

Kynren Boosts County Durham Tourism for Second Successful Year

Bishop Auckland sees major uplift in property rental bookings during festival period
County Durham sees biggest growth for holiday rental bookings in Northern England

Following the unmitigated success of last year's inaugural Kynren event, figures released today by cottages.com have revealed that the spectacular Eleven Arches show is set to provide an even bigger boost to tourism across County Durham in 2017*.

The UK's largest self-catering holiday agency has released booking figures for the host location, Bishop Auckland, revealing a huge 74% increase during the show compared with last year.

With more than 100,000 tickets sold in 2016 and huge demand already expressed for this year's event, it seems the action-packed blockbuster, which will run from 1st July until 17th September, is proving a real draw for visitors to the area.

According to cottages.com, booking enquiries for properties across County Durham have seen a 54% rise compared to last year's figures, resulting in a 20% uplift in weeks booked for property owners and representing the biggest growth area for holiday rental bookings in Northern England.

In order to meet the unprecedented demand for accommodation and help cater for the surge of visitors to the area, cottages.com has boosted its portfolio of holiday properties in the region. The Old Assembly Rooms (property reference UKC1397) in Bishop Auckland is one such property. Set to be very popular with Kynren visitors, it is one of the town's most historic buildings with plenty of tales to tell. Dating back hundreds of years, it is said that the very first Roman Catholic Mass that ever took place occurred in the room that is now used as a lounge.

Annabelle Baker, Area Manager for cottages.com and sister brands English Country Cottages and Welcome Cottages said: "Kynren proved to be a hugely successful show last year and it's clear that its popularity has had a positive impact on the region, helping to put Bishop Auckland firmly on the map. Thanks to the impressive reviews and reputation built last year, thousands of tickets have already been sold for this summer's spectacle which already looks set to provide a major boost to local tourism. We are actively recruiting properties in the region to help meet ever-growing demand and encourage any property owners considering letting their property to get in touch."

For more information and advice if you are considering starting a holiday let, simply visit www.cottages.com/let-your-property or alternatively contact Annabelle on 07825567227 or email her at Annabelle.baker@cottages.com.

Ends

*Booking figures compiled 31st May 2017.

Notes to Editors:

For more information please contact press@lucre.co.uk or speak to Eleanor on 0113 243 1117.

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