



Members' Event

Thursday 19th November 2020 (Virtual)

WHAT OPPORTUNITES DOES 2021 HOLD?

AGENDA

- 13.30 **Welcome and where we are now?**
Jim Walker, CT Chair
- 13.40 **Headline guest speakers – The National Perspective**
Kate Nicholls, CEO, UKHospitality
Bernard Donoghue, Director, Association of Leading Visitor Attractions (ALVA)
- Speaker Q&A
- 14.40 **The Cumbrian perspective - Visitor research & marketing for 2021 and beyond**
Gill Haigh, Cumbria Tourism MD
Helen Tate, CT Research Manager
Sue Clarke, CT Marketing Manager & Heather Sewell, CT Communications Manager
- 15.25 **Positive lessons from 2020: The Local Business Perspective**
Self-Catering (Travel Chapter)
Caravan & Camping (Lake District Estates)
Hotel (Armathwaite Hall Hotel & Spa)
Attraction (Forestry England)
Culture & Heritage (Wordsworth Grasmere)
Food & Drink (Grasmere Gingerbread)
- 16.15 **Q&A**
Chaired by Jim Walker, CT Chair
- 16.30 **ENDS**