

## New status breeds fruitful for Lake District Holidays

Cottages.com reveals huge boost in bookings in the region since World Heritage Status

One month since the Lake District was appointed World Heritage status, the UK's biggest holiday cottage website, **cottages.com** can reveal the positive impact it is already having on the local tourism industry.

It has confirmed a 39 per cent growth in on site search and traffic for local properties, outperforming the UK average. Visitors to Lake District properties have increased by 14 per cent and more than 34,000 people have visited the Lake District National Park.

Some of the most popular destinations within Cumbria have seen increased bookings for 2017, proving the county is more popular than ever for holidaymakers around the UK. Experiencing an uplift of 49 per cent, Caldbeck Fells has seen **cottages.com**'s highest uplift in bookings for arrivals, followed by Braithwaite (+48%), Thornthwaite (+30%), Kendal and Lakes Gateway (+19%) and Keswick (+15%).

Commenting on this impressive increase, Mark Whitehouse, Area Manager for Cumbria at **cottages.com** said: "Achieving this accolade from UNESCO is astonishing as the bid has been going since 1986 – after 31 years it's fantastic to finally have the recognition and means so much to all those who have this as their cultural landscape. These figures are a prime example of the positive impact these accolades have to a region and demonstrates how keen visitors are to discover the wonders that are on our doorstep."

The interest not only means a boost in tourism to the area but also ensures the site is preserved for future generations to enjoy.

Jim Walker Managing Director of Cumbria Tourism said: "Cumbria and the Lake District is showing a really positive picture in terms of visitor numbers and spend in the first six months of 2017. We are delighted to see there have been increases across all types of accommodation with self-catering in particular reporting a nine per cent increase. Now with two World Heritage sites Cumbria has an even more compelling message to help boost business from both across the globe and our domestic markets and our research proves this is helping our £2.7m visitor economy to flourish."

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Notes to Editors:

For more information, please contact [press@lucre.co.uk](mailto:press@lucre.co.uk) or speak to Bianca on 0113 243 1117.

About cottages.com

**cottages.com** is the UK's largest cottage website with the biggest selection of properties across the UK, France, Ireland and Italy. **cottages.com** is part of Wyndham Vacation Rentals, the world's largest professionally managed holiday rental business providing access to more than 100,000 properties in over 600 unique destinations worldwide, and a member of the Wyndham Worldwide (NYSE: WYN) family of brands.

