



KESWICK TOURISM ASSOCIATION NEWS RELEASE

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Keswick on show to the nation

Keswick showed itself off to its very best when it was the star of BBC Breakfast on Good Friday (22nd April).

Covering research commissioned by The Camping and Caravanning Club, Simon Jack, BBC Journalist, and his family camped down at Derwentwater Campsite and his first time camping experiences were broadcast throughout BBC Breakfast programme and the morning news until about 1pm.

The sun shone on Keswick and even the presenters in the BBC studio were moved to say 'let's just look at that view for a few moments'.

Andy Airey from George Fisher and Linda Furniss from Keswick Tourism Association were both interviewed live by Simon, and took full advantage of their time to promote the area and its attraction to viewers.

Keswick looked stunning and we hope that many viewers will have been encouraged to visit.

Linda Furniss commented that she hoped that KTA members would see an upsurge in business resulting from the programme, as viewers watching BBC Breakfast 'googling' Keswick would almost certainly arrive at the association's website, keswick.org. Tweets and facebook messages were also very busy with people talking about Keswick, so all in all, it was the best possible publicity for us. 'We at KTA are working very hard to promote Keswick as *the* holiday destination in the Lake District. Not all of our efforts will come to fruition, but some will, and this is an example of a promotion going spectacularly well'.