4-6 Jun Holker Garden Festival, Holker Hall
4-6 Jun Lakes Alive: Zircus Plus, Barrow
4 Jun Vintage Vehicle & Machinery Rally, Hayes Castle Farm
3-4 Jun Lakes Alive: We Built This City, Carlisle
9, 16, 23 & 30 Jun Steam and Romans, Ravenglass & Eskdale Railway
11 Jun Eden Ceilidh Band Evening Cruise, Ullswater 'Steamers'
12 Jun Edwardian Festival, Grange-Over-Sands
12 Jun Fell Gather, Cockermouth
19-20 Jun Barrow Festival of the Sea, Barrow
25-26 Jun Sedbergh Folk Festival, Sedburgh
25-26 June Woolfest, Cockermouth
26 Jun Barrow Carnival Town Centre, Barrow
27 Jun Veterans Parade and Air Display, Whitehaven
30 Jun Cumbrian Fish Supper, Ullswater 'Steamers'
1 Jul - 1 Aug Barrow & Peninsula Walking Festival featuring, Barrow
1 Jul - 12 Jun 2011 Savage Grandeur and Noblest Thoughts: Exhibition, Dove Cottage
3-4 Jul Strawberry Fair, World of Beatrix Potter
4 Jul Langdale Gala, Walthwaite Meadow
4 Jul Westmorland Horticultural Society Flower Show, Kendal
7, 14, 21 & 28 Jul Steam and Romans, Ravenglass & Eskdale Railway
10 Jul Steam and Ceilidh, Ravenglass & Eskdale Railway
11 Jul It's a Knock Out, Barrow Park, Barrow
14 & 28 Jul Cumbrian Fish Supper, Ullswater 'Steamers'
15 Jul Cartmel Races, Cartmel
17-23 Jul Maryport Roman Festival, Senhouse Roman Museum
18 Jul Piel Walk, Barrow
23-24 Jul Lakes Alive: Titanic, Carlisle Castle
24-25 Jul Cumbria Steam Gathering, Cark Airfield, Flookburgh
25 Jul Flat Racing plus X-Factor Concert, Carlisle Races
28 Jul Lakes Alive: Into the Woods, Brampton
29 Jul Lakes Alive: Into the Woods, Whinlatter
30 Jul Lakes Alive: Into the Woods, Grizedale
30 Jul Piel Evening Walk, Barrow
30 Jul - 1 Aug Potfest in the Park, Hutton-in-the-Forest
1 Aug Lakes Alive, Penrith
1-31 Aug Summer of Fun, Muncaster Castle
2-14 Aug Lake District Summer Music
4, 11, 18 & 25 Aug Steam and Romans, Ravenglass & Eskdale Railway
6-8 Aug National Kitesurfing Championships, Barrow
6-8 Aug Potfest in the Pens, Penrith
11 & 25 Aug Cumbrian Fish Supper, Ullswater 'Steamers'
28 Aug Cartmel Races, Cartmel
28-30 Aug Medieval Muncaster Weekend, Muncaster Castle
30 Aug Lakes Alive, Maryport
2-5 Sep Lakes Alive: Mintfest, Kendal
3 Sep Folk Night, Muncaster Castle
4-5 Sep Great North Swim, Windermere
9 Sep Westmorland County Show, Kendal
12 Sep 50th Rescue Anniversary, Ravenglass & Eskdale Railway
19 Sep - 4 Oct British Food Fortnight, World of Beatrix Potter
2-3 Oct Day Out With Thomas, Ravenglass & Eskdale Railway
9 Oct Save Our Squirrels Special, Ravenglass & Eskdale Railway
15-17 Oct Red Deer Rut, Ullswater 'Steamers'
24-31 Oct Halloween Week 2010, Muncaster Castle
29-30 Oct Improved Ghostly Goings On, Ravenglass & Eskdale Railway
30 Oct Halloween Magic with Stu-di-Doo, Ullswater 'Steamers'
18-21 Nov Kendal Mountain Festival, Kendal
5, 21 & 28 Dec Christmas At Muncaster 2010, Muncaster Castle
7-9 Dec Spirit of Christmas Cruise with Dalemain, Ullswater 'Steamers'
11-12 Dec Santa Cruises, Ullswater 'Steamers'
4-5, 11-12 & 18-19 Dec Santa Express Trains, Ravenglass & Eskdale Railway

For a full list of events visit www.cumbria4coaches.com
For more information call 01539 822222 or email groupravel@cumbriatourism.org