

# Holiday Of A Lifetime

## Plan your visit to the Lake District

A year of celebrations is the key theme behind the 2018 Holiday Guide to the Lake District launched by Cumbria Tourism.

The 100-page guide celebrates the best of what the county has to offer: places to stay, eat and visit. It marks the county's two World Heritage statuses and inspires holiday makers to book their visit to this world class destination

The guide showcases the county, from Carlisle to Morecambe Bay, Whitehaven to the Eden Valley and everything in between. It offers a handy top five lists of surprising places to visit and things to see and do as well as personal insights from top chefs, award winning tourism business owners and celebrities including Eric Robson and comedian Ed Byrne.

MD Gill Haigh: "In 2018 we have much to celebrate as a destination from a multi-million-pound investment in accommodation and visitor experiences, exceptional food and drink offers, and cultural events such as the hosting of the Weeping Window poppy sculpture at Carlisle Castle, which contribute to the marking of our World Heritage Status. If ever there was a year to visit Cumbria 2018 is the time."

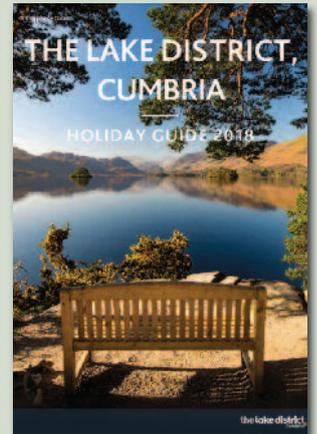
This year's front cover image was chosen through an online #thelacetobe competition where fans shared their favourite image through The Lake District Facebook page.

The competition generated hundreds of entries. It was Dave Brown's stunning image of Friars Cragg at Derwentwater in Keswick that came out on top in the public vote.

Dave Brown: "I am delighted that my photograph was selected. It was taken in April 2017 at Friars Cragg Derwentwater.

Cumbria has allowed me and my disabled wife to get out and about amongst beautiful scenery. Being scooter bound means my wife is restricted to where she can get to. This was one of our first walks together and will always have a big place in our hearts."

Produced by Cumbria Tourism, distribution has begun. More than 168,000 e-mail alerts have been sent to the visitor database letting them know the new guide is out.



Copies can be downloaded direct from:  
[www.golakes.co.uk/guide-request.aspx](http://www.golakes.co.uk/guide-request.aspx)  
or by calling Cumbria Tourism on 01539 822222

Sarah Jones: 01539 825052  
[sjones@cumbriatourism.org](mailto:sjones@cumbriatourism.org)

## Cumbria Tourism

### Rewards card launched to entice winter visitors to Cumbria

Cumbria Tourism launches the Love Cumbria rewards card for visitors to give them access to special experiences they can enjoy during the winter months.

From now until mid-March visitors to the Lake District can take advantage of more than 40 winter warming offers to a host of quality attractions, restaurants and seasonal treats making it the 'must have' holiday accessory of the season.

The card can be bought online or at outlets around the county. It includes '2 for 1s' and up to 25% off entrance to popular attractions, cafes and restaurants. For just £10, the card gives two people an easy path to the offers for a two-week period from the date of arrival.

So whether you fancy dining out for two, flying through the trees on a zip-wire or exploring an historic arts and crafts house oozing with history, there will be plenty of special seasonal treats in store for all.

Marketing Manager Sue Clarke: "We are delighted to be welcoming back the Rewards Card for a second winter season. We were overwhelmed with how well last year's campaign was received by our visitors. We look forward to making this winter even more special for everyone who is planning a break away."

Participating businesses include: Gilpin Spice, The Cliffhanger Rooms, Senhouse Roman Museum, Lanercost Priory and Keswick Climbing Wall.

Cumbria Tourism: 01539 822222  
[www.cumbriatourism.org](http://www.cumbriatourism.org)

## Broadband

### Firms must ditch misleading speed ads

The Advertising Standards Authority (ASA) announce that, from May 2018, broadband firms can no longer advertise their services based on the speeds that only a few customers get.

Dave Millett of Equinox: "The news is something we have been campaigning about and highlighting for several years.

"The fact that providers have been allowed to get away with misleading advertising for years is disappointing. It is like Ford advertising the top speed of their cars based on the Ford GT.

"Providers now have to use the average speeds achieved at peak time by 50% of customers. But why do we have to wait five months for it to come into effect? How many people were duped by misleading adverts on Black Friday – signing into long term contracts based on these misleading claims?

"Before any customer signs they should be told the expected speed for their address that should form part of the contract.

"This will also mean that people who will receive a slow speed with a supplier will know to look elsewhere. This will prompt suppliers to 'up their game' by increasing speeds, or reducing prices for slower speed areas – or risk losing customers.

"Why should customers who get less than half the average speed pay the same as those getting the top speeds? It's a damning indictment of the UK's poor infrastructure, and the small amount of money allocated in the budget.

"As always with the telecoms industry: lies, damn lies and statistics."

Dave Millett: 07809 431055