

ROYAL WEDDING DRAWS THE CROWDS IN KESWICK

Keswick shone again in the eyes of the nation when radio 5Live covered the Royal Wedding from Keswick, first from the Market Square as the wedding was shown on a large screen, then from the Royal Oak in Braithwaite in the evening.

This was Keswick's second nationwide publicity, following the BBC Breakfast broadcast from Keswick on Good Friday.

Linda Furniss, Keswick Tourism Association, said that Keswick was in the public eye at the moment, and deservedly so. The sheer beauty of the area will have undoubtedly attracted a whole new tranche of visitors and we should reap the benefits of the publicity in the coming weeks and months. 'Keswick put on a right royal show, with a food fayre, street party and the wedding itself showing on a large screen. Live entertainment during the afternoon ensured a whole day of activity. Hundreds of people came, filling the market square. Union Jack flags were waved, champagne and Pimms drunk, ladies wore hats. The shops and market stalls did a roaring trade, and all in all it was a very good day for businesses. Keswick Tourism Association, Keswick Lions, Rotary and BIDS worked together to make the day happen. BIDS paid for the large screen – unfortunately any thoughts of repeating this for the Queens Jubilee next June is in doubt as BIDS did not win the vote they needed to be able to fund this type of event in the future.'

Hotels and guest houses reported an even busier May Bank Holiday than Easter, and the Keswick Information Centre said that Keswick was fully booked over the weekend.