



For Immediate Release

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Don't Miss the Boat....!
Local Businesses to capitalise on Olympics events
August 17 2011

Businesses in Keswick and the surrounding areas are to be offered the chance to attend a special event aimed at maximising the tourism benefits of the 2012 London Olympic Games. This unique opportunity will enable the local area to capitalise on the London Olympics Torch Relay as it travels through the Lake District. The entourage accompanying the Torch will amount to at least 350 people and in addition there will be opportunities to attract journalists from all over the world, as well as many visitors, to experience this unique spectacle.

On 21 June 2012, the journalists will arrive in Windermere to accompany the Olympic Torch as it travels across the UK, carried by an army of 8,000 inspirational people from around the country.

Keswick Tourism Association, Lakes Hospitality Association and Cumbria Tourism will work in partnership to provide a tourism package to the journalists, with the support of local businesses who will then benefit from the coverage generated. Hoteliers will be invited to provide accommodation for the journalists, with attractions and activity providers offered the chance to participate in the provision of a Lake District pass which will showcase the best the Lake District has to offer.

On 17 August 2011, businesses in the area are invited to attend an evening function on board one of the Windermere steamers. The ideas will be presented to the attendees, and they will be given the opportunity to take part in the initiative. Refreshments will be provided, and local tourism organisations will be providing information on how businesses in the area can maximize the PR opportunities afforded to them by this unparalleled event. Ruth MacKenzie

OBE, Director of the Cultural Olympiad for London 2012, will be speaking about the importance of the Lake District as a cultural and tourism destination. Ruth will also announce that Lakes Alive has been commissioned to create and present an opening event for the London 2012 Festival, which will offer a spectacular welcome and finale for the torch, helping to put Cumbria at the forefront of the Olympic celebrations.

Tourism experts believe that the Olympic Games pose a threat to domestic tourism next year, as holidaymakers may travel away from the UK to avoid the crowds. The joint enterprise from KTA, LHS and CT aims to counteract this by hosting UK and overseas journalists and encouraging them to write about the Lake District and the fantastic experience we can offer visitors.

To reserve a place for your business on the August 17 event, please visit www.lakedistrict2012.com or contact Lynsey Forrester at Keswick Tourism Association on lynsey@keswick.org / 0845 4198425. Places are limited.

Ends

For more information please contact: Lynsey Forrester, PR & Communications Coordinator at Keswick Tourism Association, on lynsey@keswick.org / 0845 4198425

Notes to Editors:

- Lakes Alive is a four year programme of world-class performance and arts events in Cumbria, and winner of Tourism Event of the Year in the 2011 Cumbria Tourism Awards.

