



KESWICK TOURISM ASSOCIATION NEWS RELEASE

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For immediate release

Keswick listed in Top Ten of Britain's favourite small towns and cities

Rough Guides, the British-based travel publisher asked Britons in a recent survey to name their favourite small city or town and Keswick has made it to the top ten.

The Top 10 towns and small cities chosen are

1. York
2. Bath
3. Brighton
4. Chester
5. St Ives
6. Durham
7. Whitby
8. Blackpool
9. Keswick
10. =Stratford Upon Avon =10. Cambridge

Comments from respondents to the survey on what made Keswick a favourite included the people, the scenery and the good food and pubs.

Linda Furniss Tourism Officer for Keswick Tourism Association says;

“This is fantastic news for tourism in Keswick and is just what we need to keep raising the profile of Keswick the Lake District we have so much unspoilt beauty on offer in Keswick so it is fantastic news that we have been recognised by our visitors and fans of Keswick.”

Linda continues;

“We hope this great news will attract even more visitors to Keswick so they can experience for themselves the stunning scenery, amazing attractions and sample the quality accommodation we have to offer.”

A Rough Guides spokeswoman said the survey was conducted to highlight the huge number of destinations that hold an appeal for tourists outside Britain's main cities, such as London, Manchester and Edinburgh.

"We think this is a really nice list, reflective of Britain's charms" says a Rough Guides spokesperson.

"When people think of British cities it's natural to think of London, Manchester, Edinburgh, Liverpool and the like, but our smaller cities and towns have an awful lot to offer. This list showcases the best of them across the country."

ENDS

Notes for editors: Linda Furniss Tourism Officer for Keswick Tourism Association is available for interview. Please call 017687 75738

About Keswick: Visit [www. Keswick.org](http://www.Keswick.org) to find out what Keswick has to offer.

About the Survey: All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2090 adults, of which 1491 gave an opinion. Fieldwork was undertaken between 20th -22nd December 2010. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+). The Top 10 list of favourite small cities or towns was drawn from the responses of 1,491 respondents. The number of respondents voting for each city in the Top 10 were: York (68), Bath (57), Brighton (46), Chester (35), St Ives (30), Durham (27), Whitby (26), Blackpool (22), Keswick (21) Cambridge (18), Stratford Upon Avon (18)

About Rough Guides: Rough Guides is a leading travel content provider with more than 700 travel guides, gift-books, reference titles, maps, phrasebooks, bespoke custom publishing guides and digital products, including eBooks and mobile applications. Start your journey at www.roughguides.com. Make The Most Of Your Time On Earth™

