

50 YEARS 

Cumbria Tourism

At the heart of our visitor economy

Application Pack





Tourism in Cumbria

Cumbria is a unique place, increasingly recognised as a world class visitor destination. Cumbria Tourism is the county's official Destination Management Organisation (DMO) and was recently designated as a Local Visitor Economy Partnership (LVEP) by VisitEngland.

As well as being at the heart of Cumbria's £4.1billion Visitor Economy, Cumbria Tourism is also the largest membership organisation in Cumbria, representing 4,500 tourism-related businesses.

With increased international visitor appeal, multi-million-pound private sector investments and significant Government investment, together with two UNESCO World Heritage Sites, Cumbria has a golden opportunity to significantly raise its profile as a sustainable world class destination and increase the year-round value of tourism to the whole county.

Just 1% growth would add £30m to the economy and further benefit the cultural and social offer for those who already live, as well as those we seek to attract to live, work, study and invest here.

About Cumbria Tourism

Cumbria Tourism is the official Destination Management Organisation for Cumbria and the Lake District:

- We are a not for profit, membership organisation with the aim of promoting tourism and the wider visitor and supporting economy across the whole of the county.
- We provide support and leadership to the tourism industry and offer advice on marketing, PR, quality and legislation.
- We research and gather market intelligence to monitor trends in the sector; which helps to shape our strategy going forward.
- Every penny we receive from membership, PR, marketing income and our commercial services goes directly into supporting and promoting Cumbria as a world-class destination.

Cumbria Tourism is the only official tourism organisation that promotes and lobbies on behalf of the whole county





About Cumbria Tourism

We are part of the complex jigsaw that is the 'visitor economy' and it is our role to improve the performance of the visitor economy in Cumbria.

Cumbria Tourism is a dynamic and forward-looking membership organisation and we would need you to contribute to our team effort. The team is made up of internal staff but also our Executive Board members, who themselves represent an even greater number of stakeholders. The Executive Board is made up of representatives from:

- Tourism businesses
- Cumbria Local Enterprise Partnership (CLEP)
- Lake District National Park
- Cumberland and Westmorland & Furness unitary authorities

We have an independent Chairman and a President. Many of the above provide input to Cumbria Tourism on a voluntary basis, and for this we are always grateful.

Cumbria Tourism is at the heart of our visitor economy and is the passionate voice of tourism - representing businesses, visitors and our partner organisations.

Mission – *On behalf of our members, we will work in partnership to market and grow the value of the visitor economy, strengthening Cumbria’s reputation as a sustainable, all year-round, inclusive visitor destination of national and international appeal.*

Vision – *By 2025, Cumbria will be a domestic and global destination of choice, famed for its unique world-class landscapes, sustainability and unrivalled experiences for all. Our public realm, high quality product and exemplary customer service will reinforce our reputation with domestic and international visitors as the ‘number one’ rural destination.*

[Cumbria Tourism Strategy 2020-2025](#)





Benefits of working with us

All employees are provided with a comprehensive and attractive pay and benefits package. Highlights include:

Financial

- Competitive salaries paid into a chosen account on the last working day of the month
- Group personal pension scheme with Scottish Life. (Employer contributions 8%, employee contributions minimum of 6%)
- Bonus scheme

Health and wellbeing

- Free flu jabs
- Free eye tests
- Sick pay
- Tax-free cycle scheme

Family-friendly

- Tax-free childcare

General working benefits

- Hybrid working and flexible working
- 25 days annual leave (+ Bank Holidays), increasing to 30 days after five years
- Complimentary refreshments
- Free parking
- Great transport links from offices, by car, bus and train
- Training and development
- Regular away-days and social activities
- Lots of opportunities to sample local tourist activities and attractions
- Complimentary MyCumbria card offering hundreds of ££ of savings
- A friendly and supportive team



Sign up to our Visit Lake District, Cumbria, newsletter [here](#).

Stay in Touch!
Follow The Lake District, Cumbria, and Cumbria Tourism on Social Media.



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Cumbria Tourism is a 'not for profit' members organisation and is the county's official Destination Management Organisation and is at the heart of the Cumbria Visitor Economy. It is also the largest membership organisation in Cumbria with 4,500 members. In 2022, almost 48 million people visited Cumbria, contributing £4.1 billion to the local economy, and supporting 65,500 jobs.

